



## Singapore Healthcare Management 2022



# Health Buddy

## Supporting a Healthier SG with Health Buddy's Self Empowering Health Champ!

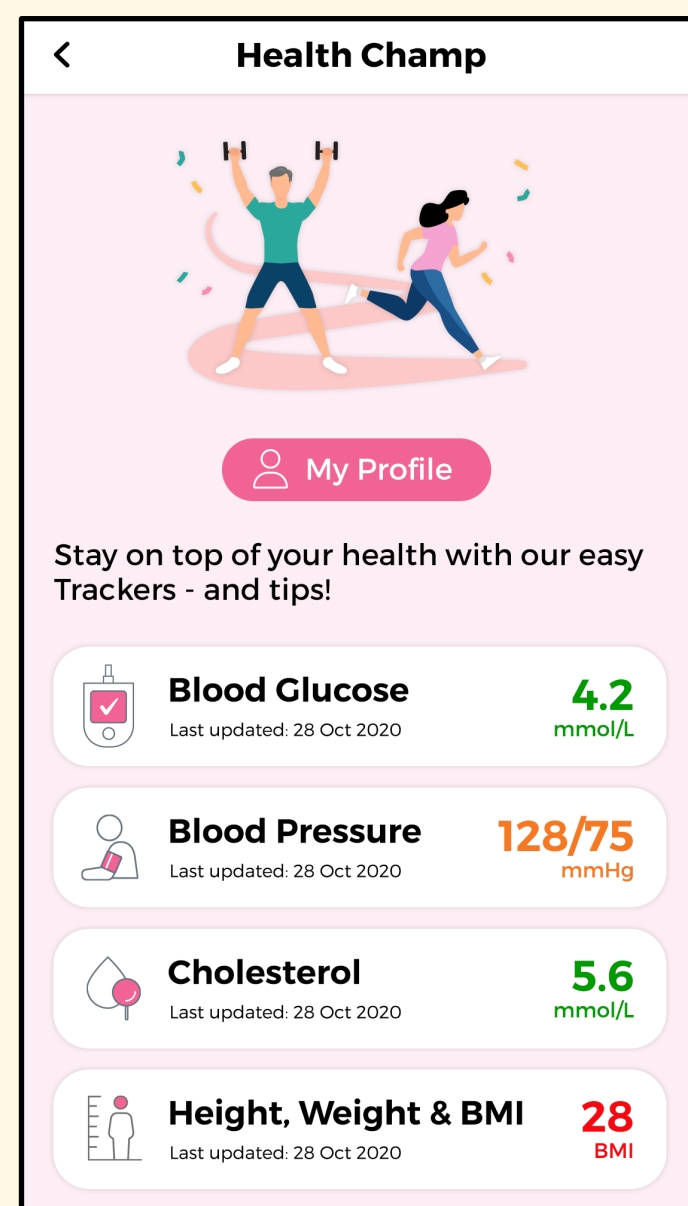
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### INTRODUCTION & BACKGROUND

#### What is Health Champ? (Launched in February 2021)

- Aimed to target **3 core vitals – Blood Glucose, Blood Pressure, Cholesterol**, which are silent killers in Singapore.
- Enables anyone to regularly track, trend and share health vital readings with family and healthcare teams.
- Hassle free secure access via biometric.
- Immediate actionable health advisories.
- Leverage by launching through high usage of SingHealth's Health Buddy app which had increased popularity by Seniors over the Covid-19 period.



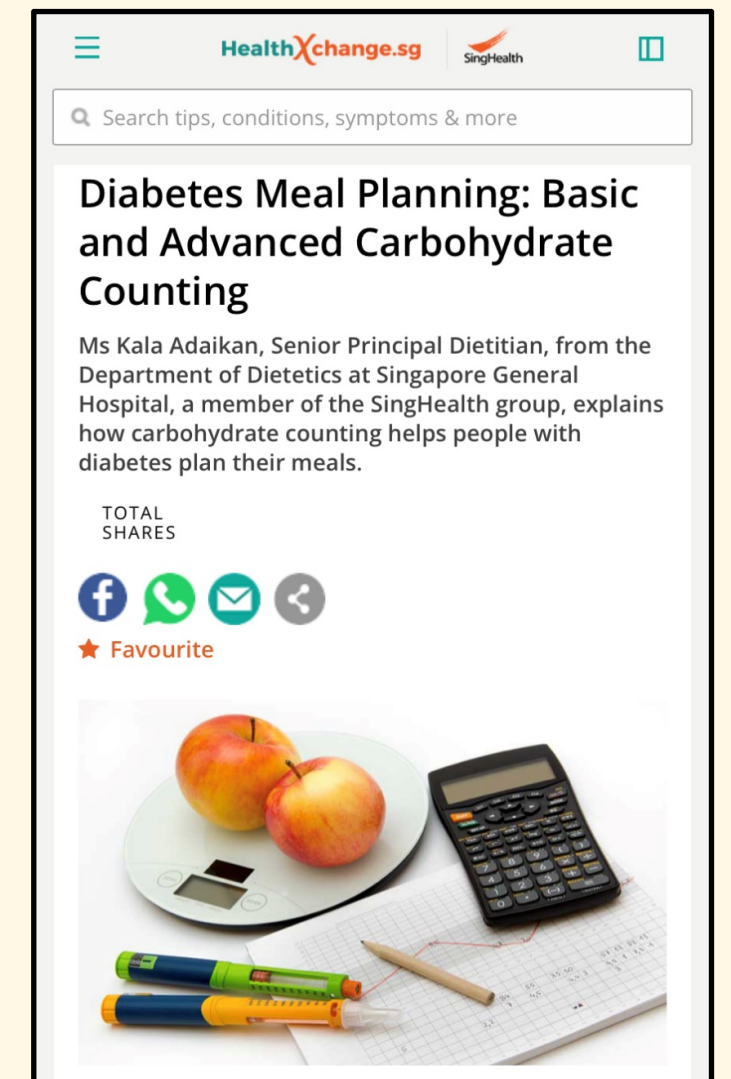
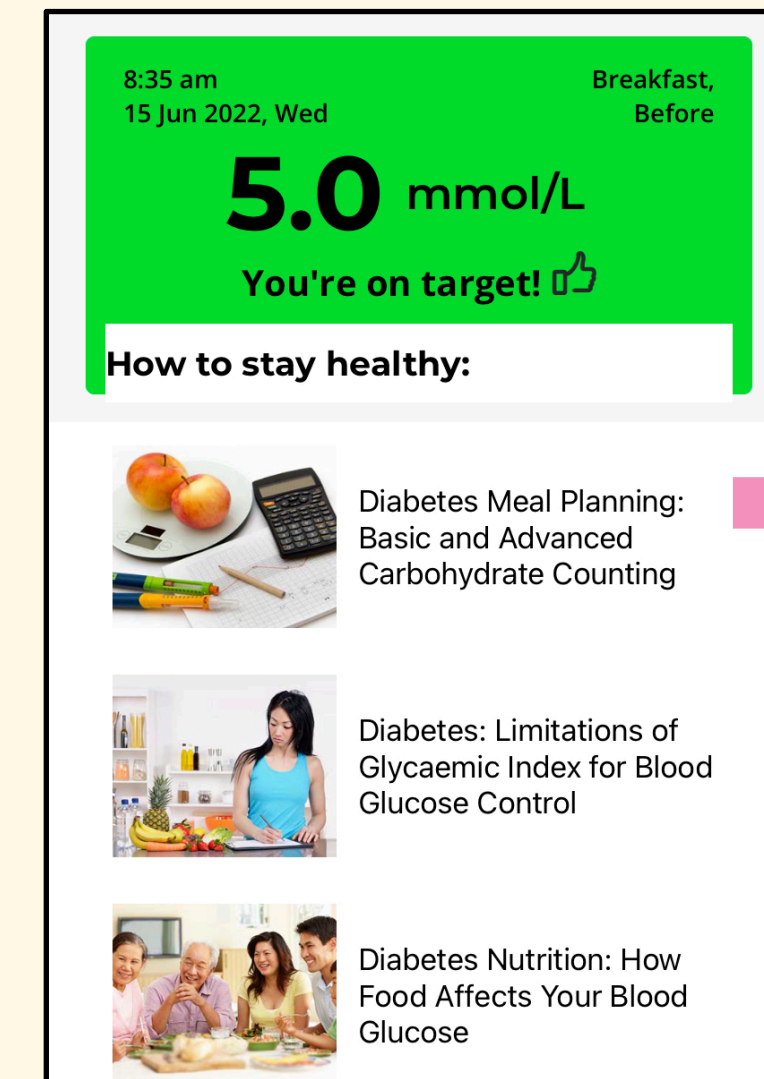
### PROBLEM STATEMENT & MOTIVATION

- Inefficient manual logging (pen & paper).
- Doctor takes long time to scan through results for trends, as patients' handwritten results are often hard to read and interpret.
- Patient can only receive intervention after next consultation.
- Many generic trackers with different targets, health guidelines and advisories which may not be applicable in local context.

***\*SPECIAL: Women with gestational diabetes need to monitor Blood Glucose levels – 7 times a day! – and often forget to track regularly or remember what to do with each different reading!***

### METHODOLOGY

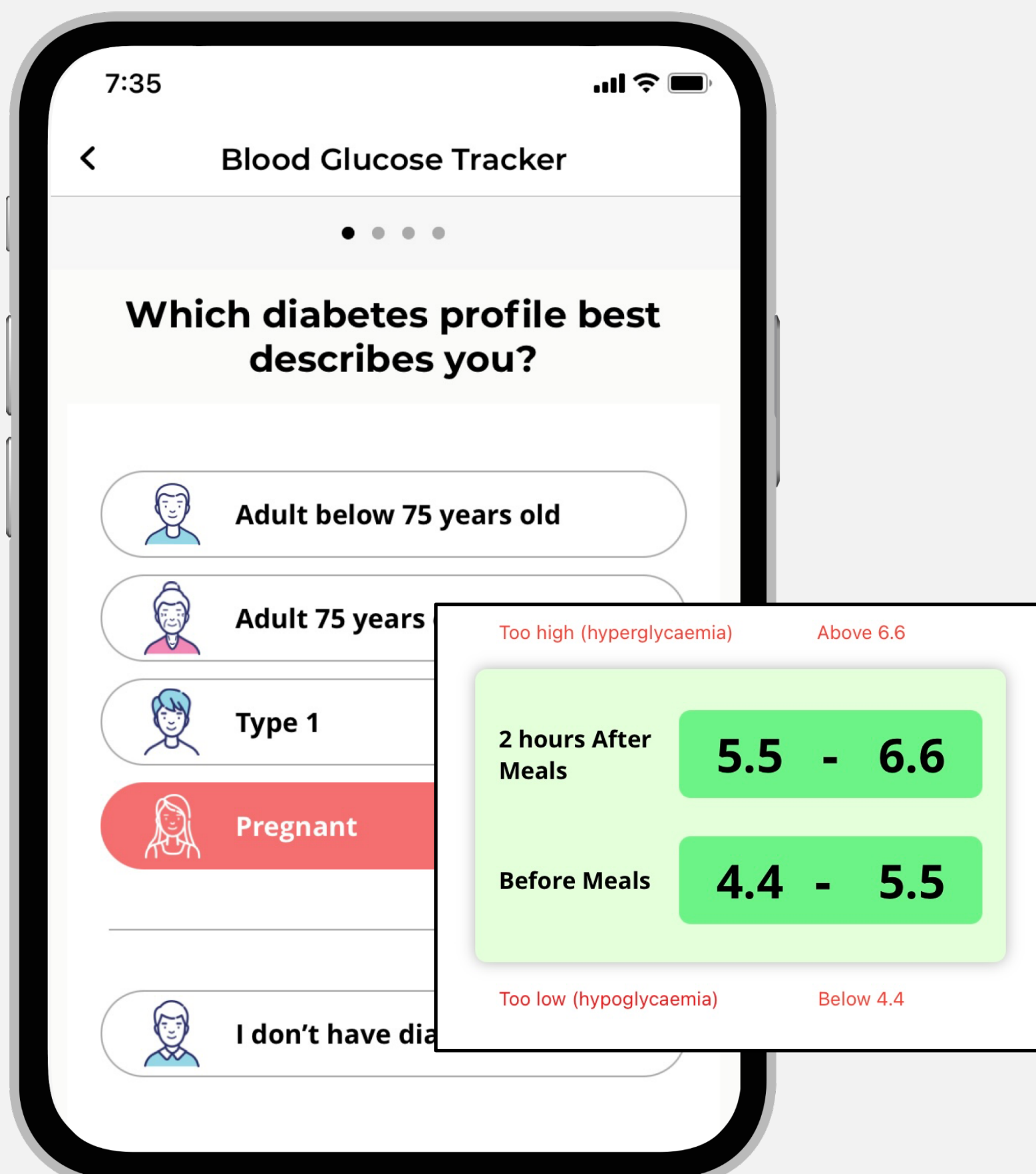
- Combined Medical, Nursing, Dietician and Marketing Communications team put together to **formulate suitable user journey, content and other app features** to ensure relevance and appealing presentation to users.
- Detailed **review of trackers available** in the market (benchmarking).
- Strategic workflow on how content can be **refreshed regularly and promoted to users**.
- Leverage on auto links to health advice and content with **HealthXchange.sg portal** for dynamic updates.
- Mockups **tested with target users** for input and feedback.
- Review with wider clinical teams** for buy in and sustainability.



### RESULTS & FEATURES

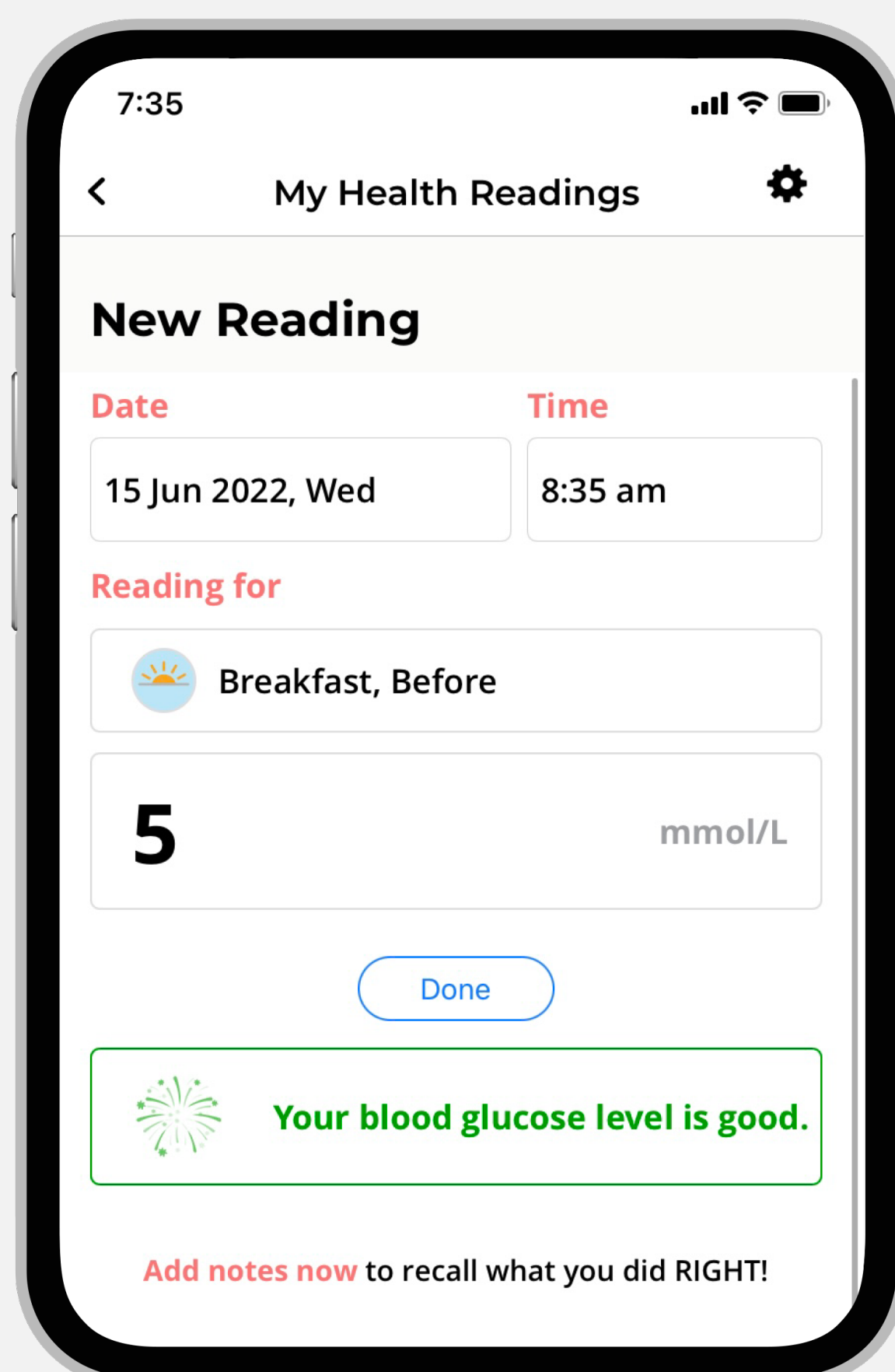
#### Profile Setup

Health Champ includes suitable targets based on Profile, Medical conditions (eg: Type 1/Gestational Diabetes), Medicines taken.



#### Add Readings

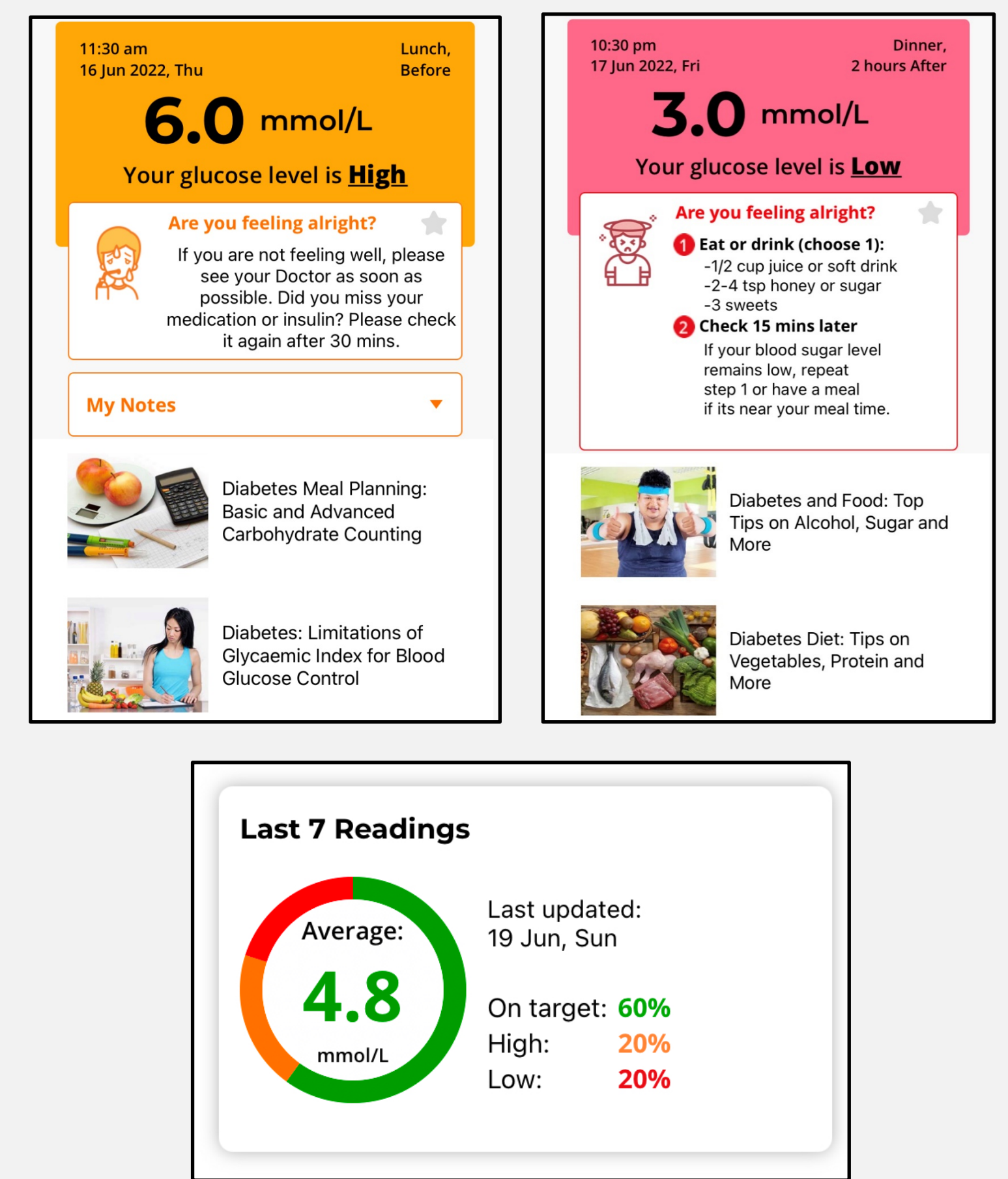
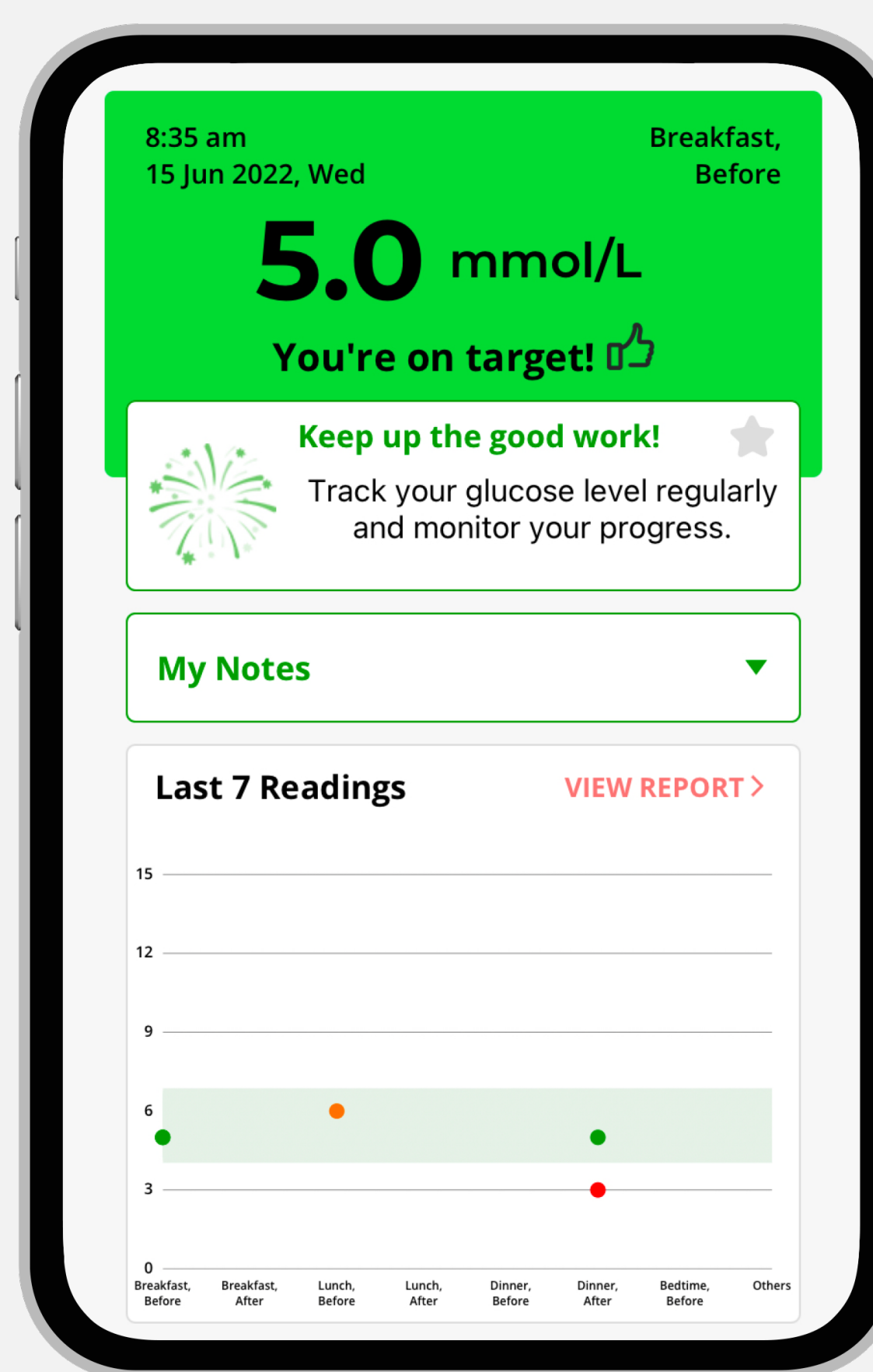
Set date & time of reading, notes field (eg: Past activities/meal intake). Information stored and accessible at your fingertips.



#### View Advisories, Reports & Articles

View instant results & **colour-coded advisories**.

**Download reports/graphs** presented by trends or averages and read specially curated **Health articles written by SingHealth doctors**.



### CONCLUSION

- ✓ Easy to use interface draws repeat users
- ✓ Currently over **30,000 combined usage per month** and growing
- ✓ Immediate actionable advice and tips appreciated by users
- ✓ Doctors and nurses advice they can make faster and accurate health vitals monitoring reviews, resulting in improved efficiency at clinics!
- ✓ Request for and interest in expansions and partnerships with various clinical teams
  - ✓ New calculators, exercises, multi-profile
  - ✓ Trackers – behavioural goals, diet, exercises

#### April 21 – April 22 Usage

