



Singapore Healthcare
Management 2019

Charting our Journey – SingHealth Community Hospitals Strategy Map

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SingHealth
Community Hospitals

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Background

- As a newly established entity, SingHealth Community Hospitals (SCH) developed its strategy map, which is a visual summary of SCH's **objectives** and **strategies** for the next five years, aligned with its **vision** and **mission**.
- The strategy map provides SCH staff and its stakeholders with an **understanding** of the areas SCH would need to focus on to be successful. It also serves to **unite** our staff – aligning them with a common purpose to deliver **what matters to our Patients**.

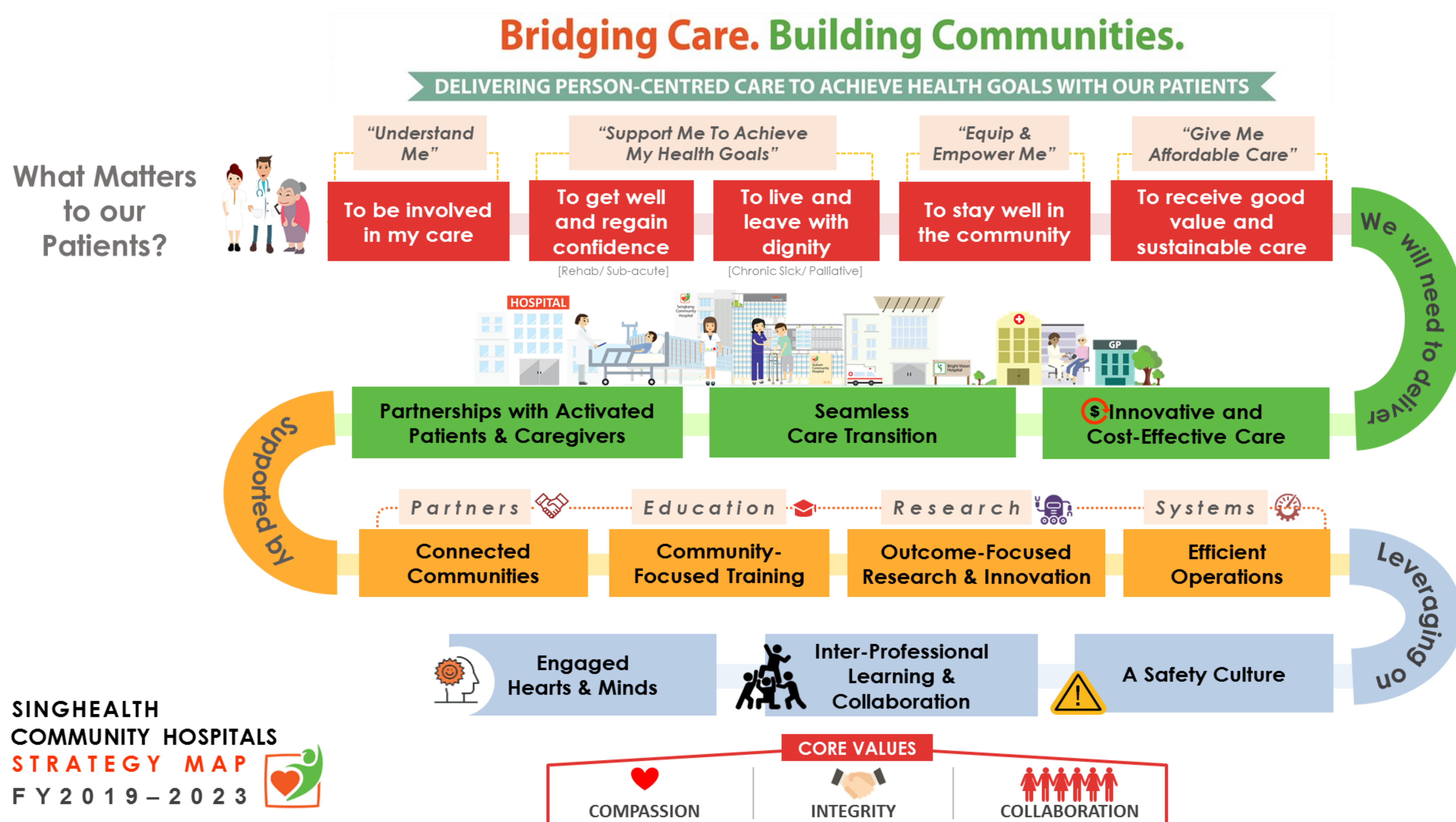
- ✓ Understanding “What matters to Our Patients” through **interviews** and **feedback surveys**
- ✓ Literature and environment scans to better **understand current healthcare landscape and service provision** to better define our roles
- ✓ Facilitated senior management retreats to **challenge our assumptions and boundaries**, to create the vision that we would like to achieve



Methodology



Outcome: SCH Strategy Map



- ❖ Sharing by CEO during **SCH Townhalls** – using examples of current initiatives and how they fit into the Strategy Map
- ❖ Connecting with Staff through **Workplace@Facebook** to share and explain the strategies identified in the Strategy Map
- ❖ Using SCH Strategy Map as anchor for **grounds-up engagement** with SCH staff to co-create ideas and initiatives

Connecting...



Measuring Success

- ✦ Aligning **annual work plan initiatives** with Strategy Map and developing **key performance indicators** for each strategy for monitoring as part of SCH Balanced Scorecard
- ✦ **Regular review** of the relevance of the Strategy Map