

Communicating Health in The Internet World

Eden Tang, Chia Cheng Yen, Isabelle Laporte
SingHealth

Introduction

www.HealthXchange.com.sg is Singapore's – and Asia's - first interactive portal to educate and empower Singaporeans on health. By Singapore's largest healthcare group – SingHealth.

1. Tap **Internet as Communication Channel** and **Marketing Outreach**
2. **Available 24/7** – Resolves mismatch of timing between doctors' availability and public's info needs
3. **Social Media Connectivity** allows interactive Q&A in sustainable format.



Methodology

www.healthxchange.com.sg features advice from SingHealth's healthcare experts – doctors, nurses, allied health professionals. Offers Asians a **localised site** to draw health advice.

- Content is by **high interest** (high internet search queries) and **high incidence** of condition in Singapore
- Articles are **Search Engine Optimised (SEO)** to garner high relevant viewership
- Google Analytics **tracks the portal usage** and information consumption patterns
- **New Articles are Uploaded Weekly** to maintain freshness



Results

"From Zero to Hero"

- Within a short span of 3 years since launch, HealthXchange is now the second highest visited site amongst the SingHealth group websites.
- **100,000 - 150,000 unique visitors** per month.

"Well Appreciated" Survey: March 2013 (1,600 responses):

"86% of respondents rated HealthXChange "good" or "excellent" and want more "healthy living tips and articles".

Conclusions

Significant Savings & Efficiency

By using the internet as an education channel, SingHealth has achieved significant efficiency and effectiveness in outreach and **Savings of \$3.8 Million.***, whilst being **Environmentally Friendly**, reducing print costs.

(Assume \$1 per minute saved of consult time by reading online = Unique visitors (776,931)X \$5/min consultation charges).

Empowerment & Personal Responsibility

By empowering Singaporeans with trusted health information, we hope to help them to **take responsibility for their own health** and live healthier lives. This will **lessen the pressure on healthcare institutions** and reduce healthcare costs for the public and the nation.

Successful Branding & Positioning

Positions SingHealth group and our Institutions as the **Asia's Experts** and **Thought Leader** in health. The portal also **directs traffic** to SingHealth's Institution websites.