



The SingHealth Healthy Living Series: Getting Expert Health Information to the Public

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1 Introduction

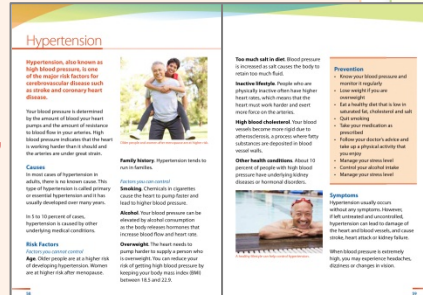
The SingHealth Healthy Living Series is an expanding collection of patient education materials that aims to:

- Equip the public with up-to-date expert health and medical information
- Empower them to take charge of their own health
- Reinforce SingHealth's expertise and position as a leading healthcare provider

2 Methodology

Development

1. We work with General Practitioners and clinical departments to identify topics for the Series based on **health conditions that are prevalent and of high interest** in Singapore
2. Comprehensive medical content is contributed by the clinical departments and presented in an **easy-to-read format** that outlines clearly the **causes, symptoms, diagnosis, treatment options and prevention**
3. The content is specially edited to ensure it is **easily understood by the layman** and is packaged in an **appealing presentation**



Reach & Accessibility

- Placed at **locations where interest in health is high**: patient-waiting areas of SingHealth institutions and GP clinics across Singapore
- Produced **multilingual editions**: Mandarin, Bahasa Indonesia, Vietnamese and Bengali for non-English speakers
- Content is **leveraged into electronic formats** and **placed on popular online platforms** such as Google Play and Google Books

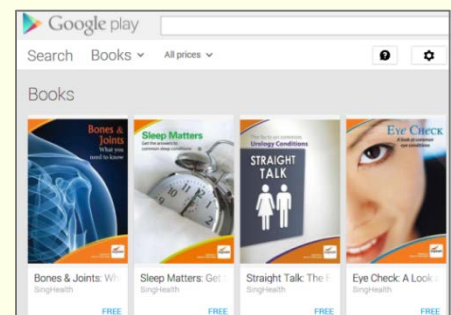
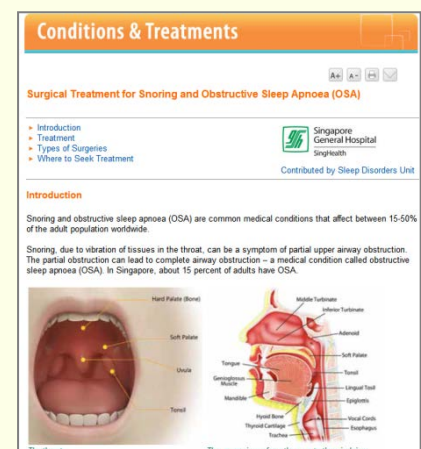
3 Result

8 Titles in the Series To-Date:

- Stay Healthy: Take the bite out of 20 common conditions
- Sleep Matters: Get the answers to common sleep conditions
- Straight Talk: The facts on common urology conditions
- Up Close: Get the answers to common ear, nose and throat conditions
- Bones & Joints: What you need to know
- Heart to Heart: All you need to know for a better heart health
- Let's Conquer Cancer

Wide Audience through Multiple Platforms:

1. Patient-waiting areas of SingHealth institutions
2. 2,000 GP clinics across Singapore
3. Multiple online platforms:
 - Conditions and Treatments section on the SingHealth website
 - SingHealth's Health Buddy mobile application
 - Multilingual editions available on SingHealth international subsites
 - PDF and e-book editions are available for free download on:
 - o SingHealth website
 - o HealthXchange portal
 - o Google Play
 - o Google Books
5. Available for order on HealthXchange.com.sg
6. The National Library Board
7. SingHealth events



A single source of content is leveraged onto an array of online platforms, extending the readership and benefits of the materials at zero cost!

4 Conclusion

The SingHealth Healthy Living Series is:

- A **source for trusted and relevant health information**, that **showcases SingHealth's expertise** as a leading healthcare provider.
- An initiative to **encourage the public to look after their own health**, which in turn **lessens the pressure on healthcare institutions** and **reduces healthcare costs for the nation**.
- **Widely and easily accessible**. Content from the hardcopy materials are **leveraged onto e-platforms**, **extending the readership and benefits of the materials at zero cost**.

