Digitalize SGH public health talks for a wider outreach

Samuel Duong, PLS, SGH
Jerry Wong, Communications, SGH
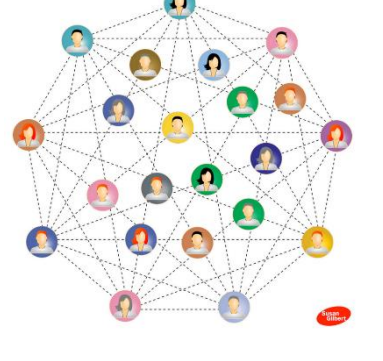Tina Phua, PLS, SGH
Kaelyn Tan, PLS, SGH
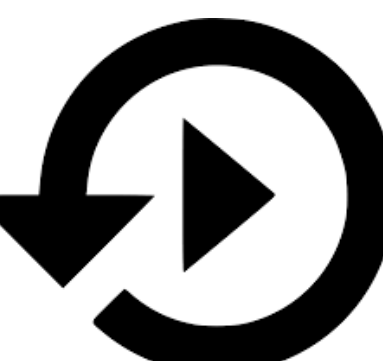Brenda Lim, PLS, SGH

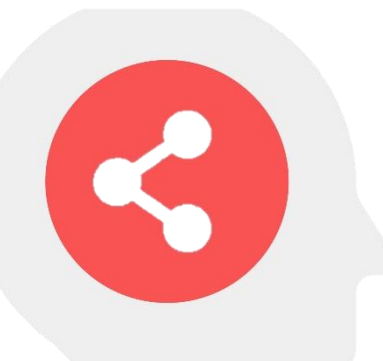**Singapore Healthcare Management 2022**
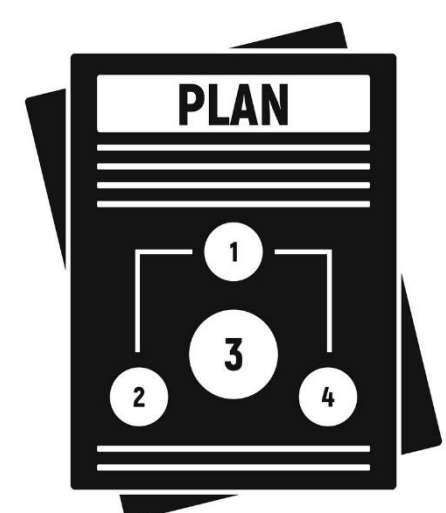
Singapore General Hospital — SingHealth

Introduction

Public forums in SGH have traditionally been organized as physical meetings, with limited attendance capacity (<150 pax) and archiving potential. With the popularization of online meeting platforms such as Zoom during COVID-19 pandemic, it was a prime opportunity to transform the talks to digital/online format for a wider outreach.

Goal & Objectives

❖ *Larger audience (up to 1000) with minimal cost* by adopting webinar/livestream format

❖ *Replayability & extended shelf-life* through recording of selected events and share them on SGH YouTube page.

❖ *Improved SGH digital visibility* through a regular and diverse roster of webinar programme.

❖ *Increased mind-share* of SGH clinical services & initiatives by showing them during webinars' break time

Methodology

❖ Worked with clinical departments to identify the topics and plan the suitable programme.
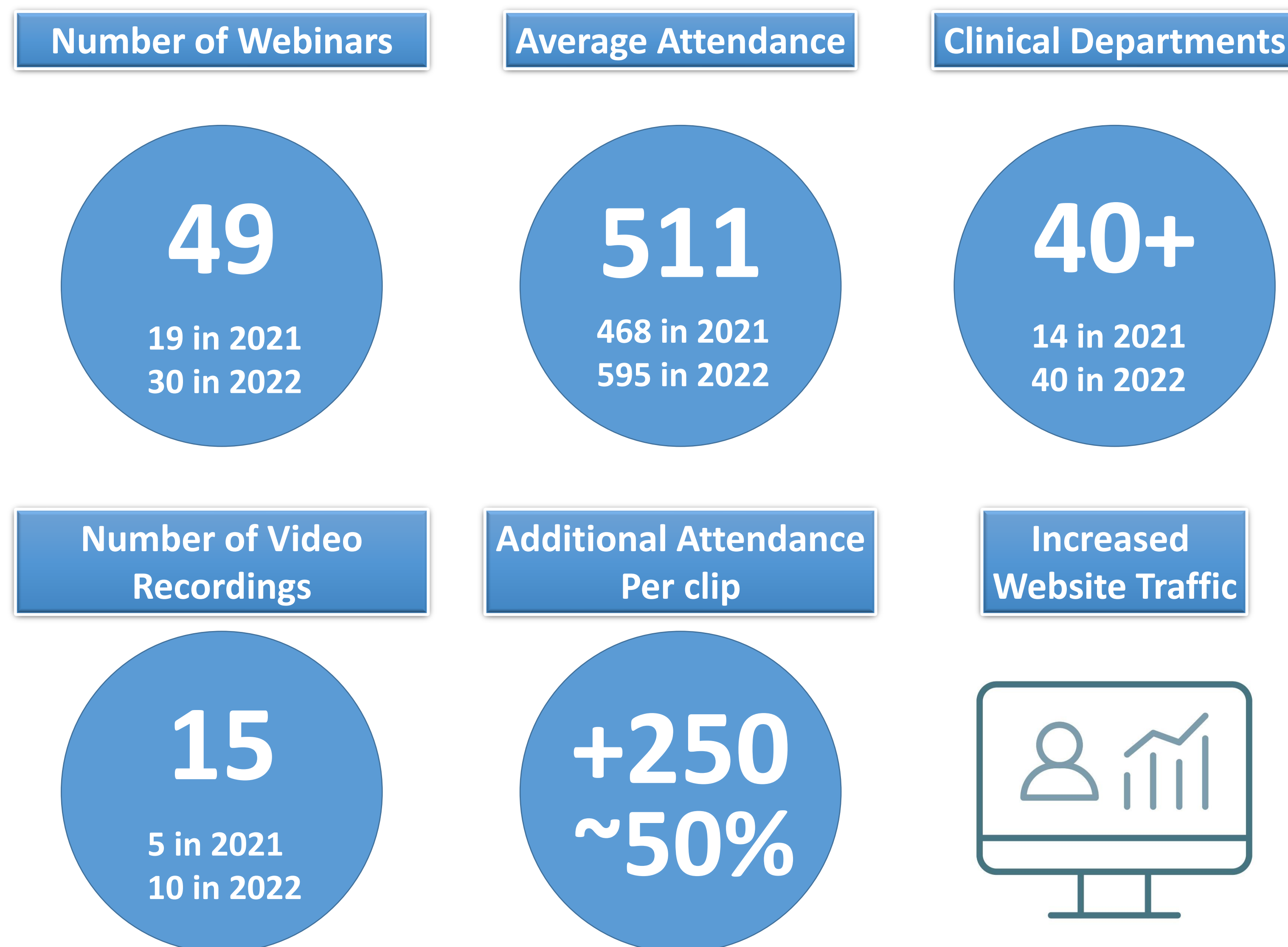❖ Leverage on Health Awareness Dates to capitalize on the publicity

❖ Tapped on internal and external partners (such as SGH PGMI, SingHealth Communications & HealthBuddy team, Health Promotion Board, insurance partners etc) for publicity

HealthBuddy
HealthXchange.sg

❖ Analysed participants' feedbacks and attendance statistics to further improve the webinar series (time slot, frequency, programme structure, topics).

Results

Since Mar 2021

Number of Webinars	Average Attendance	Clinical Departments
49 19 in 2021 30 in 2022	**511** 468 in 2021 595 in 2022	**40+** 14 in 2021 40 in 2022

Number of Video Recordings	Additional Attendance Per clip	Increased Website Traffic
15 5 in 2021 10 in 2022	**+250 ~50%**	

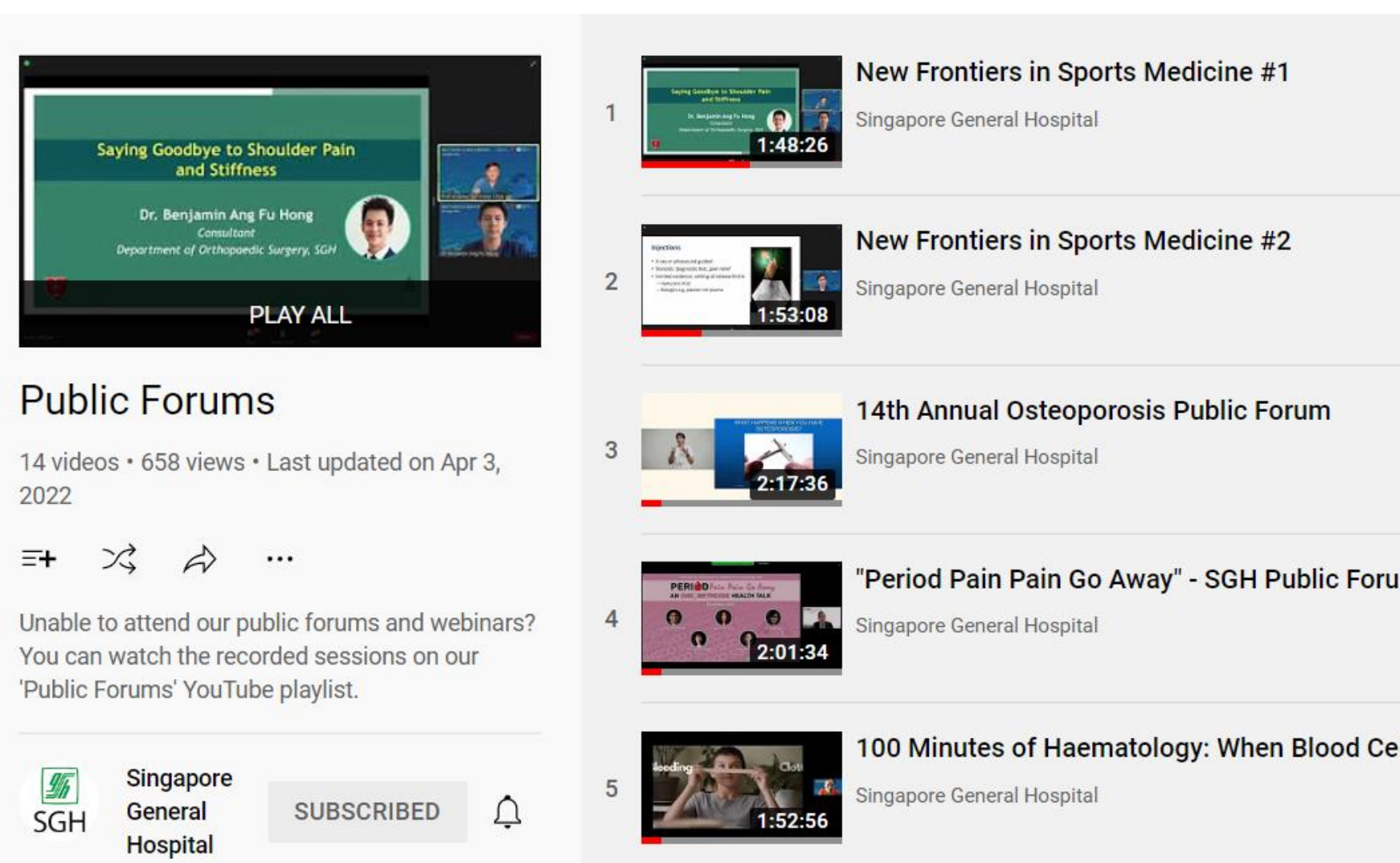## Sample Webinars Materials

Posters

Live Stream Event

SGH Webinar Playlist

Conclusion

Public forums are meaningful programmes that help to equip general public with basic knowledge on certain medical conditions. By digitalizing the events in webinar format, and concertedly organizing them in regular schedule, we can further extend their outreach capacity. SGH brand visibility is also strengthened as a result.