

The SingHealth Desktop Calendar, is an annual joint project, produced and distributed in collaboration with Her World Magazine.

## Goals

1. Develop a **useful** and **functional** item for everyone **365 days** a year, **24 hours** a day.
2. Feature **practical health tips** for everyday awareness and actions.
3. **Raise visibility** of the **medical expertise** offered by the SingHealth Group.
4. **Profile staff** in an informal and fresh perspective.
5. **Low cost** to produce and distribute.

## Results

For the 2015 edition, a total of 105,000 copies were produced and distributed.

**65,000 copies** bundled with the December 2014 issue of *Her World* on a complimentary basis  
**25,000 copies** distributed to staff  
**15,000 copies** distributed to partners across the SingHealth group, GPs, Corporates and members of the Health Xchange website (the healthy living portal of SingHealth)

Used at all SOC clinic desktops across the cluster by staff

- Useful everyday item for both staff and patients to refer to
- Consistent branding and visibility across the SingHealth group

The calendar is becoming somewhat of a SingHealth tradition. It is very well received and, at the end of each year, SingHealth starts receiving **numerous enquiries** and **requests** from the public about the upcoming calendar.



## Methodology

### Collaborate with Institutions

#### Editorial content

To identify best topics to form write-ups.

#### Profile Staff

Across SingHealth institutions, **12 staff members** were selected as **models of health**, as part of the company's **staff profiling** initiatives. It showcases staff in a light-hearted manner and fresh perspectives. It carries a subtle message that the **healthcare industry is for anyone and everyone to join!**

#### Strategic Partner

##### Savvy designer, Writer and Presenter

SPH, as Singapore's largest media company, chosen as our strategic partner as it is strong in **design, editorial** and has **good circulation outreach**.

#### Efficient Distribution Partner

Partnering with SPH's *Her World*, Singapore's highest **circulation publication**, allows SingHealth to reach middle-class households of Singapore through women – the **recognised health guardians** of the family.

## Conclusion

The SingHealth Desktop Calendar is a **beautiful, functional** and **cost-effective way** to reach an important segment of the Singapore population, and to help disseminate important health information and tips. It also serves as a good branding and profiling tool.

