



Singapore Healthcare Management 2018

SCIENCE IN THE HOSPITAL (SITH) VIDEOS

VIDEO SERIES SHOWCASING MEDICAL RESEARCH IN OUR AMC

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SITH is a video series that creatively showcases the SingHealth Duke-NUS Academic Medical Centre's medical research by profiling researchers and the work that their teams do.

METHODOLOGY

Six videos were developed with research "broken down" through the use of props, games and interesting analogies.

Released on a bi-monthly basis, the videos covered different research focus areas e.g. cancer, cardiovascular diseases, neurosciences, eye diseases.

The videos were carried on all the AMC's online channels, screened in over 240 clinic screens and disseminated to all staff and industry partners. Selected videos were also screened at external events such as polytechnic open houses and international healthcare conferences.

AIMS

- Create awareness and educate staff, patients and the public about medical research and the efforts made to advance patient care.
- Open doors for research collaborations by showcasing research in prevalent disease areas and starting crucial conversations among like-minded, cross-discipline partners.
- Promote giving to medical research by showcasing life-saving research and appealing to potential donors.



Scan the QR code to watch our videos!

CAMPAIGN RESULTS

After the release of all six videos, a focus group survey of 60 individuals as well as researchers featured in the video was conducted to assess if the video series had achieved its aims

98%

of respondents felt more informed about research in the AMC

97%

of respondents found that the videos were simple and easy to understand

92%

rated the series as good/very good

“The videos made what normally would be alien-sounding research into digestible, easy-to-understand snippets of useful information.. they made research sound exciting and interesting as opposed to the layman view of ‘research is boring work’.”

“It was made very simple, so it was good and helped in explaining my research work.”

“The videos were easy to follow and made scientific concepts easy to understand.”

“After the video was screened, many asked for more details about my research. It also sparked many conversations about my work in social circles and in WhatsApp groups.”

57,821*
VIEWS ON FACEBOOK

159,330*
PEOPLE REACHED

*As of June 2018

“Science and toys are a good mix — you don't usually see so much variety and vibrancy of colors used in corporate videos... nice to know the impact of our scientists' work.”