iDisplay:
Enhanced Digital Experience in Academia

Jean Thee, Chan Yoke Mun,
Wong Tar Hau, Jayakumar Selvam,
Muhammad Hilmi Bin Abdul Rahman
Office of SingHealth Academy, SingHealth

Singapore Healthcare Management 2018

SingHealth

Aim(s)

✓ To enhance the digital experience and facilities in Academia.

✓ To create better awareness and accessibility to the educational events scheduled in Academia.

✓ To save cost and manpower by reducing the dependency on printed material for educational events in Academia

Methodology

The four-steps development plan was followed :

1 Initiate

Review the traditional practice and analyse paper wastage (tedious upkeep event workshop materials), the new system request and determine resources (man power, time, funding & format).

2 Proposal and scoping

Prepare and present new system template proposal and amend the system specification plan required following discussion with team.

3 Development

Obtain iDisplay system requirement and project brief with team to begin development. Develop deliverables as described in project charter and conduct user acceptance test & revise the system deliverables as required.
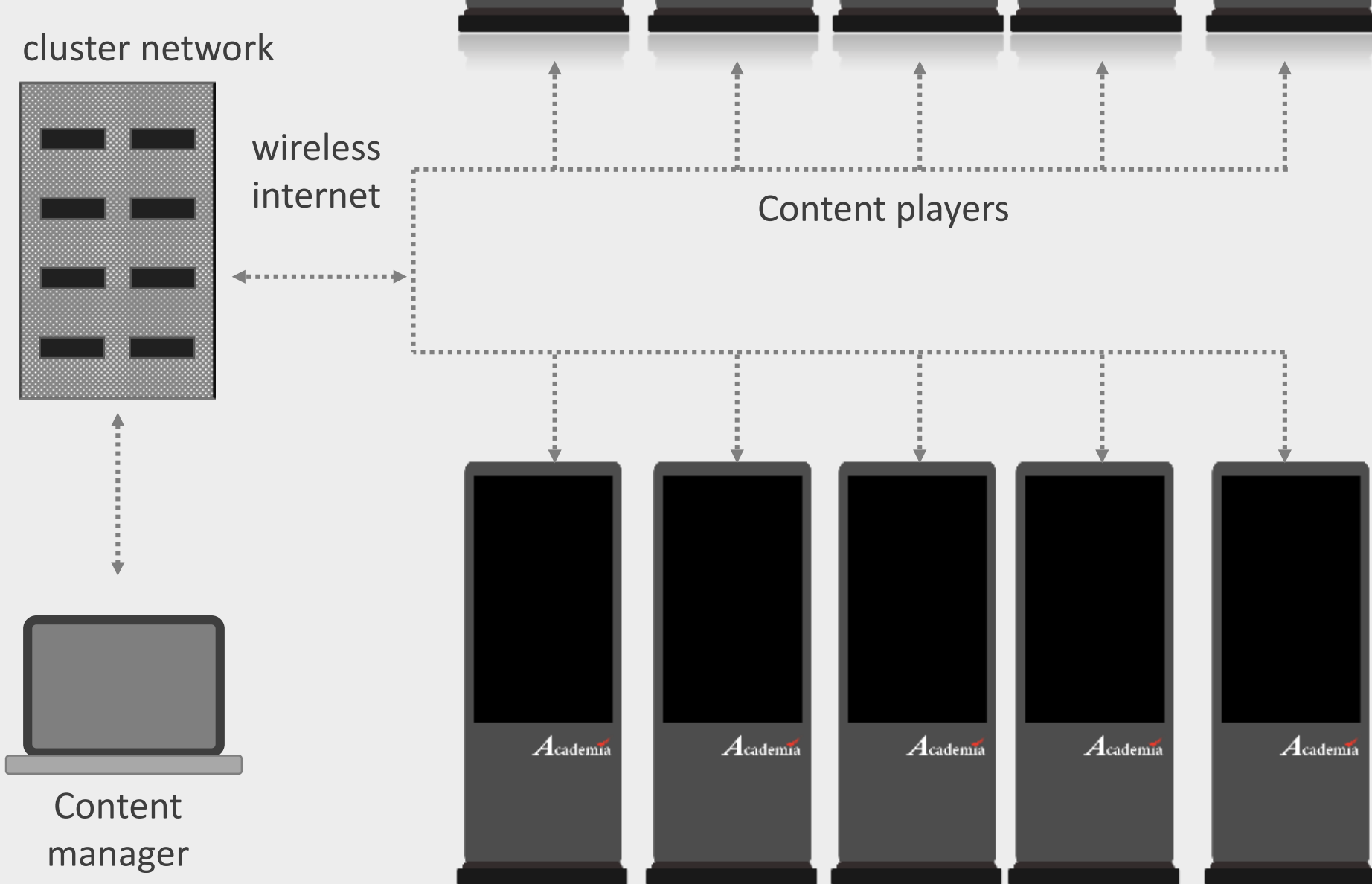
4 Implementation

Address system improvement issue arises from our users' feedback and share to the team to ensure maintain system process running smoothly and more effectively.
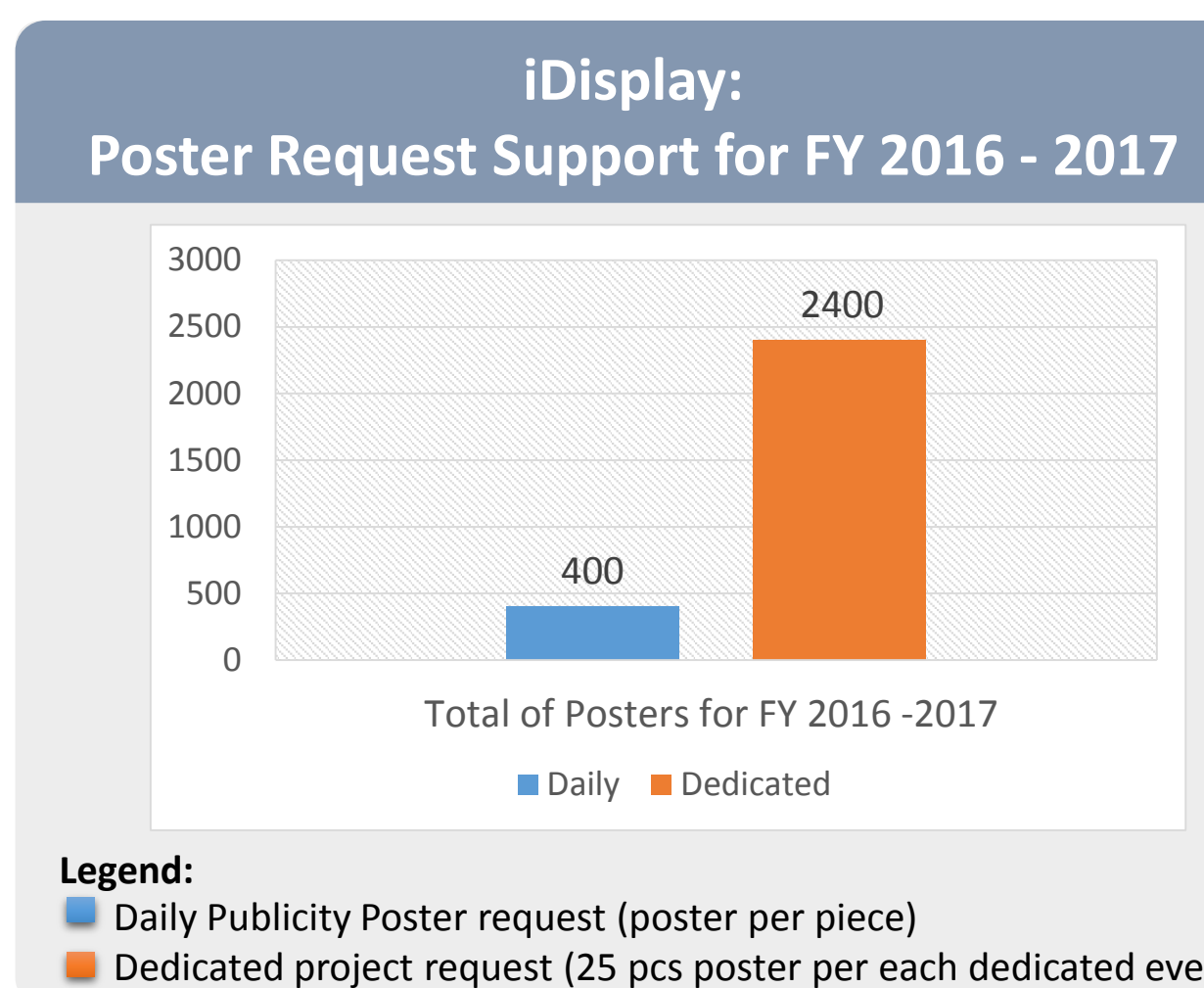
How it works?

Networking:
everything is under <u>One</u> control

- A PC controls whole network, groups of iDisplay units, or an individual display unit

- We can update digital contents through network.

- iDisplay kiosk can be used in different locations. Portable kiosk can be easily moved from place to place.

cluster network

wireless internet

Content players

Content manager

Result

Since the implementation in 2016, we had successfully deployed over 400 e-Posters and 96 e-Contents in the iDisplay to support events in Academia. It has generated savings close to $196,000 instead of printing the abstract and advertising posters for the events. Details as below:

iDisplay:
Poster Request Support for FY 2016 - 2017

Total of Posters for FY 2016 -2017

400 | 2400

Legend:
■ Daily Publicity Poster request (poster per piece)
■ Dedicated project request (25 pcs poster per each dedicated event)

Comparison of Print Media & Digital Media:
Cost Breakdown between Digital & Print format (A0 size)

Prints / Digital Media	Event Posters for		Printing Cost per piece (market Price)	Total of Printing Cost
	Daily publicity	Dedicated Projects		
External Prints: Poster Print format	400 pcs	2400 pcs (96 dedicated projects received)	SGD 70	SGD 196,000
Internal - iDisplay: Digital E-posters format			✓ No printing cost involved	

It has also generated greater publicity and awareness of the scheduled events of event in SGH campus. The other benefits derived includes :

Create faster business work flow by eliminating the time wasted on getting posters that need to be printed and delivered.

Save cost on out-sourcing the e-content development that can be done with in-house.

Ability to edit the posters and content easily.

Enhancing the digital experience of participants attending the educational events.

Oral Poster Presentation – Society For Emergency Medicine in Singapore Annual Scientific Meeting

Save Papers Save Trees & Save Money

Master Plan Launch 2016   Residency Open House 2017

Conclusion

The solution implemented was able to meet the objectives set for the project. It has saved cost and time, and enhanced the Academia educational facilities as the choice venue for medical conferences, seminars and workshops.