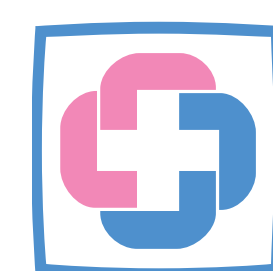




Singapore Healthcare
Management 2019

Strengthening KKH's identity as the healthcare leader in women's and children's health: Connecting with the community through digital communication and forums

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Background

KKH is Singapore's largest hospital specialising in healthcare for women and children. In its 160 years of heritage, KKH has delivered more than 1.2 million babies and managed countless high-risk conditions in women and children. As the expert in women's and children's health, we envisage an even healthier future for our nation by empowering them to stay well and take charge of their health, as we champion the drive from healthcare to health.

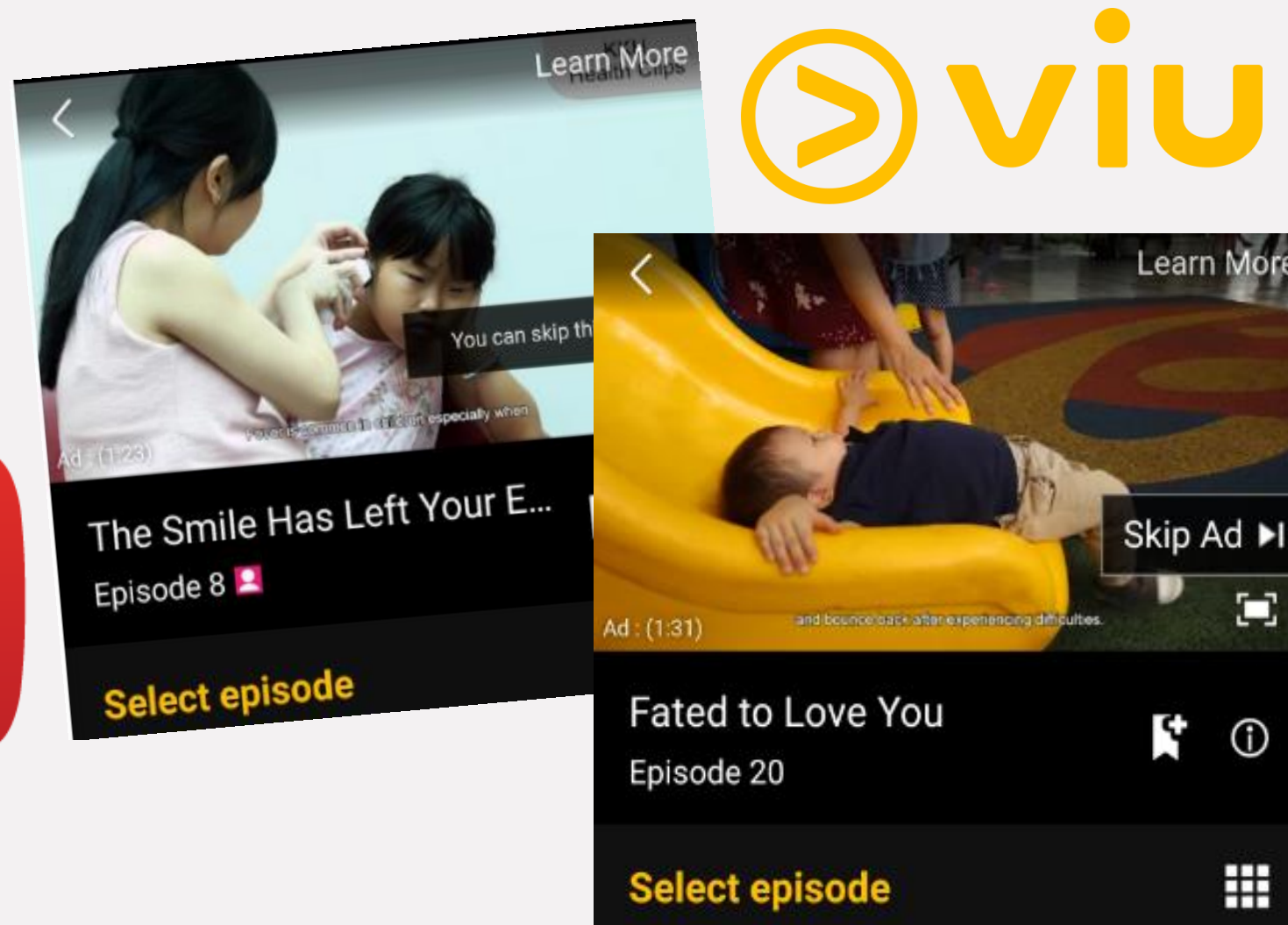
What is the problem?

With the advent of internet, health tips that are not curated could pose the threat of confusion through misinformation and be a detriment to the nation's general health. There is a pressing need to step up community outreach and be the reliable source of medical reference that the public can turn to and trust.

Methodology

1. Digital Communication

In our attempt to capture the growing online-savvy population, eight health trailers were developed and pushed out through YouTube, Facebook and VIU SG. With modest publicity budget, these online platforms could help us generate public interest and education on common health concerns which empowers them to make informed health-related decisions.



2. Public Forums

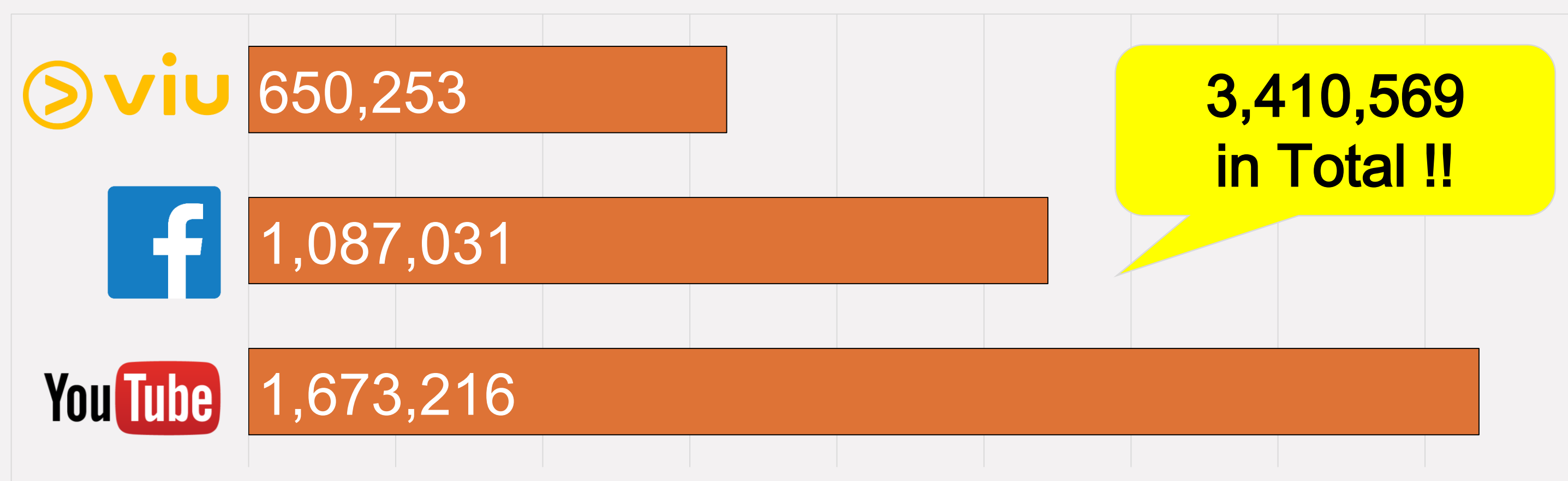
A ten-part series of public forums / workshops were also organised for the public to gain from trusted advice from health specialists. The workshops were particularly useful in stimulating discussions which helped to address real-life concerns that the participants have.



Results

1a. Total views on the 3 different platforms

A total cumulative impressions of 3,410,569;



and 260,657 view-throughs (full viewing of videos) were recorded.

Top 3 videos with the highest view-through

Gestational diabetes – How does it affects your baby?

1 [65,243 view-throughs]

2 Are cancers even preventable?

[49,950 view-throughs]

3 Increase your chance for a healthy pregnancy.

[49,431 view-throughs]

1b. Performance of the videos

The view-through-rate indicates that 7.64% (higher than average) of the public has shown vested interest in the videos and chose to watch them till completion.



View-through-rates means view counts that are recorded by people who finish watching the video.

2. Overall number of Attendees

More than 3,000 participants attended the public forums, and 91.38% rated the events as good and above.



Conclusion

With the evolution of modern technologies, public healthcare institutions need to keep pace with new and innovative ways to connect with the public. We will spare no effort in educating and empowering the nation as we fulfil our vision as the leader in women's and children's health.

Health Series Continuation

- Creating better patient-centric content
- Exploring platforms and better ways to convey reliable medical information
- Continue to position KKH as the women's and children's health expert