



Singapore Healthcare
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Write Once and Repurpose for Greater Reach

Introduction

NeusLink is NNI's twice yearly English and Chinese magazine. It is designed to provide useful information about neurological conditions to patients, caregivers and the public, and to brand NNI as a neuroscience specialist centre.

Problems



Expensive to produce

\$3 per copy + 26 man-days to produce each issue.



Limited reach

Available in hard copy (about 1,750 copies distributed per issue) or via the full PDF on the NNI website.



No performance data

Unable to track readership of hard copies or PDF downloads to monitor online readership.



Change in consumer habits

Increased demand for digital content.

Objective

To increase the reach of NeusLink through digital platforms with minimal added cost and effort.

Method

Increased the digital reach of NeusLink articles instead of the whole publication by:

- 1 New NeusLink landing page created on NNI website with individual articles uploaded.
- 2 Bite-sized content repurposed on NNI's Facebook and Instagram accounts.
- 3 Selected articles uploaded on Health Xchange and cross-linked to related articles on NNI's website.
- 4 Selected articles pitched to the media.

Results *(as of 11 May 2022)*

Increased reach of NeusLink:



NNI website

3,130

Views from
27 articles uploaded

NNI social media

16,752

Total reach from
40 posts  

Health Xchange

16,384

Views from
4 articles uploaded

U Weekly

3 NeusLink articles
reproduced

60,000 print circulation*
253,000 unique visits on
*uweekly.sg**

Lianhe Zaobao

1 News story inspired
by NeusLink

85,200 print circulation**
51,700 digital circulation**

20 fold increase
in NNI mindshare

Additional cost and labour required per issue:

+ \$0 + 4 man-days

Conclusion

Sharing individual articles on digital platforms and with the media has proven to be a cost effective way of increasing the reach of NeusLink.

Articles are now more accessible to different audiences and the reach on digital platforms can be tracked.

Partnering with external organisations also creates opportunities for win-win collaborations.

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References:

* Uweekly Media Kit 2020

** Singapore Press Holdings Limited Daily Average Newspapers Circulation 2021