



Health Buddy

Singapore's Most Comprehensive Health Info App

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Introduction

What is Health Buddy?

1. Singapore's most comprehensive health mobile application. Offers: Health Tips, GP Clinic Listings, Medical Conditions & Treatments, Hospital Contact Information
2. Convenience factor to busy working adults. Health Buddy promotes patient empowerment towards healthy living and proactive involvement in one's health
3. The app positions SingHealth as the 'Industry Thought Leader', providing credible and localised information – to reduce unnecessary hospitalisation and healthcare cost. It expands SingHealth's sphere of influence, increasing our relevance into their everyday lives.

PROBLEM: Why App is a Must?

Smartphones are the modern-day obsession.

All-in-one app. Available any time, any where. Secures a permanent 'space' and visibility with our target audience, who are increasingly using – and relying – on smartphone devices as a key tool to access information and services.

Target Audience profile and benefits to SingHealth:

- "Bored Browser"**
 - Topical health information → **Keep people healthy**
- "Concerned Caregiver"**
 - Answers to their common issues and questions they face → **Improve staff productivity and efficiency, by reducing duplicate/repeated answers**
- "Focused Finder"**
 - Ready info on Services & Specialists' profiles → **Helps focus and enhance service & efficiency at Call Centres**

Methodology

A team with representatives from across all SingHealth institutions was formed to identify most relevant content, format of presentation as well as app features to be developed.

A detailed review of all the websites across SingHealth group was conducted, using Google analytics. Interviews were conducted with sample target audience members of the public, and results collated to form a final brief.

'Health Buddy' incorporates the most popular sections from multiple websites of the SingHealth group, and presents it on mobile platform.

A strategy was developed for continued updating and refreshing of content to give the user a compelling reason to return to the app on a weekly basis.

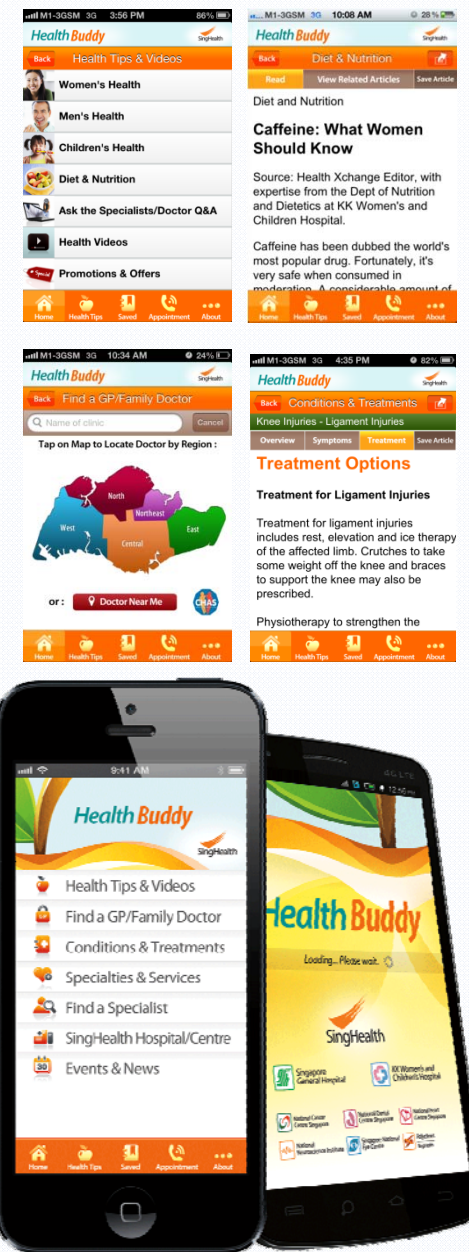
Results

Health Buddy offers:

- 1. Relevant, Highly Searched Content**
Studies were conducted to analyze visitors' behavior and their surfing patterns on existing SingHealth websites. We incorporated the most popular searches into this app.
- 2. 'Be Useful Beyond Yourself'**
The inclusion of GP / Family doctor clinic listings, with opening hours, which is a unique feature not found on any other website or mobile app.
- 3. Everyday Relevance and Usefulness**
Health tips for Men, Women and Children, which are updated weekly, give users an interesting and compelling reason to view the app contents regularly, rather than just when they have a healthcare need.
- 4. "How To" Videos for Caregivers**
Direct connectivity to a YouTube health channel with 'how to' videos also offer caregivers a handy tool.

Numbers Count:

1. Health Buddy has achieved over 40,000 downloads within one year, with high 4.5 stars iTunes rating.
2. Users OPEN Health Buddy app – over 15,000 pageviews/month
3. Drives traffic to our sites and enquiries to our institutions – from one consolidated app
4. Oh yes, we won a bronze SITF award...!



Conclusion

- 'Health Buddy' has improved convenience and ease of use to access health information and healthcare services.
- With credible health information, this has helped address basic health related queries by the public, on a device which is available 24/7.
- This can result in more efficient delivery of healthcare information to an increasingly mobile savvy nation, and save time at the consult clinic setting from similar/repeated queries.
- Bonus: SingHealth enjoys a permanent, visible space with our target audiences' daily obsession – the smartphone!

The Future of Health Buddy

1. "App-Stickiness" Interactivity enhancement: HealthXchange Forum and Support Groups
2. Functional Improvements: eAppointments and ePayment features
3. Cross-Invoke related SingHealth Apps and other health apps

Find a Doctor with Health Buddy app

DOWNLOAD FREE

HEALTH TIPS, A-Z TREATMENTS



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Winner of
SITF Award 2012