



Singapore Healthcare  
Management 2019

# And the lost shall be found... Check and Update Your Contact Info in an Instant with SingHealth's Virtual Counter – 24/7

Eugene Sim, Shawn Poh, James Toi, SGH  
Loke Chui Yee, SHP

Kathryn Ng, SingHealth Group Communications  
Renny Muliawan Salim, Chen Hongyuan, Chan Chan Yee,  
Integrated Health Information Systems



## 1. Aim

In Healthcare, the ability to reach out to our patients on a timely manner is key to patient care. Communication channels like SMS, emails and mails are the platforms we often leverage on to reach out to our patients. We aim to create a self-help platform for patients to update their contact details at their convenience so SingHealth can reach out to patients accurately and timely.

## 2. Introduction

Approximately 3% of the patients affected by the SingHealth cyber attack in 2018 were not reachable through SMS or letters. Their mobile numbers and residential addresses were outdated, inaccurate, incomplete or not collected at all.

A cross-institutional workgroup, called the Patient Identity Integrity Workgroup (PIIWG), was established in October 2018. The PIIWG was formed to explore strategies to maintain patients' contact details which is a critical business function particularly during a crisis. One of the initiatives spearheaded by the PIIWG was the Personal Profile feature in SingHealth's Health Buddy mobile App.

The PIIWG focused on ensuring that updated patients data (contact numbers, address and email) are entered and captured accurately and timely.

## 3. Development

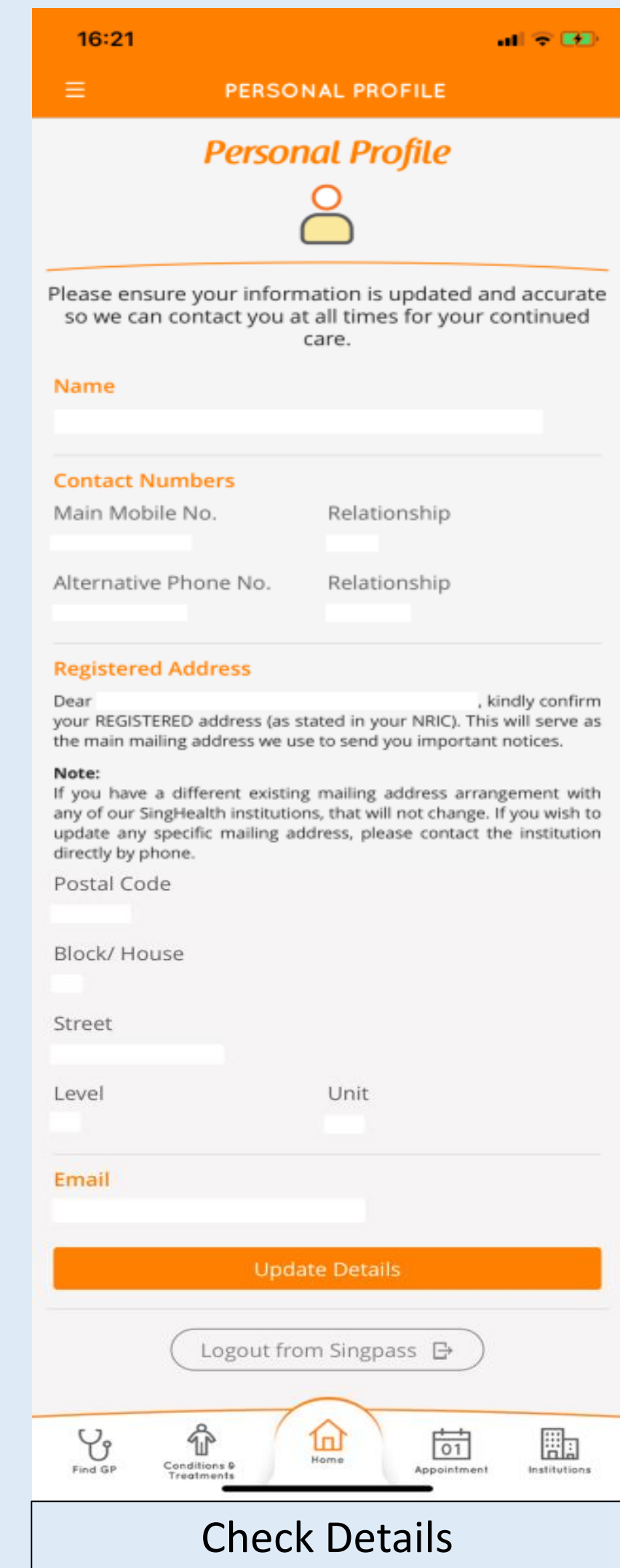
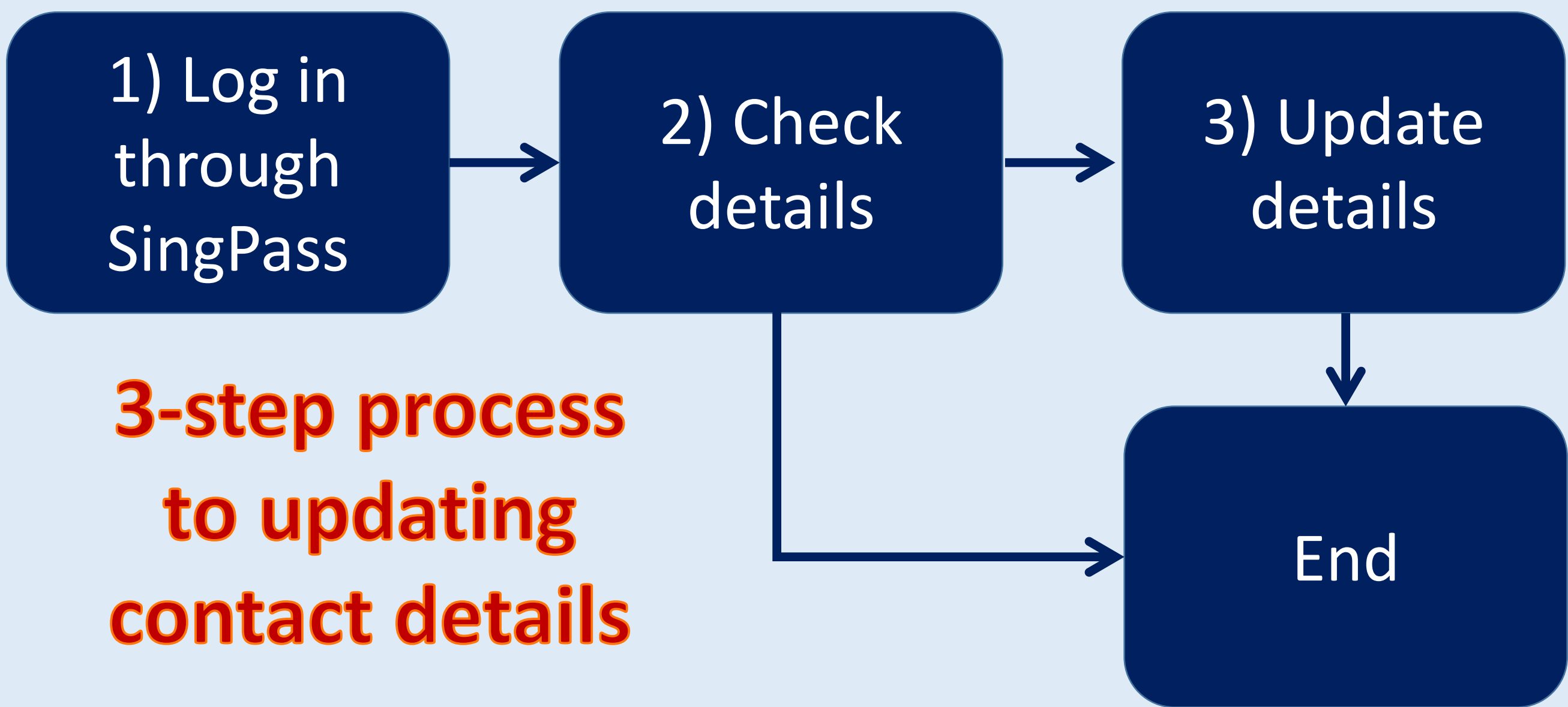
Previously, patients who needed to update their contact details had to approach the frontline counter staff for assistance. The accessibility of such service is often limited by the crowd at the counter and hence patients may be discouraged to update, should there be a change in their contact details.

With these constraints in mind, the PIIWG opined that leveraging on SingHealth's Health Buddy app would be fast, efficient and cost effective. At that time, Health Buddy had over 500,000 downloads and a monthly active user base of over 100,000.

Next, the workgroup had to review how the outpatient and inpatients administrative systems communicated and shared data with the centralised platform called the cluster patient master index. Enhancements were implemented in the various systems to sync the data and the fields renamed in a intuitive and simple to understand language for both staff and patients alike.

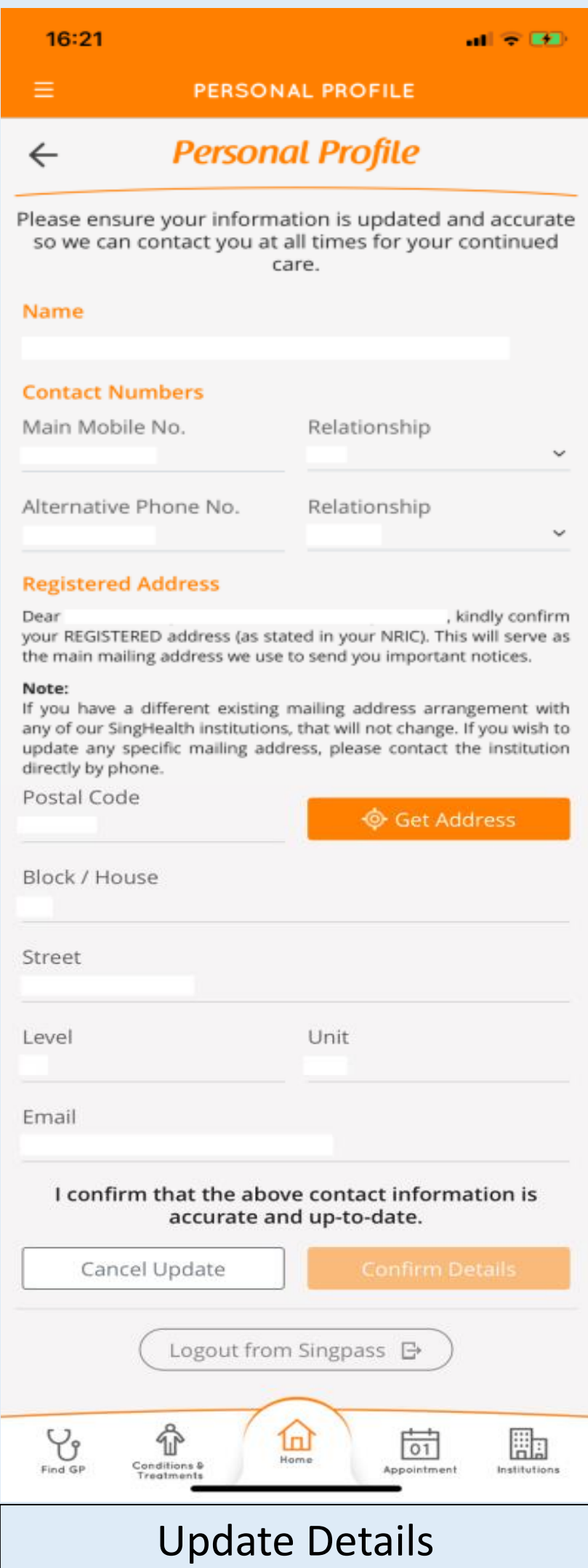
The PIIWG ensured that the App allows patients to update two contact numbers (a main mobile no. and an alternate phone no.), registered address and email address. Collectively, this will allow SingHealth to communicate with patients on three different platforms (mobile/home, email and letters).

## 4. User Experience and Interface



### Data validation

- Only phone numbers starting with an 8 or 9 and contains 8 digits are accepted
- Users can use the "Get Address" function to auto-populate most of their address fields by entering their postal codes.
- Email addresses will have to contain an "@" followed by a "." to be accepted.



## 5. Communications

The workgroup and SingHealth Group Marketing Communications devised a three pronged strategy to attract users to the new Personal Profile page in Health Buddy:

### SMS

Send out to patients on the day of their appointments, reminding them to update their details.

Dear [PatientName], you have an SGH appt on [ApptDay]/[ApptDate], [ApptTime] at [Clinic] [Location].

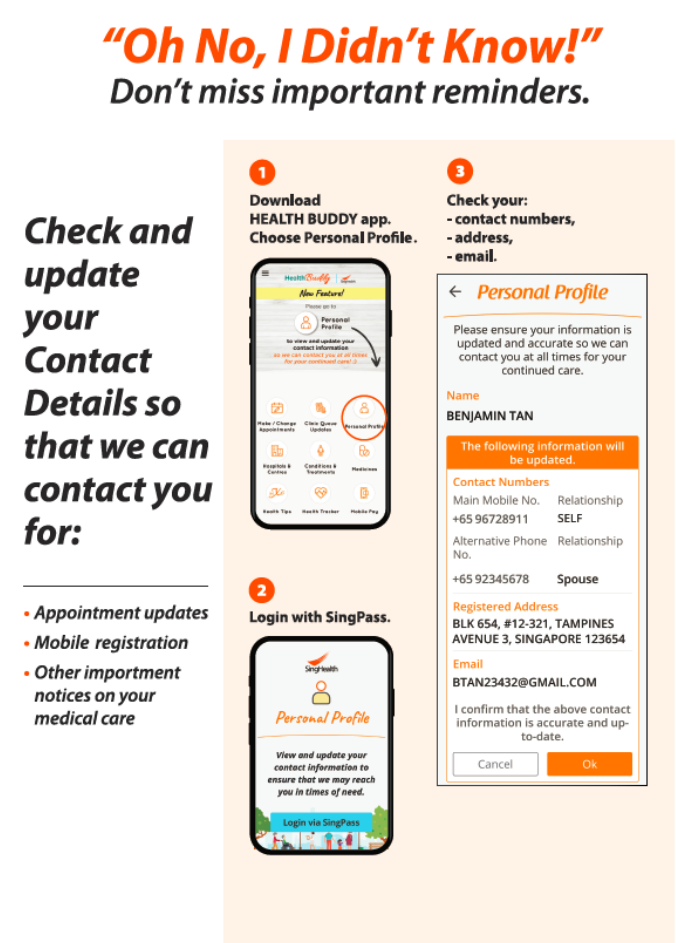
If you have same day xrays/lab test, pls come earlier as advised by clinic staff.

IMPT: If you have changed your mobile number or address, update your Personal Profile via HEALTH BUDDY app. <https://www.singhealth.com.sg/hb>

Thank you and have a nice day!  
Singapore General Hospital

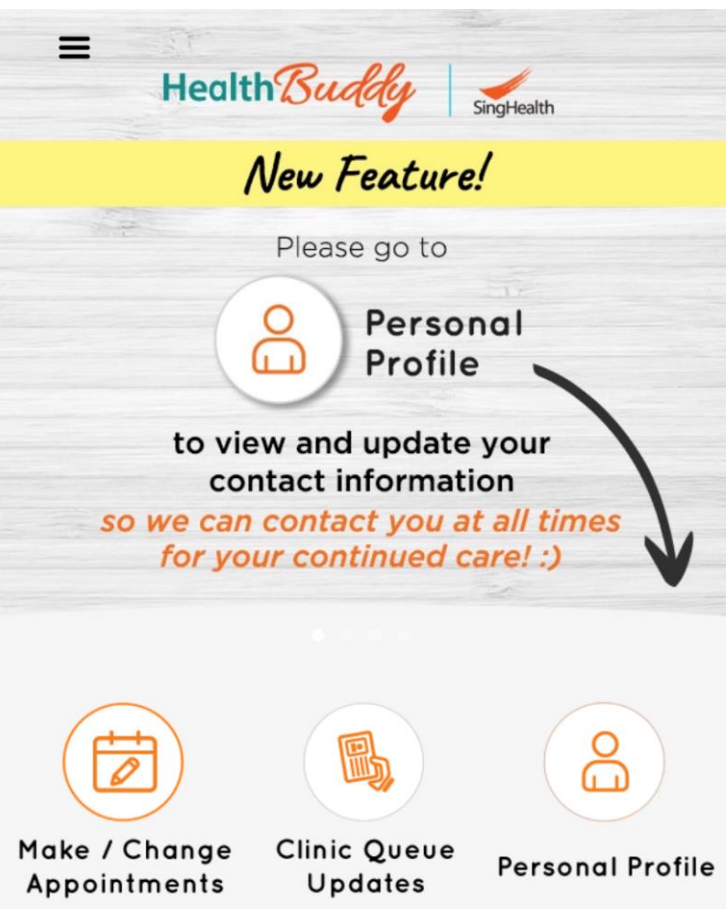
### Flyers

Given out at Specialist Outpatient Clinics to encourage patients to try out Personal Profile while they wait for their consultation.



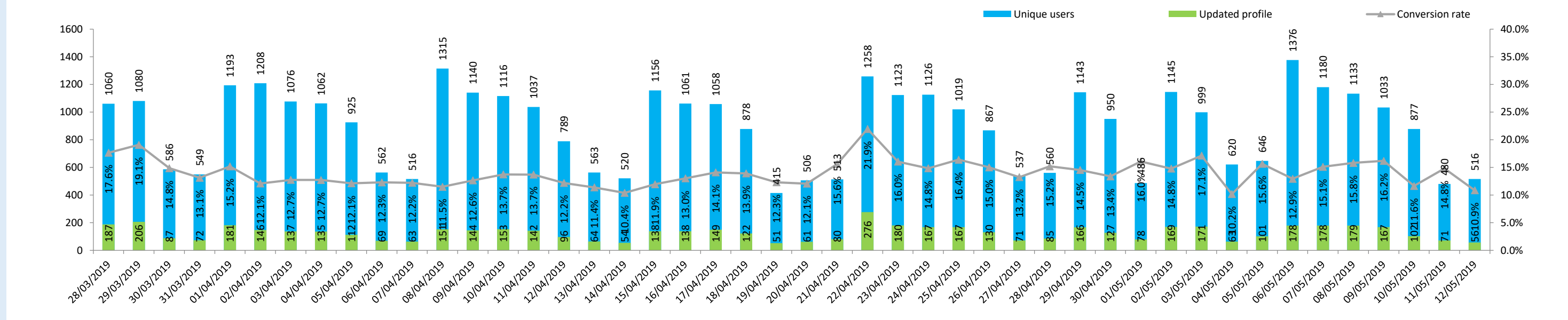
### Health Buddy Home screen

Use of a rotating banner on the home screen to draws attention to the Personal Profile icon. This helps patients locate the Personal Profile function within the Health Buddy app.



## 6. Results

- ✓ 40,958 unique users logging into Personal Profile
- ✓ 5,820 updates made or a conversion rate of 14.2%



Personal Profile usage statistics - 28 Mar to 12 May 2019

## 7. Conclusion

Having an app for patients to check or update their own contact details anytime; anywhere, 24 hours a day, 7 days a week provides a new level of convenience and experience to our patients.

For SingHealth institutions, we would have the most updated patients' particulars, immediately synchronised across the entire cluster. Work efficiency is also enhanced as our frontline counter staff or SingHealth Call Centres staff no longer need to assist with the update of patients' contact details.

The high numbers of users and updates made on Personal Profile is encouraging, which showed that this DIY mode via mobile apps is a preferred choice of many of our patients and their authorised caregivers who are smartphone savvy. The workgroup is encouraged by this sheer number and is confident that more patients will make use of this feature to update their contact details. The number will continue to grow as Singapore moves towards adopting more Smart Nation initiatives.

