

TITLE

Promoting Healthier SG through Impactful Marketing Personas

INTRODUCTION

Singapore has one of the highest life expectancies with chronic diseases on the rise among younger patients. The Government introduced Healthier SG (HSG), a reformed strategy to transform the way Singapore delivers healthcare, shifting our emphasis from reactive to preventive care. From July 2023, eligible Singapore Residents will be invited to enroll in this National Programme.



In support of HSG, SingHealth Polyclinics (SHP) has introduced My Care Team (MCT), a multi-disciplinary healthcare team comprising Doctors, Care Managers and Health Pals, each playing a specific role in the delivery of integrated care to help patients achieve health goals. To differentiate MCT from other health programmes, we went beyond traditional marketing methods to create an impact, capture attention and tug at the heartstrings of our patients through marketing personas.

METHODOLOGY

We have personified the 3 key groups of healthcare professionals in each care team, Doctors, Care Managers and Health Pals, giving them each a catchy name that describes their role, along with their respective health slogans.

• Marketing Personas -

Featuring 3 healthcare personas as ambassadors for healthier living

- Creates buzz and a strong impact through fun
- Reinforces the role of each MCT member
- Gives patients a friendlier and more approachable impression of staff



• **Patient Video** - A 3-min video that showcases the value proposition of how patients will benefit from enrolling with MCT; video will be played in clinics as well as owned digital platforms



• **Wall Murals** - 1 per clinic at strategic locations across 9 polyclinics

• **Informational Collaterals** - On MCT across print (Brochure, Flyer, Posters, Standees)

• **Tokens** - Tissue packs with MCT information and branding.

• **Online Presence** - Amplification through channels such as Facebook, YouTube and website.

Feedback Sessions:

1. Focus Group Discussions were organized to collect feedback for the brochure during the pilot phase
2. Feedback Collection through FormSG for the New MCT Brochure



RESULTS

- From staff feedback gathered, it was agreed that seeing the same care team allows healthcare providers to provide dedicated care to patients in a more holistic manner.
- Staff also agreed that MCT allows them to build rapport with patients and through it, patients become more willing to open up to them about their conditions
- This also results in better utilisation of manpower as healthcare providers do not need to spend time understanding a patient's condition from scratch but can efficiently zoom in on key areas.
- The 3 Marketing Personas are successful in:
 1. creating excitement and expectation among staff through fun so that they do not feel that this is just another health programme.
 2. helping staff remember the roles of each team member through rhyming names and unique health slogans
 3. creating a sense of camaraderie and 'teamness' through a series of engagement



CARE that never quits,
commit to be fit.

Care Manager - Caring Carol



Start to live **WELL**,
live better we shall.

Doctor - Wellness William



HEALTH is wealth,
take care of yourself.

Health Pal - Healthy Huda

