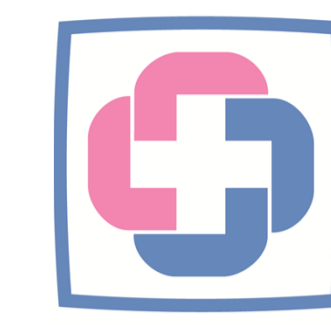




Singapore Healthcare Management 2017

Connecting Through the Art of Window Display

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Introduction

Retail marketing studies have shown that **visual impulses** contribute largely to purchase decisions. In the same principle, window display in the hospital attract people's attention and is therefore a valuable and highly effective communication platform for propagating educational health-related messages and raising awareness of core hospital initiatives. The challenge, is in retaining interest. The solution? Releasing messages in spurts, each with an average display duration of no more than one month.

Aims

- To create a dynamic platform for brand positioning and corporate messaging
- Educating public and staff in empowering their health
- To actively engage the senses of our internal stakeholders and the public
- To improve patient-visitor experience with meaningful aesthetic display

Methodology

Balancing a good mix of content

The display is refreshed every month. The content strategy is rooted in four key pillars reflective of the hospital core values.

Health topics for Women and Children	Events and Workshops organised by the hospital	Patient Safety (e.g. Target Zero Harm, Hand Hygiene)	Helping needy patients and drive donation (e.g. Volunteers' Day, Giving Programmes)
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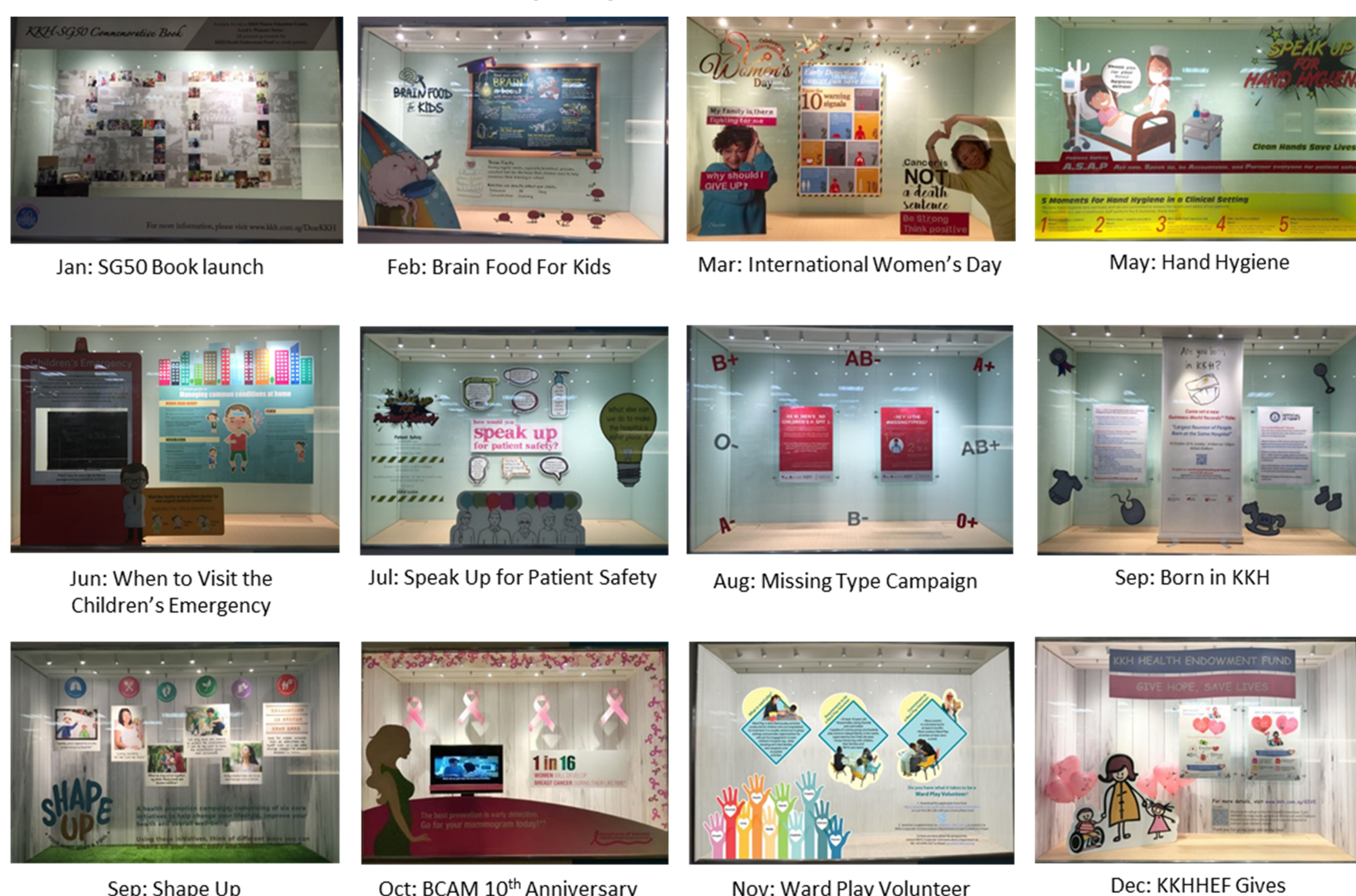
Collaboration with internal stakeholders

We proactively engage internal stakeholders in their areas of expertise to carve out bite-size content so as to present the information in an easily digestible format for our target audience since the window display is along a busy walkway.

Use of eye-catching, creative visuals

The team creatively use props, a variety of materials, including digital medium (e.g. playing video clips), within the contained space to attract the audiences' attention.

Window Display Themes in 2016



Results (Staff survey conducted in April 2017)

How often do you stop and look at the window display

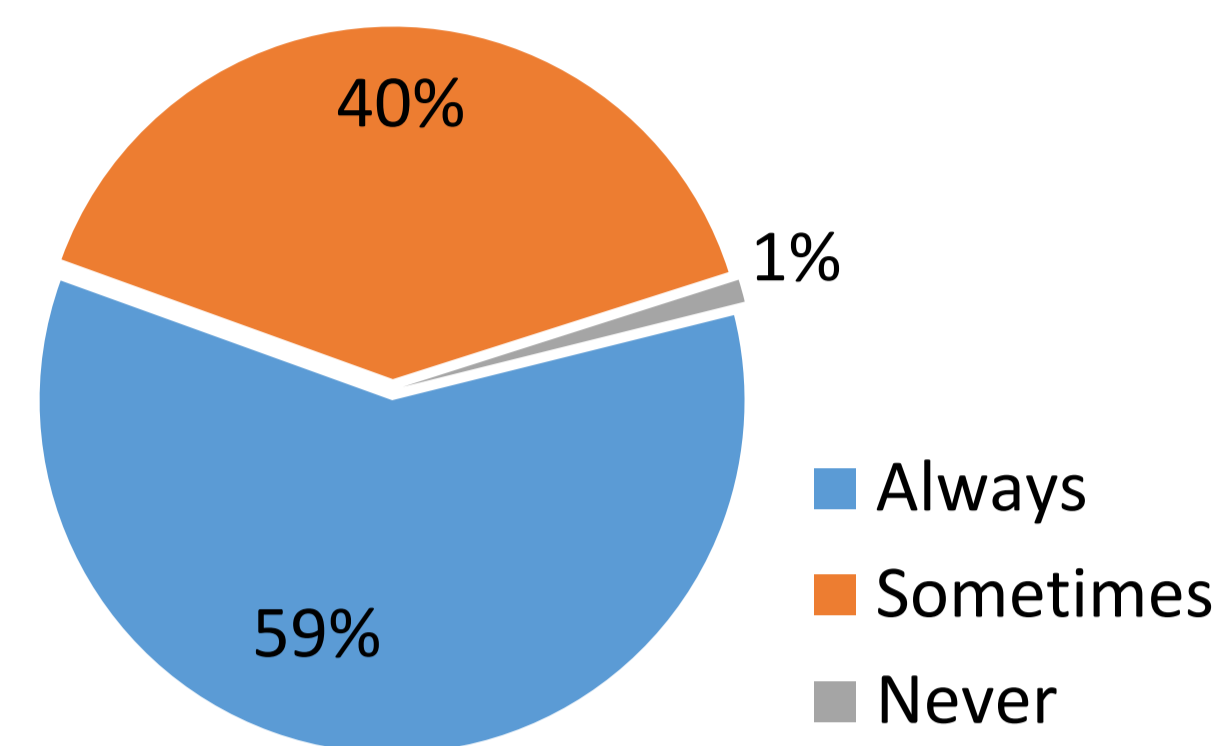


Fig 1.

Do you understand the messages conveyed?

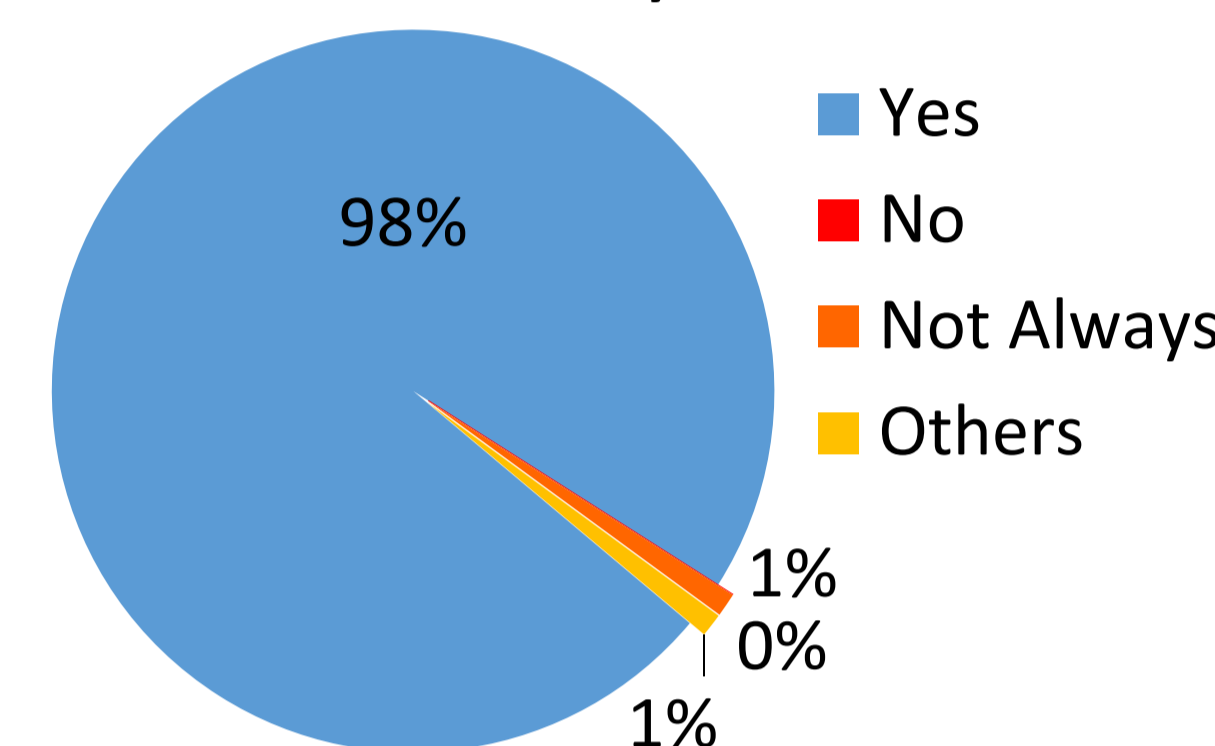


Fig 3.

What attracts you to look at the window display?

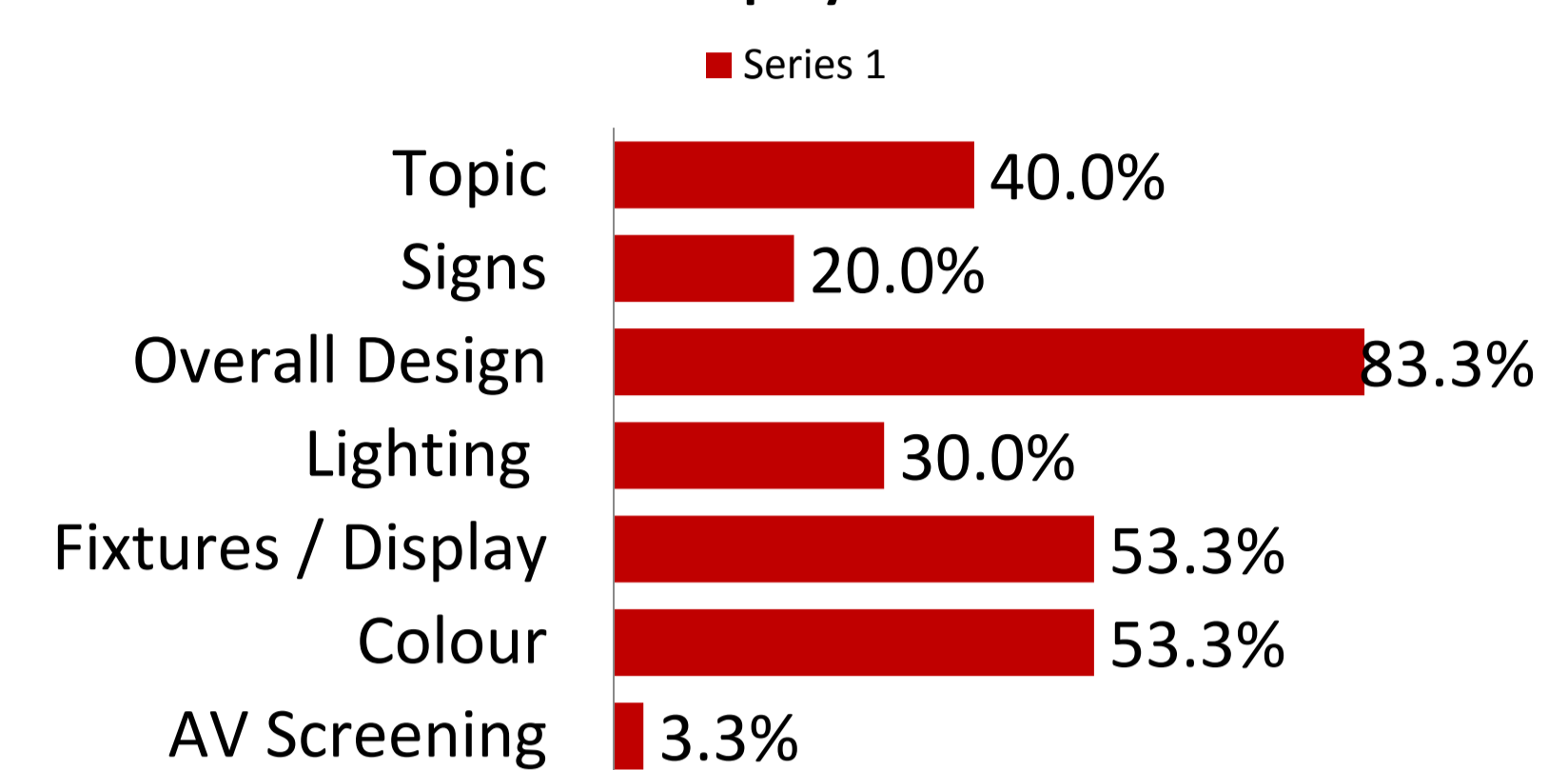


Fig 2.

Rank items numerically on a scale of 1 to 4, with 1 being Most Important, and 4 being Least Important.

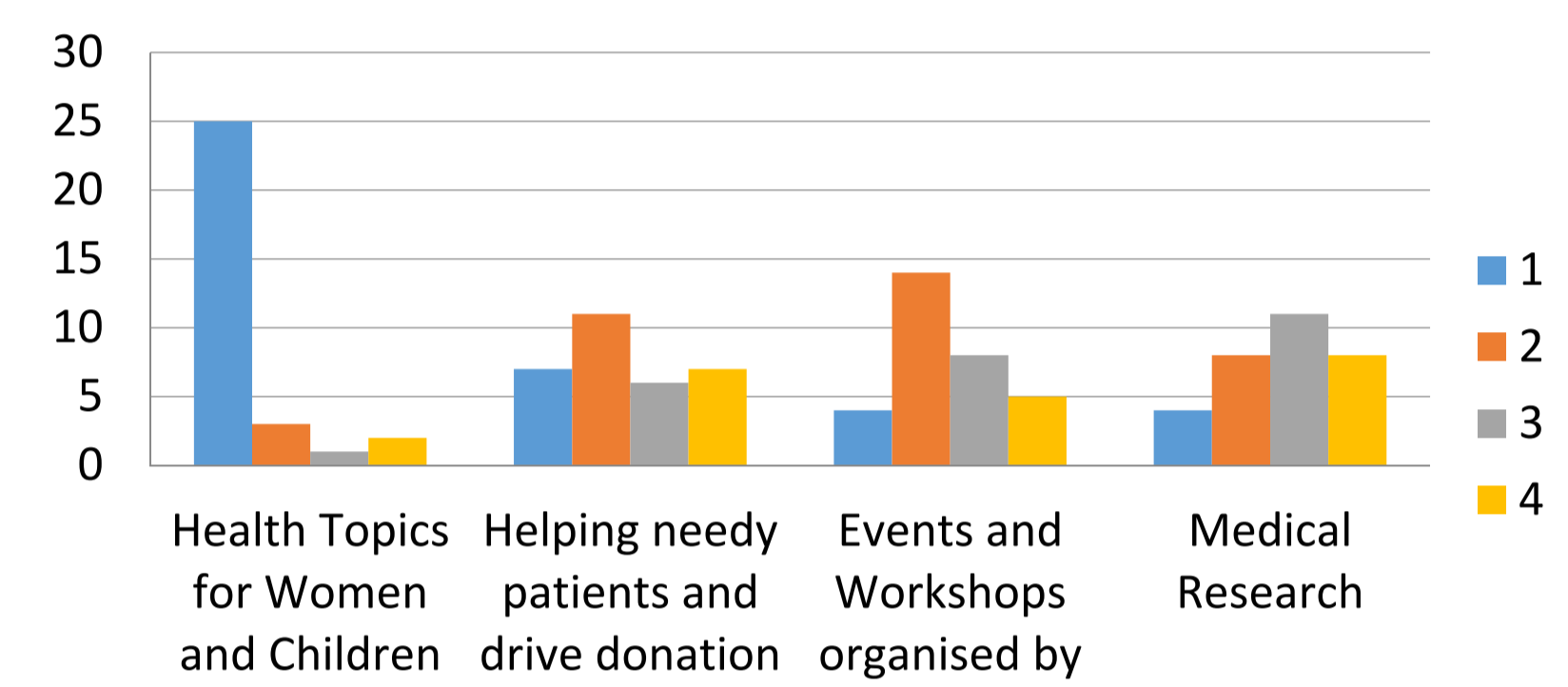


Fig 4.

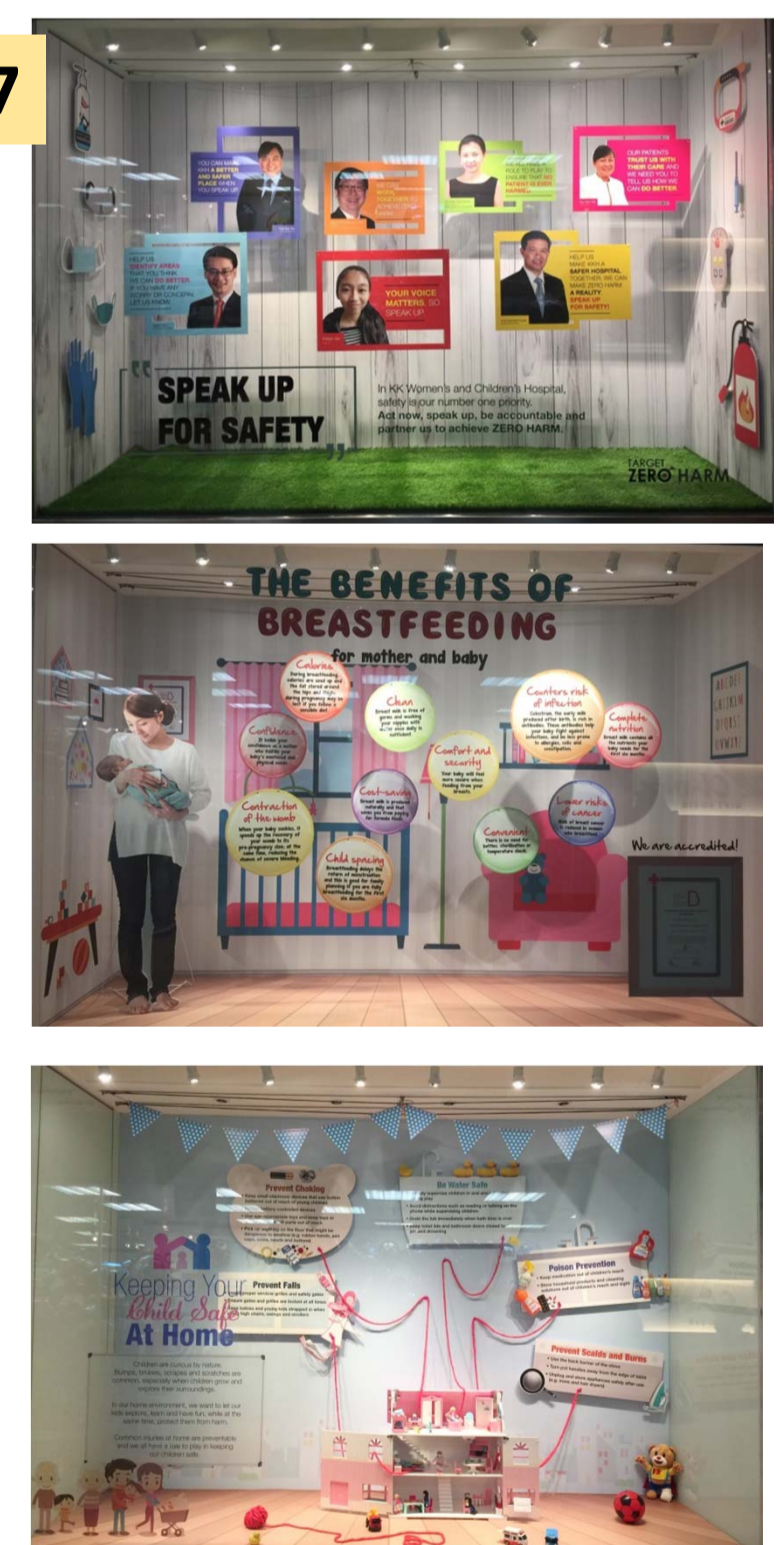
Close to 50 responses were recorded and results show that more than 90% of KKH staff always or sometimes take notice of the display (Fig 1.). This means that our window display designs are effective in attracting attention. The study also shows that 98% of surveyed staff understand the messages conveyed.

Themes in 2017

When asked to rank the themes that matter most to them, Health Topics for Women and Children came up tops, followed by Events and Workshops organised by the Hospital and in third place, Medical Research. This insight will improve future planning on themes and topics that interests the public.

Suggestions for future topics:

- History of our hospital
- Profiling of staff (what they do for patients)
- Success stories and medical breakthroughs



Conclusion

With a focused strategy, visual cues can stimulate dormant senses. Clever installations create a harmonious space within a vibrant environment. This translates to providing a better patient-visitor experience, at the same time strengthening our core values and interaction with stakeholders.

The team continues to improvise and push creative boundaries in pursuit of sustainable improvement in the selection of topics that are of interest to both the public and staff, particularly in the areas of health and safety.