

# Life@SGH Campus

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To produce an internal publication that serves as an instrument of change to promote the One Campus vision in a tangible form and on a sustained basis.

### **Background:**

To our patients and members of the public, SGH Campus is one seamless entity. They do not differentiate between one institution and another.

We work as an integrated Campus and we wanted to leverage on Life@SGH, our staff publication, to be the channel, bridge and social glue that celebrates our people and synergies on this Campus.

## METHODOLOGY

#### **Branding**

A unique masthead coupled with a familiar name

#### **Presentation**

Through the use of bold colours and the layout of the publications reflects the vibrancy and variety

#### **Editorial Content**

Dynamic yet approachable.

#### **Distribution**

To be true to its role as a catalyst in forging a One Campus identity, the publication has to be made available to staff of sister institutions.

# CONCLUSION

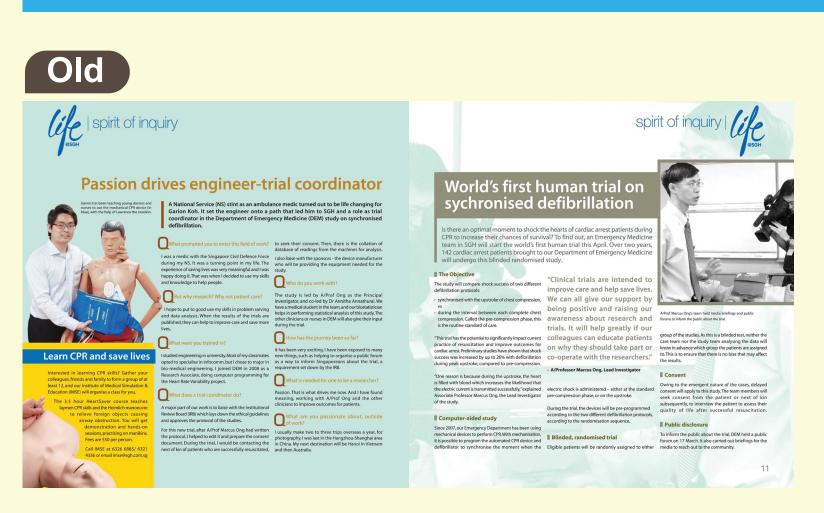
Launched in September 2012, Life@SGH Campus is into its 5th issue by May 2013. Whereever it is displayed, the colourful masthead is a bold and tangible manifestation of the One Campus vision.

It continues to resonate with our staff through its many stories celebrating our people and achievements and the use of photos, graphics and short text that delivers news in small, easy-to-read packages. It includes regular sections aligned with corporate direction such as our Academic Medicine journey and strategic priorities as one cluster and one Campus.

### RESULT

It uses a wider range of distinctive colour palettes that reflects the variety of corporate identities on Campus. This is evident in the masthead as well as the inside pages.







Through the articles and photos, the narrative has been changed to include more stories about cross-institutional collaborations







We included two new sections – Bench Press and Class Act – to feature our research and education endeavours, in alignment with our journey in Academic Medicine



### **Bench Press**

hat a specialist was. I just wanted to be like my

ool in Singapore?

hat made you choose to attend medical



We increased its distribution. Life@SGH Campus is now sent to key departments in sister institutions for further circulation among their staff.







will have better outcomes arising

from our research because there

is no other way to have

better outcomes."



have no money." I also gave tuition three times a week

which was enough for my hostel fees of about \$150

That was how I got by until they increased the schoo

my class of 45 students, four went to medical school. fees in my final year to \$4,000. I thought I would have nt to St Joseph's, which is the best school in the to drop out for sure! Fortunately, the Rotaract Club gav

. Some of my classmates who could afford it went me a loan to finish medical school.

