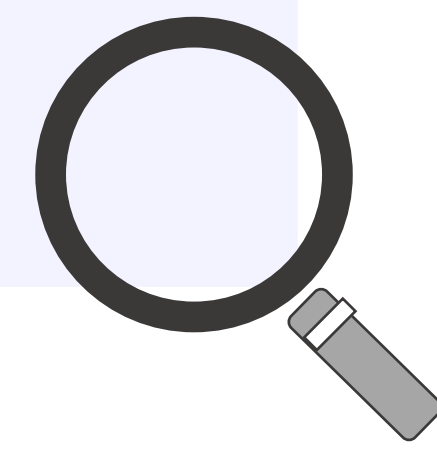




Singapore Healthcare Management 2022

# Demystifying the "ERM" in Enterprise Risk Management



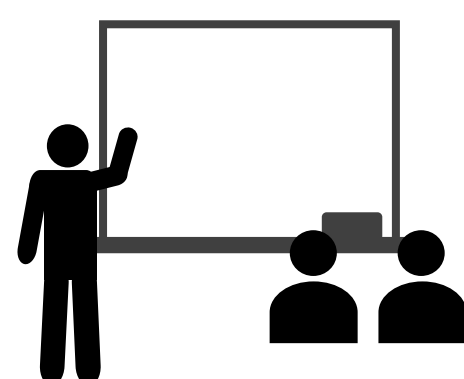
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EVERYONE A RISK MANAGER

## Introduction & Aim



### What is Healthcare ERM?

- Enterprise Risk Management (ERM) is an integrated approach that connects silos & examines multiple categories of risks.
- Healthcare ERM is the science of anticipating, managing and reducing potential risks within the healthcare setting. This will not only keep our patients and staff safe but also help to optimise operational efficiency and ensure the productive use of healthcare resources.

### ERM at SingHealth

SingHealth became the first Singapore Healthcare cluster to implement the ERM Programme cluster-wide. A three-pronged approach to ERM implementation – i.e. "Education & Training", "Data & Analytics" and "Sharing & Learning" was implemented.

### Why EmpowerMent?

Healthcare risks are constantly evolving alongside an ever-changing healthcare landscape. The SingHealth ERM programme continues to stay relevant by adopting a proactive approach to equip staff with ERM knowledge. Through engaging with staff via activities such as ERM Reviews, Workshops/Facilitation sessions, a gap in ERM literacy amongst staff was identified.

To demystify key ERM concepts and create sustained risk awareness amongst all SingHealth staff, two types of educational reading materials were developed.

## Methodology

### IDEATION

- The EmpowerMent Editorial Team was established to spearhead this initiative. The team also recognised the importance of branding so that staff would be able to instantly associate the bulletin name with its contents.
- EmpowerMent embodies the strong message that drives ERM amongst SingHealth staff – that all staff have the power and responsibility to ensure the safe, efficient and smooth running of the organisation.

### DEVELOPMENT

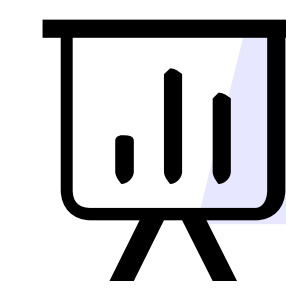
- A workflow was created to facilitate the curation and contribution of ERM-related articles from key stakeholders.

### LAUNCH

- The development of a champion marketing strategy is key to growing a responsive reader base.
- A two-pronged strategy was adopted to boost readership in a fun and engaging manner via contests/quizzes and incentives.

### POST-LAUNCH

- To facilitate continuous innovation and improvement on the contents presented, readers were able to send in their feedback & suggestions via an email address denoted on the bulletin itself.

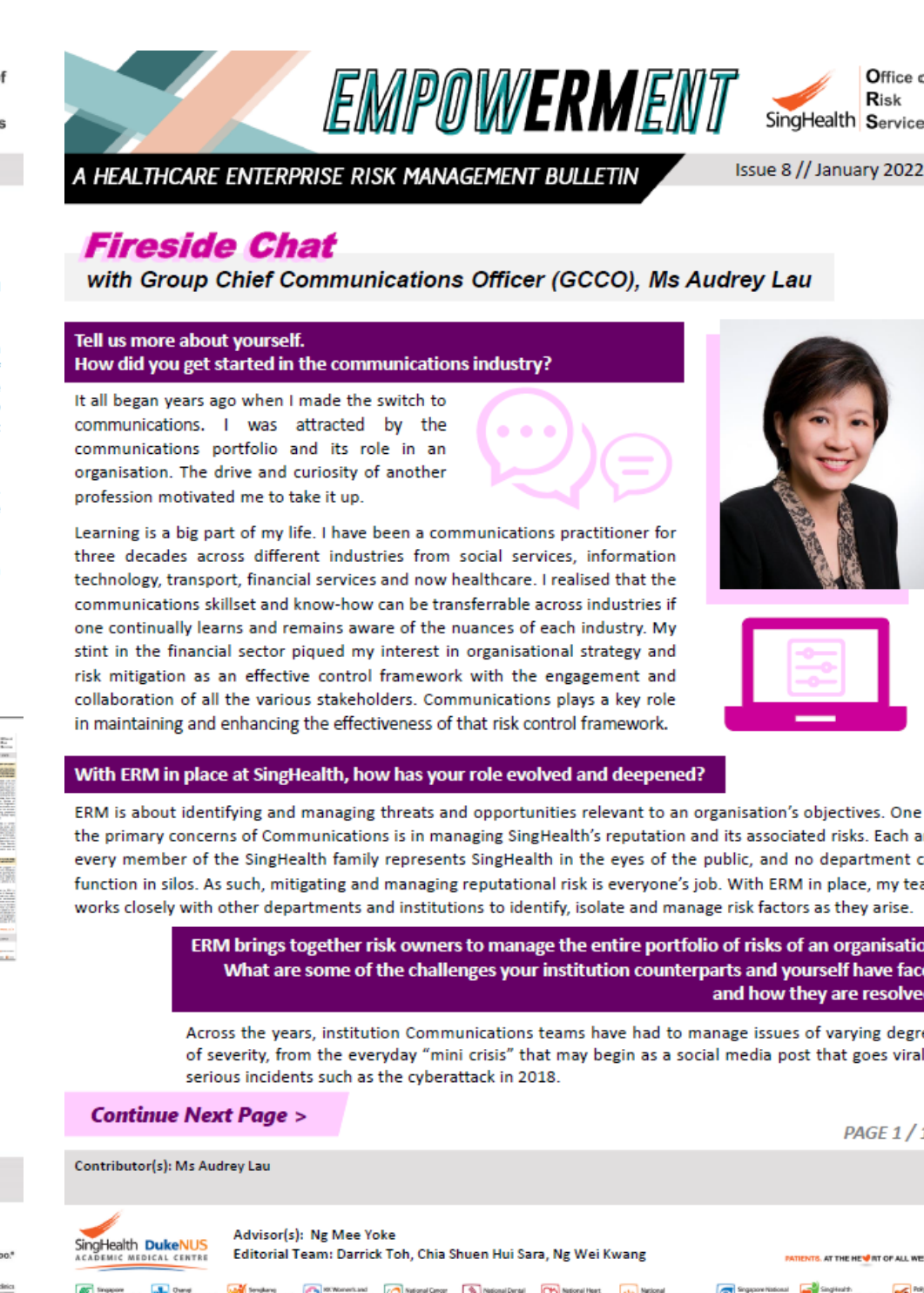
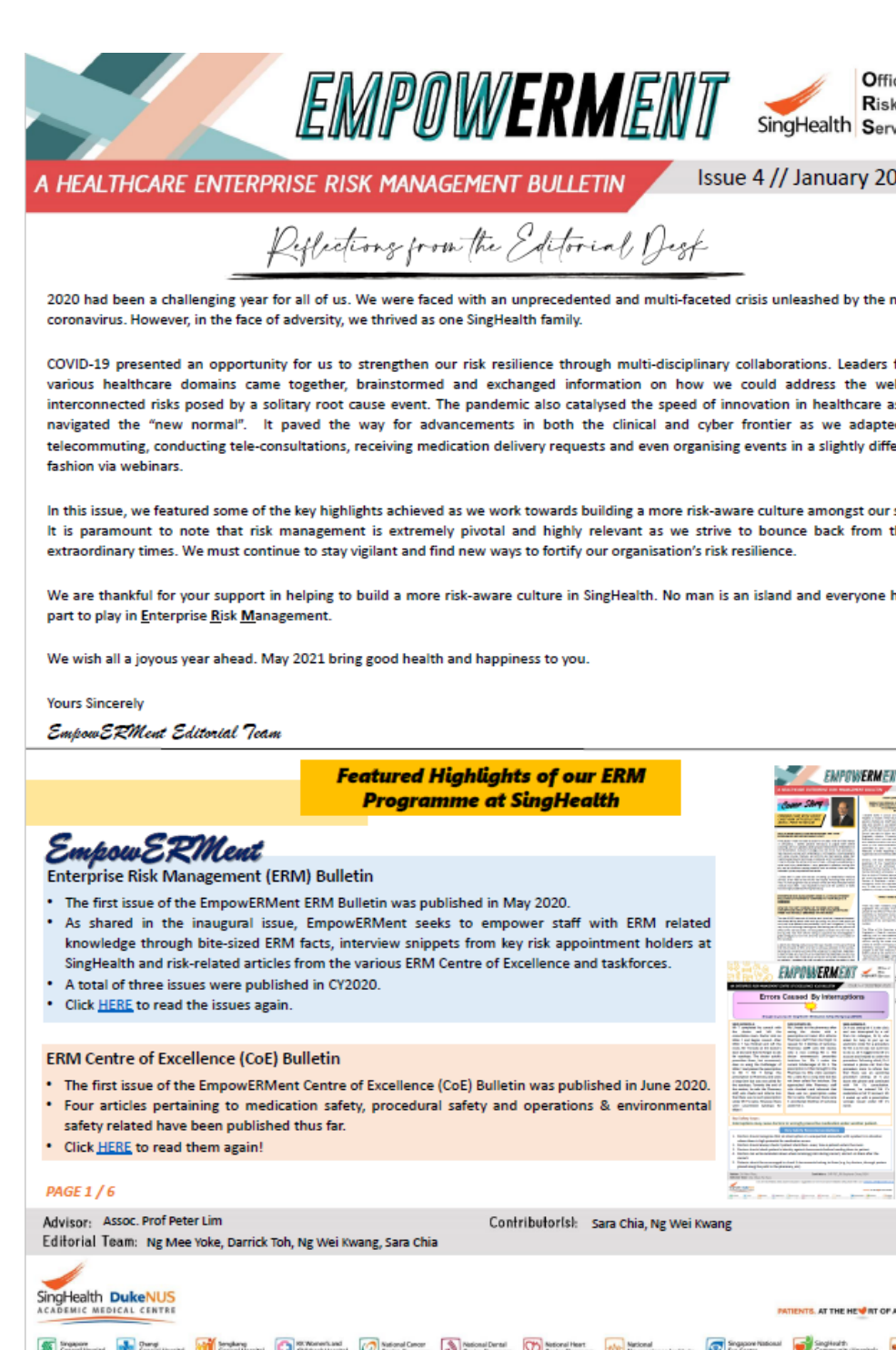


## Results & Feedback

Number of Issues Published: (as of 27 June 2022)

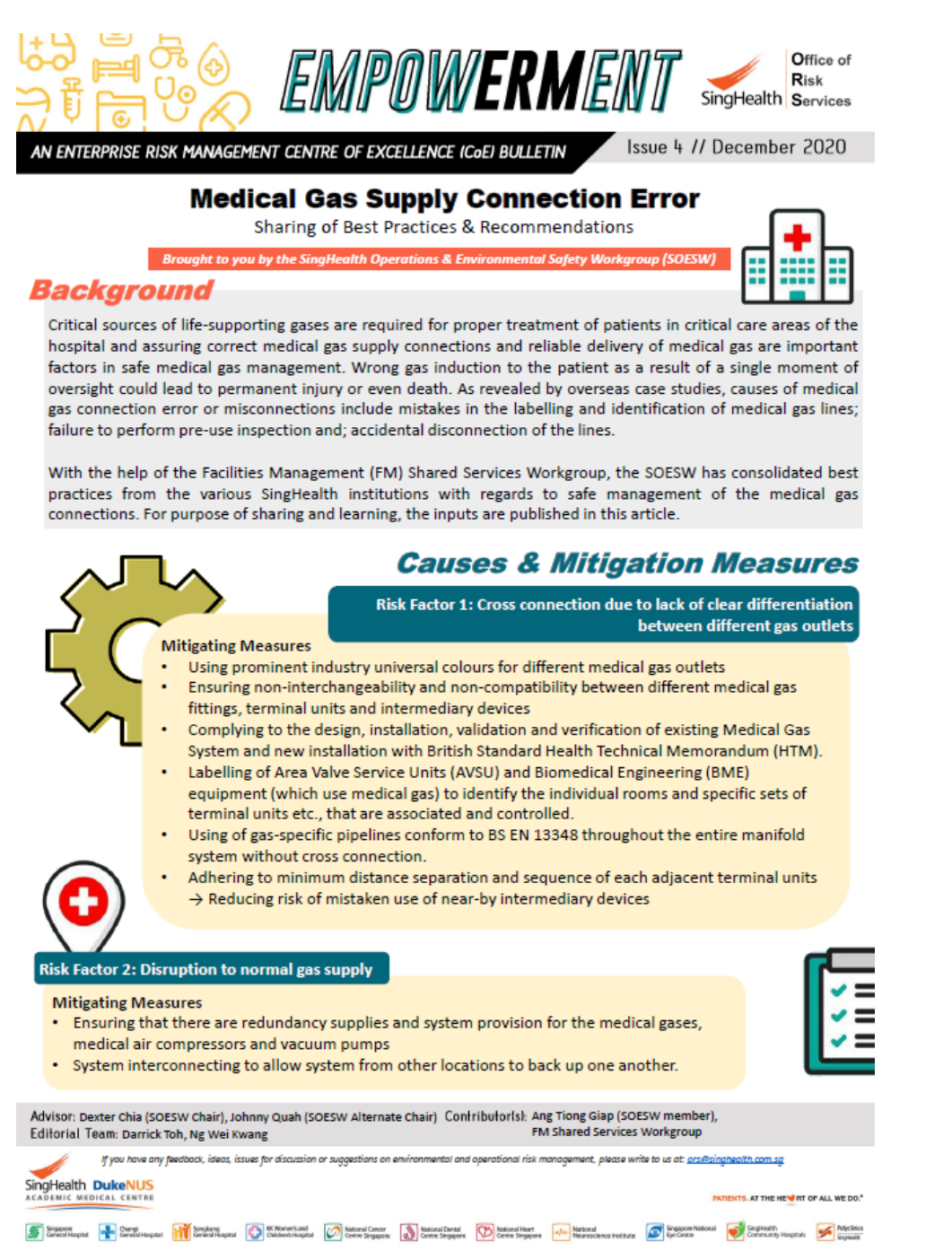
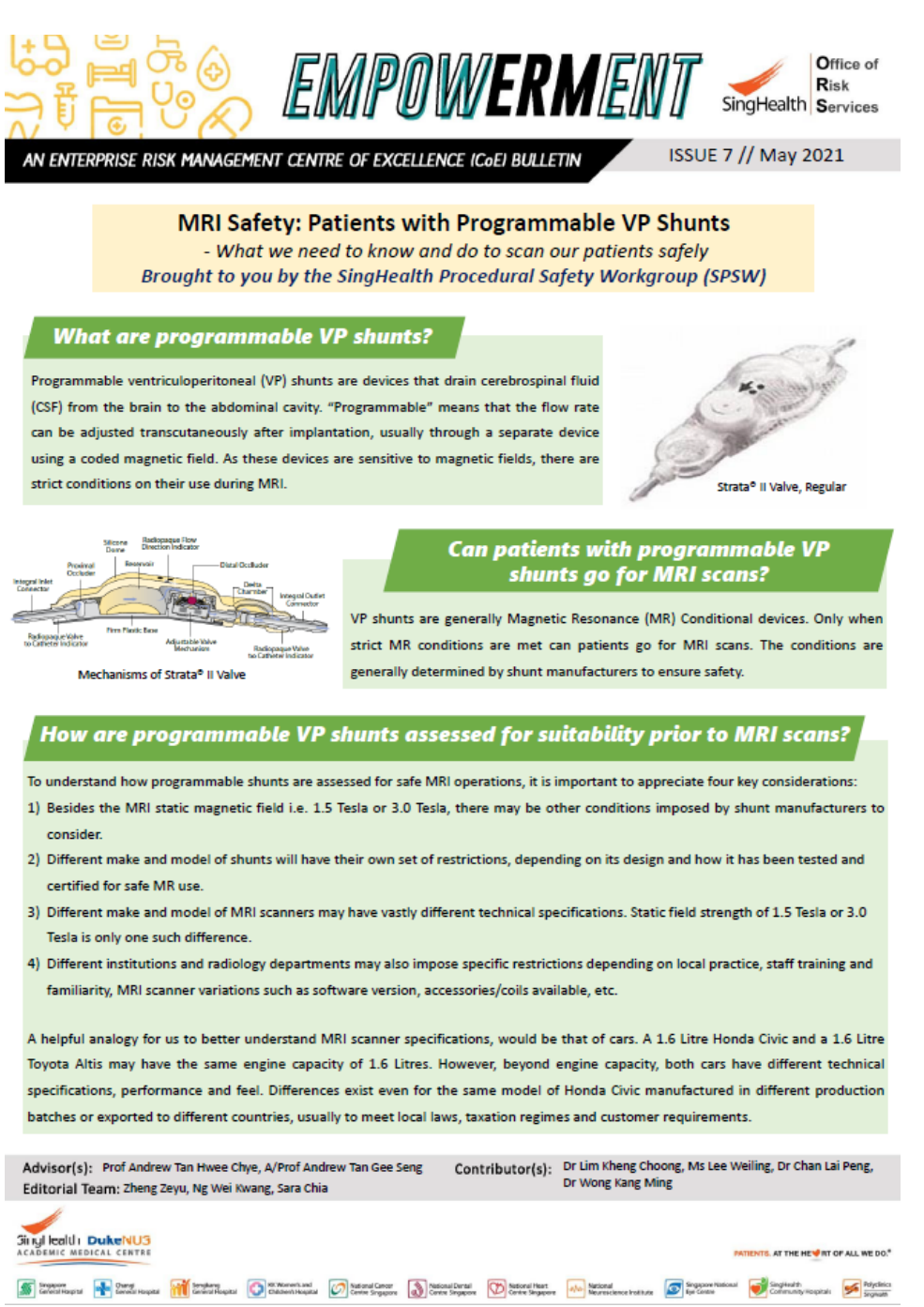
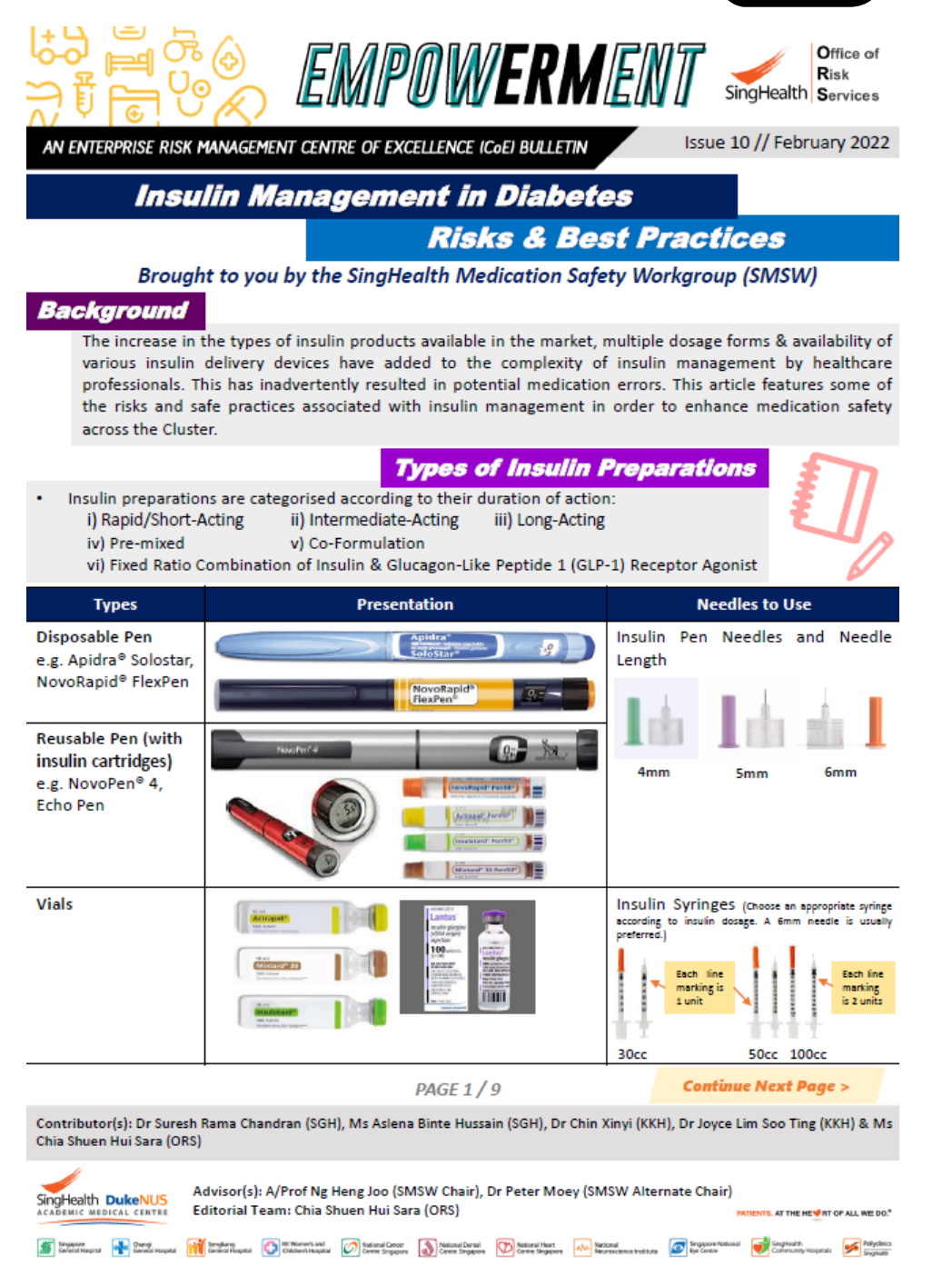
EmpowerERM Bulletin: 9  
EmpowerMent CoE Bulletin: 12

### ERM Bulletin



- Empowers staff with ERM knowledge via:
  - ✓ Bite-sized ERM articles
  - ✓ Latest ERM happenings
  - ✓ Reflections from the Editorial Desk
  - ✓ Interview snippets from key healthcare risk appointment holders in SingHealth

### CoE Bulletin



- Serves as a platform for CoE members to contribute clinical, procedural and operational risk-related articles, risk mitigation measures and best practices adopted as part of cluster-wide sharing & learning.

## Conclusion

By leveraging on visual communication of ERM concepts, proactive sharing of ERM experiences and programmes, the arcane subject area of ERM can be demystified in order to create sustained risk awareness amongst all 30000+ SingHealth staff.

The EmpowerMent Editorial Team aims to continue publishing value-added ERM articles such as breaking down the learnings gleaned from ERM reviews and actual case scenarios under the EmpowerERM and CoE Bulletin in the near future.

## Future Works