

Integrated Communications Workflow

to enhance profiling opportunities across cluster and ensure wider exposure of key events or initiatives

SingHealth Group Communications

Arthur Wong, Stephanie Jade Arlindita, Hammie Yeo, Janson Yap, Vanessa Choo, Tian Yee Shin, Corinne Tan

- INTRODUCTION -

INCREASING EFFICIENCY & EFFECTIVENESS OF OUR WORK
BY ADDRESSING CHALLENGES AND GAPS



- **Lack** of integrated communications workflow
- **Wasted opportunities** despite immense efforts in planning and organising
- Disparate and disorganised communications add to **clutter**

- METHODOLOGY -

HOW WE MADE A WIN-WIN COMMS SITUATION
BY UNDERSTANDING STAKEHOLDERS



Channels are employed over 3 stages of communications

1. **Immediate**
low retention
2. **Supplementary**
for recall
3. **Archival**
in-depth content and coverage

Project Title: Allied Health Community Day (22 Feb 2013)					
Stage of Comms	Channel	Details	Specific Target Audience	Desired Effect	Evaluation
Phase One (13 Feb - 22 Feb)	Intranet Page & Banner	Banner linking to intranet writeup on projects submitted total of 8 articles	Everyone	Give recognition to all who participated in the awards	Page views
	Email Blast	Sent to all AHPs to publicise the submission numbers / highlighted projects, directed to the intranet page with the complete writeups	AHPs in SingHealth	Give recognition to all who participated in the awards	Number of well wishes received
	Ask them to attend / watch coverage of AH Community Day	Ask them to attend / watch coverage of AH Community Day	AHPs in SingHealth	Show appreciation for their fellow AHPs	Email blast design adapted from banner
Phase Two (22 Feb - 4 Mar)	Tomorrow's Medicine Youtube	Videos of the 3 winners of the AHP, sharing about their project, how it translate to patient care, advice to AHPs who are doing research	Facebook Fans	Recognition of award winners	Video views
	25 Feb 28 Feb 4 Mar	Ask for dedications and well-wishes for their fellow AHPs	Facebook Fans	Boost future submission numbers	Emma to propose storyboard and arrange for filming
Phase Three (4 Mar - 10 Mar)	Tomorrow's Medicine Publication	Highlight of note-worthy submissions for AHP	Staff	Showcase that AHP projects can have academic impact on the landscape	AHP Comms team

fig. comms plan for Allied Health Community Day 2013

A **proper message strategy** increases effectiveness of the campaign at all stages

It also allows the team to **allocate resources** and manpower

- CONCLUSION -

MORE EFFICIENT, MORE EFFECTIVE

- provide optimal exposure and reach to stakeholders' events and initiatives
- fine-tune existing channels to suit evolving needs
- the team continues to engage stakeholders for sustained profiling

- RESULTS -

MORE COVERAGE, HIGHER REACH
WITH INTEGRATED PLANNING

NURSES' DAY 2013

1.4 million impressions on social media
20,000 clicks on 160 posts
Increase in 1,300 fans

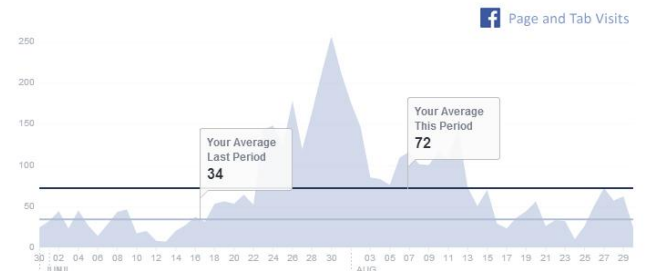


fig. visits to SingHealth Facebook page doubled
1 July – 30 August 2013 vs 2012

ANNUAL REPORT 2012

Sustained campaign over 8 weeks
Use of multiple platforms
Exceeded targeted reach

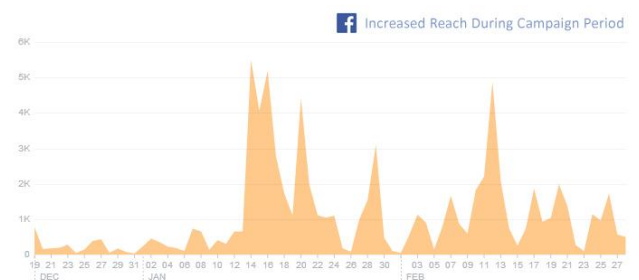


fig. sustained, increased reach during campaign period



fig. part of a series of 12 short story banners produced

Singapore Health Quality Service Awards 2013

'Live' coverage of event day
Active sharing by institutions

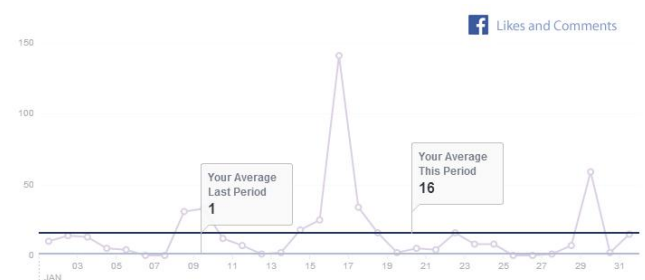


fig. exponential increase in activity versus previous year