

Increase awareness for SGH Health Assessment Centre (HAC) services



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Brenda Lim Jia Mei, PLS, SGH
 Lim Jia Hui, PLS, SGH
 Olivia Hanafi Jakarias, PLS, SGH
 Rachel Chan Hwee Cher, PLS, SGH
 Tina Phua Yen Tin, PLS, SGH
 Jerry Wong Cong You, Comms, SGH



Dr Yuen Yih, FMCC/HAC, SGH
 Kelly Kang Geok Kee, SOC, SGH



Introduction

We are in an era that social media influences our purchasing habits, goods and services can be bought online with the correct information portrayed. Hence we need to be on par with society by reviewing our information in our website.



Findings

PLS Team has been working closely with Health Assessment Team for our patients' appointments. Our patients had feedback that the information was not comprehensive for them to take reference. Upon a detailed comparison across multiple health assessment information from various websites, including guidelines from Health Promotion Board (HPB), both departments decided to work together to revamp the HAC website with updated information.



Objectives

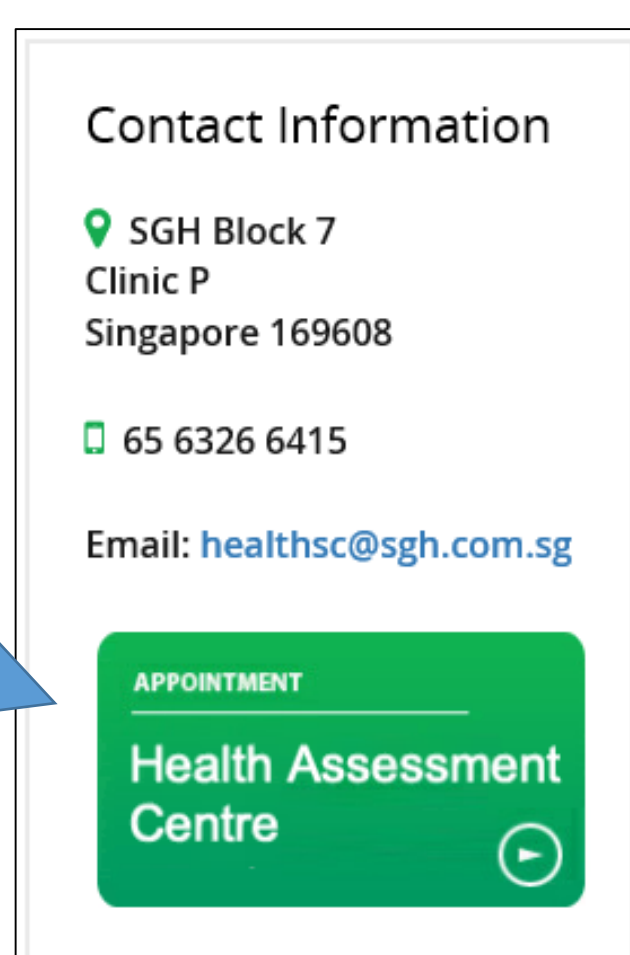
To align our packages with Health Promotion Board recommendations to promote national effort to detect health risk at an early stage that can trigger heart disease and stroke. These includes:

- Diabetes
- Hypertension (high blood pressure)
- Hyperlipidaemia (high cholesterol)

By providing these recommendations, it can create awareness on general assessment tests for adults of different age groups to general public.

To allow easier access to appointment booking online, an appointment button should be available on the website.

At the same time, it can improve the aesthetics look & feel of the website



Finally, introduce an eBrochure that summarizes HAC packages for easy reference that can be sent electronically



Conclusion & Sustainability

1. eBrochure provides an easier access to information offline and online, which allows convenient sharing to our stakeholders.
2. HAC website information will be reviewed biannually
3. Improved aesthetic visual feel and user friendliness of the website
4. Packages are aligned with Health Promotion Board recommendations
5. Packages were renamed for easy reference
6. Positive feedback on the comprehensive content and information provided in website



Methodology



Engaged HAC and SGH Department of Communications to brainstorm areas of improvement and ideas. Incorporated HPB recommendations as guideline for the new look of the website.

- Emphasis that SGH HAC packages are based on HPB recommendations.

Health Assessment: Beneficial for everyone

Note: To find out the meaning of the terms used in the table below, just place your cursor over the underlined word.

Recommended for ²	To assess for	Assessment test	Assessment frequency ³
Individuals aged 18 yrs and above	Obesity	Body Mass Index (BMI)	Once a year
		Waist circumference	
Individuals aged 18 yrs and above	Hypertension (high blood pressure)	Blood pressure measurement	Once every two years or more frequently as advised by your doctor.
Individuals aged 40 yrs and above	Diabetes mellitus	Fasting blood glucose	Once every three years or more frequently as advised by your doctor.
	Hyperlipidaemia (high blood cholesterol)	Fasting lipids	
Individuals aged 50 yrs and above	Colorectal cancer	Faecal immunochemical test ¹ for blood in stools ¹ OR Colonoscopy	Once a year
			Once every ten years
Additional Tests for Women			
Women aged 25-69 yrs, who have had sexual intercourse	Cervical cancer	Pap smear	Once every three years
Women aged 50-69 yrs	Breast cancer	Mammogram	Once every two years.

Health Assessment: Beneficial for everyone

As recommended by Health Promotion Board below is a list of general screening tests that are recommended for you.

General Assessment Tests for Adults		
Recommended for 18 years old and above	Recommended for 40 years old and above	Recommended for 50 years old and above
To assess for: Obesity Assessment Test: Body Mass Index (BMI) & Waist Circumference Frequency: Once a year	To assess for: Diabetes mellitus Assessment Test: Fasting blood glucose Frequency: Once every three years or more frequently as advised by your doctor	To assess for: Colorectal cancer Assessment Test: Faecal immunochemical test ¹ for blood in stools Frequency: Once a year OR Assessment Test: Colonoscopy Frequency: Once every ten years
To assess for: Hypertension (high blood pressure) Assessment Test: Blood pressure measurement Frequency: Once every two years or more frequently as advised by your doctor.	To assess for: Hyperlipidaemia (high blood cholesterol) Assessment Test: Fasting lipids Frequency: Once every three years or more frequently as advised by your doctor	
Additional Tests for Women		
Women aged 25-69 yrs, who have had sexual intercourse	Cervical cancer	Pap smear
		Once every three years
		HPV test
		Once every five years
Women aged 50-69 yrs	Breast cancer	Mammogram
		Once every two years.

- Input illustration for better visual and comprehension.
- Include an appointment button that send requests to HAC email for enhanced convenience.
- Improved website layout for better flow of information.
- Renamed the health assessment packages and include price details for transparency.

Health Assessment Packages

Our packages encompasses all 3 health condition recommendations from Health Promotion Board; Diabetes, Hypertension (high blood pressure) & Hyperlipidaemia (high cholesterol).

- Basic Chronic Disease Assessment (\$363.80)
- Enhanced Chronic Disease Assessment (\$749.00)

- Create an eBrochure for ease of communication via email and mobile communications.



Scan QR Code for eBrochure

Package 1	Package 2	Package 1	Package 2
\$363.80	\$749.00	\$363.80	\$749.00
Basic Chronic Disease Assessment	Enhanced Chronic Disease Assessment	Basic Chronic Disease Assessment	Enhanced Chronic Disease Assessment
Investigation includes: Diabetic Profile Fasting Blood Glucose Liver profile SGOT/AST SGPT/ALT Gamma GT Lipid Profile Total Cholesterol LDL Cholesterol HDL Cholesterol Triglycerides Renal Profile Urea Creatinine Sodium Potassium Chloride	Investigation includes: Thyroid Profile Thyroid Profile Free T4 TSH Virology Hepatitis A IgG Antibody Hepatitis Bs Antigen Hepatitis Bs Antibody Hepatitis C Antibody Full Blood Count Uric Acid Vitamin D Urine FEME Stool Occult Blood Body Composition Analysis Chest X-ray ECG Abdominal Ultrasound Visual Acuity	Basic Chronic Disease Assessment	Enhanced Chronic Disease Assessment

Packages were renamed