



**Singapore Healthcare Management 2017**

# Science In The Hospital

*A video series showcasing medical research in the SingHealth Duke-NUS Academic Medical Centre (AMC)*

Anjana Krishna, SingHealth  
Lydia Ng, SingHealth  
Arthur Wong, SingHealth  
Carol Ang, SGH  
Rebecca Tse, KKH  
Privina D/O Abhisegaran, NNI  
Ravi S/O P Chandran, SNEC  
Alson Tan, NCCS  
Jenny Ang, SingHealth  
Andrew Wong, SingHealth

## INTRODUCTION

Science in the Hospital (SITH) is a series of six videos that creatively showcases life-saving medical research in the SingHealth Duke-NUS AMC. The videos profile researchers, their teams and the work they do to improve healthcare and bring research from bench to bedside.

## AIM & TARGET AUDIENCE

### Staff

Create awareness among and educate staff, patients and the public about medical research and its efforts to advance patient care

### Patients & Public

Educate patients and public on the life-saving research that goes on in the AMC and its role in improving healthcare and patient care outcomes

### Potential Donors & Collaborators

Encourage giving to medical research in the AMC and facilitate possible partnerships for research projects

## METHODOLOGY

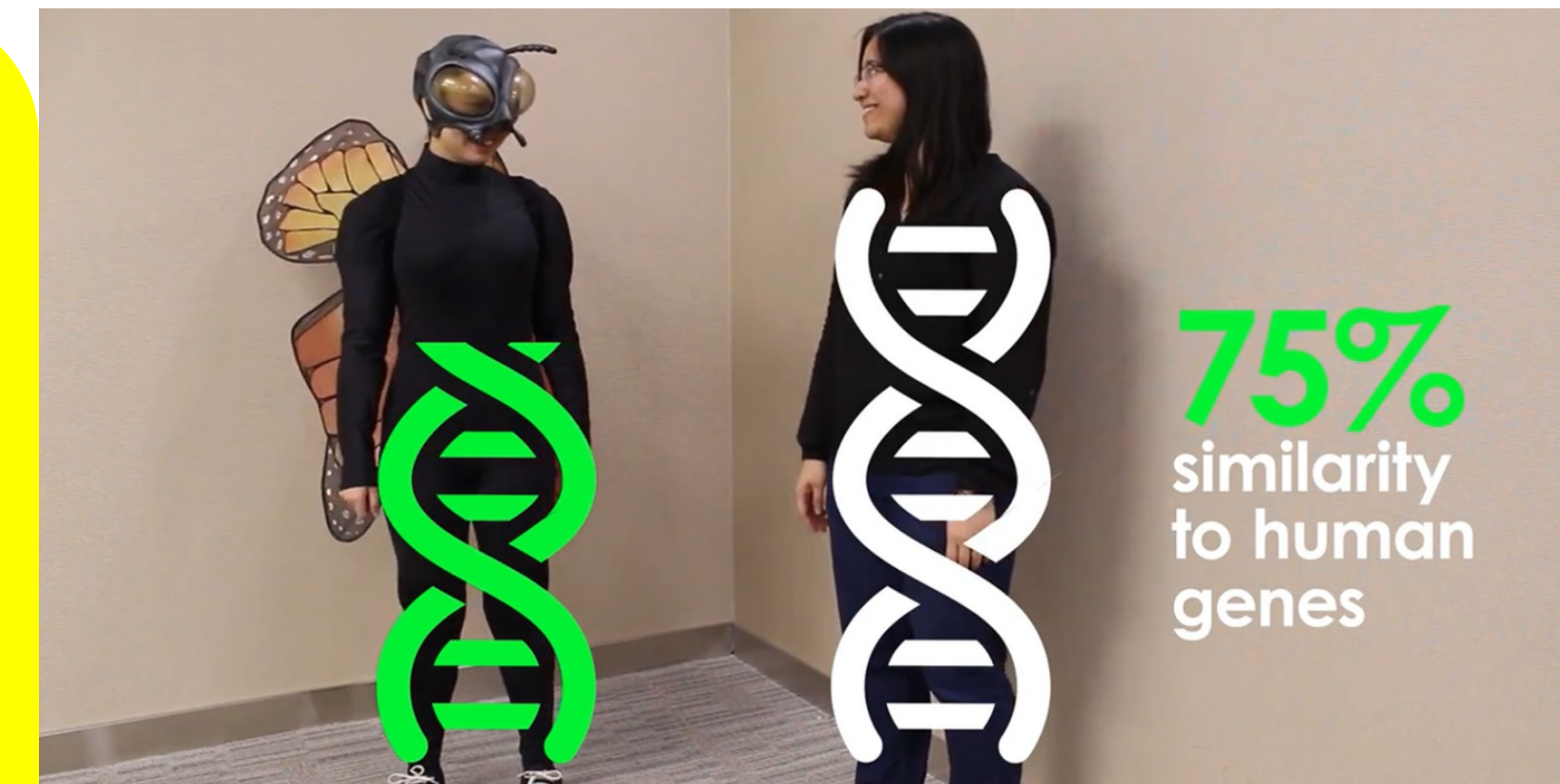
Doctors and scientists share about their medical research via simple, understandable and quirky ways. Props, gadgets and interesting analogies are used to “break down” the science, to engage viewers and allow them to take an interest in the research that advances tomorrow’s medicine.

The videos were carried on the AMC’s online channels, screened in clinics and disseminated to all staff, research collaborators and industry partners.

## RESULTS

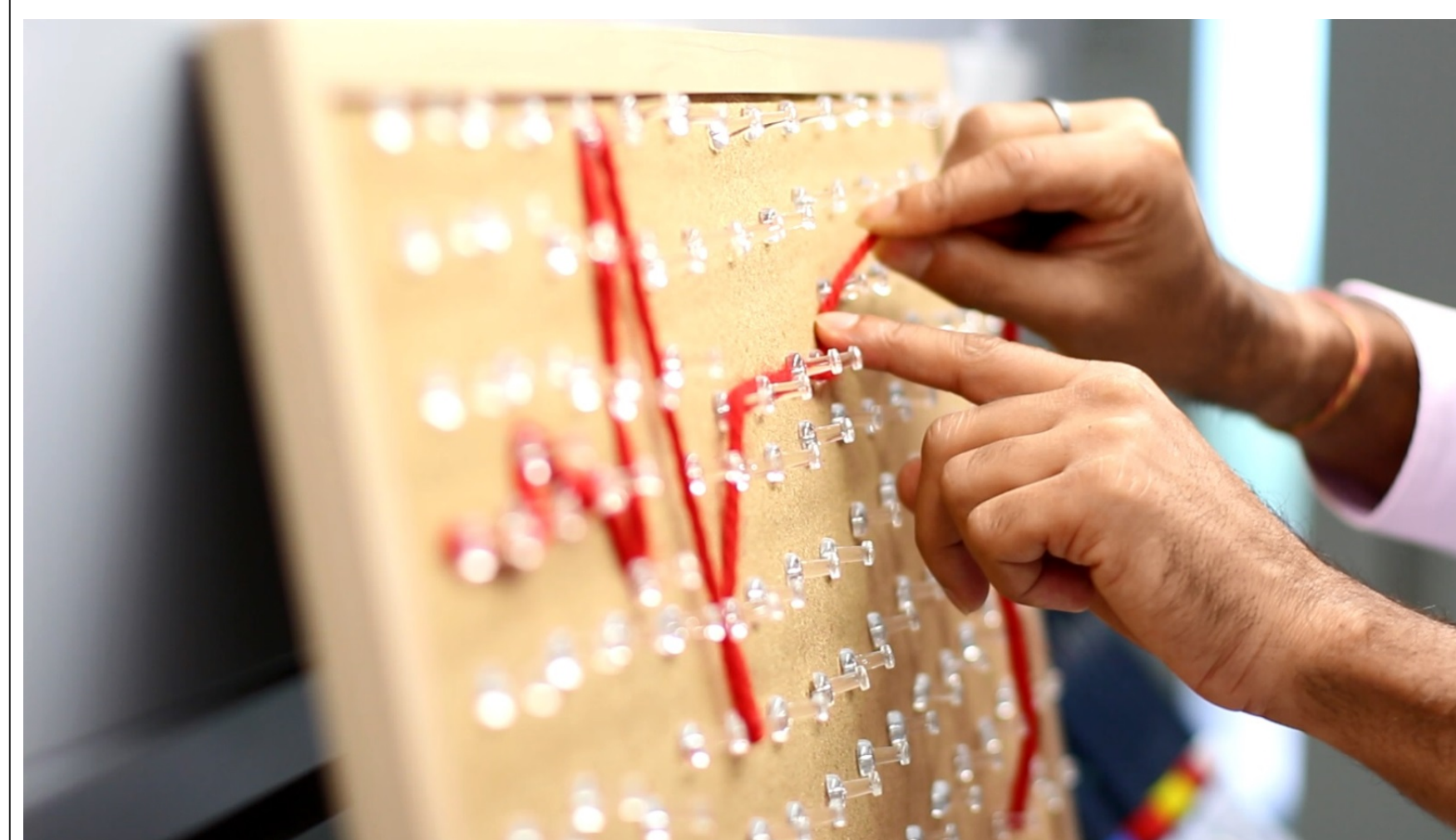
Six videos were produced across research areas including neuroscience, cancer, cardiovascular diseases and eye diseases.

**67%** click-through rate by SingHealth and Duke-NUS staff from publicity platforms



**90%** absolute audience retention rate

\*Percentage length of the video that viewers watched



Gained viewership from **Singapore, Asia, UK and the US**



**Positive feedback** from research community



## CONCLUSION

The video series is an ideal way to profile researchers, their teams and their work, as well as to reach out to viewers, including those who are not medically- or science-trained, on medical advancement efforts that improve patient care.

