As a newly established entity, SingHealth Community Hospitals (SCH) developed its strategy map, which is a visual summary of SCH’s objectives and strategies for the next five years, aligned with its vision and mission.

The strategy map provides SCH staff and its stakeholders with an understanding of the areas SCH would need to focus on to be successful. It also serves to unite our staff – aligning them with a common purpose to deliver what matters to our Patients.

**Methodology**

- Understanding “What matters to Our Patients” through interviews and feedback surveys
- Literature and environment scans to better understand current healthcare landscape and service provision to better define our roles
- Facilitated senior management retreats to challenge our assumptions and boundaries, to create the vision that we would like to achieve

**Outcome: SCH Strategy Map**

- **Sharing by CEO during SCH Townhalls** – using examples of current initiatives and how they fit into the Strategy Map
- **Connecting with Staff through Workplace@Facebook** to share and explain the strategies identified in the Strategy Map
- **Using SCH Strategy Map as anchor for grounds-up engagement with SCH staff to co-create ideas and initiatives**

**Measuring Success**

- **Aligning annual work plan initiatives with Strategy Map and developing key performance indicators for each strategy for monitoring as part of SCH Balanced Scorecard**
- **Regular review of the relevance of the Strategy Map**