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# Enhancing SOC Appointment Letter Cover for Better Patient Communication

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## Background

SOC appointment letter cover was **wordy**, which may not be easily understood by patients, especially so for elderly patients who may not be fully literate.

Some **information was missing or outdated**, which may lead to patients calling staff in the clinic or call center for further clarification.



## Aim

To improve the information presented on SOC appointment letter cover so that patients are better informed.

## Methodology

The following were added in a pictorial format to the new appointment letter cover:

- Information on Service Express in SOC, so that patients can potentially save time queuing for appointment making and payment (Fig. 1).
- Quick Response (QR) codes to access Health Buddy application (Fig. 1).
- Updated SGH shuttle bus route information (Fig. 2).

## Results

- ✓ Clear instructions and communication to patients through usage of graphics, hence reducing misunderstanding among patients.
- ✓ Information provided is updated, user friendly and convenient, thus improving patient experience.

## Conclusion

- The revised SOC appointment letter helps to share our services to patients using captivating and easily understood pictures.
- It is important for information provided on SOC appointment letter cover to be comprehended by patients regardless of age groups. Hence, usage of pictures can help to illustrate essential information to all patients.
- Information will be reviewed half-yearly.

## Before

Save time and reduce stress from traffic congestion, and the limited parking in SGH Campus. Leave your car at home and take public transport.

Travelling to SGH Campus has never been easier with the numerous buses available and nearby Outram Park MRT station. You can also easily take our free air-conditioned shuttle buses at Outram Park MRT station.

Shuttle Bus Operating Hours  
Monday to Friday: 8.00am to 7.00pm  
Saturday: 8.00am to 2.00pm  
Sunday and Public Holiday: Not available

## After

**SERVICE EXPRESS**  
@ Specialist Outpatient Clinics

**SAVE TIME!** No More Queue For Payment & Re-Appointment!

VIEW, CHANGE or CANCEL YOUR APPOINTMENT  
Download Health Buddy App  
App Store | Google Play  
www.singhealth.com.sg/appointments

Register for Service Express. It's FREE!

Figure 1

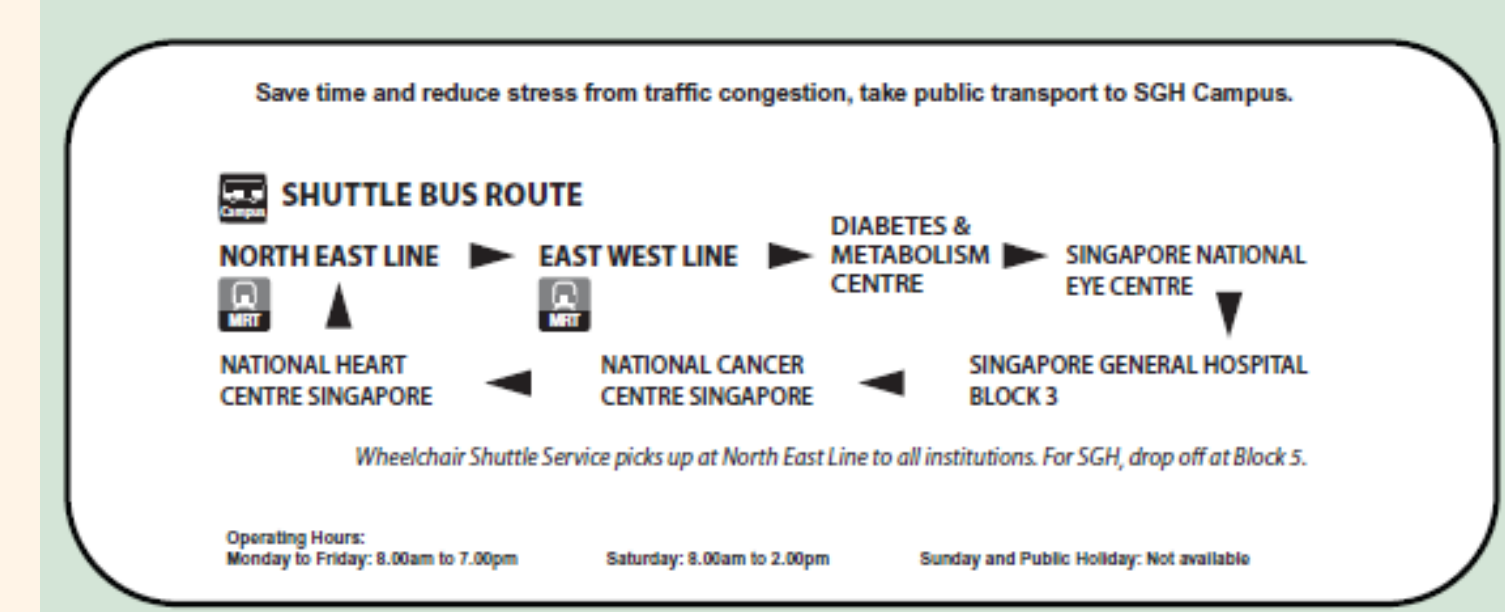
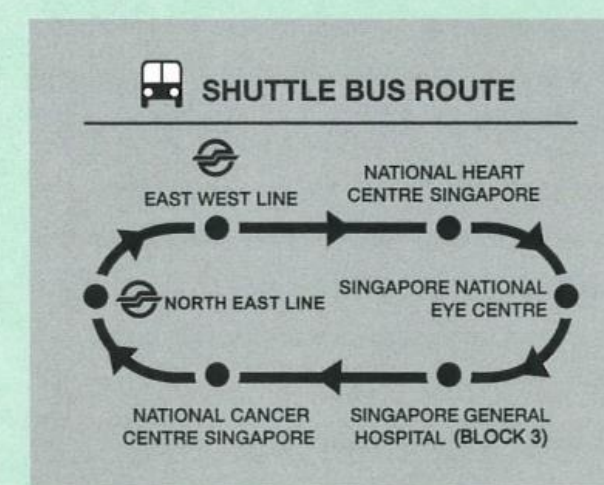


Figure 2

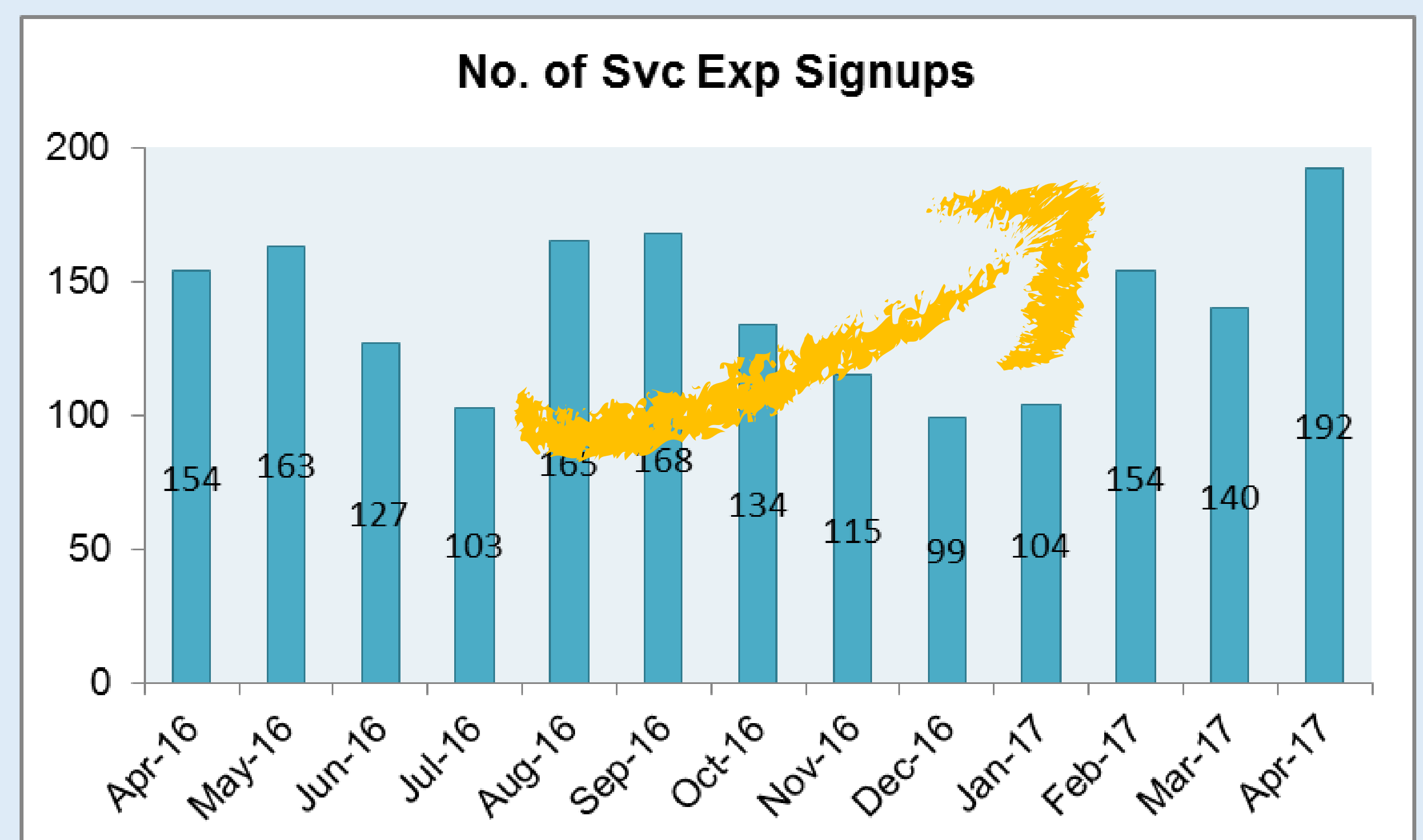


Figure 3. Number of Service Express Signups for Apr 16 – Apr 17.

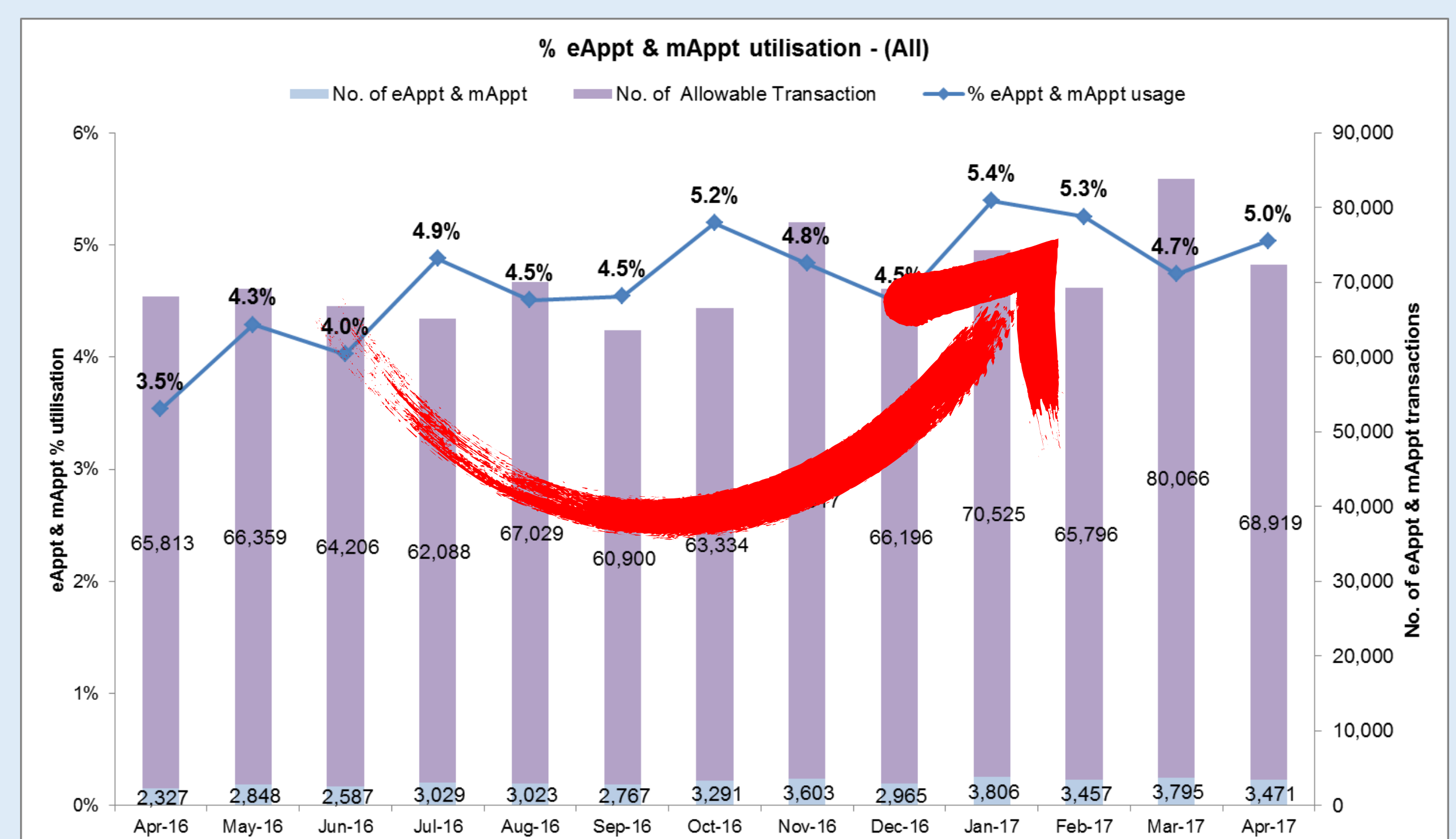


Figure 4. Percentage of eAppt & mAppt utilisation for Apr 16 – Apr 17.