

BEAUTIFUL INSIDE OUT

– Singapore's First Women's Health Book

Introduction

“Beautiful Inside Out” – The SingHealth Guide to Women's Health is Singapore's first local health book that draws from medical experts across the SingHealth cluster to share insights into pertinent medical issues facing Asian women.

As Singapore's largest healthcare group, it was an opportunity to showcase the depth and breadth of our medical expertise.



Methodology

1. A review of health books available found no locally authored, comprehensive Women's Health book.
2. SingHealth Marketing Communications, SingHealth Academy and Readers Digest (RD) collaborated to publish the book.
3. **Roles:**
Marcom: Strategic Conceptualisation. Supervising Editor
SingHealth Academy: Secretariat to source content from specialists across the SingHealth institutions
RD: Write, publish and distribute the book for sale.

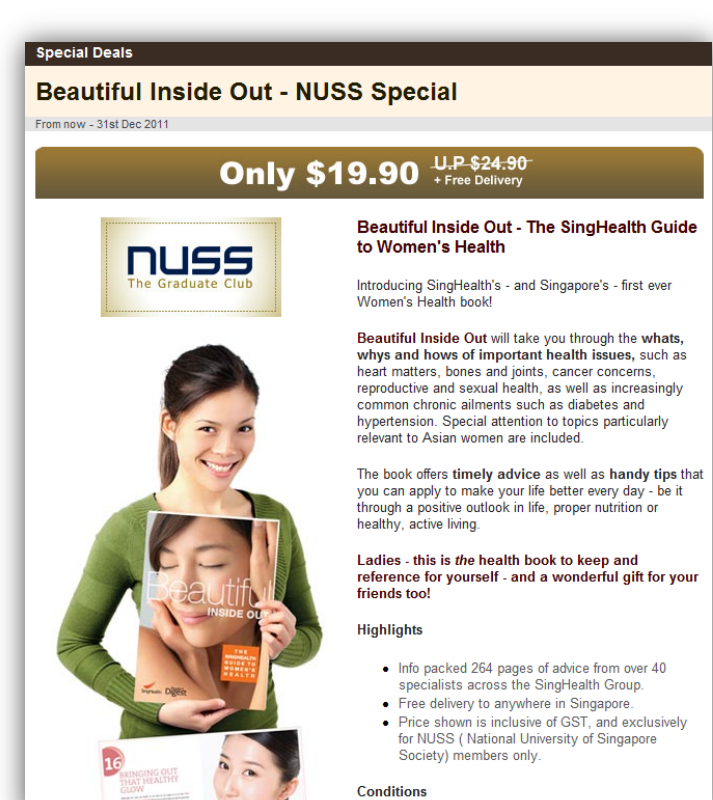
Publicity & Sales:

1. Retail Sales by Readers Digest

- Negotiated placement and sales of book with established book retailers (e.g. MPH & Popular) in Singapore, Malaysia and Philippines.
- Organised Point of Display presentation.
- Promoted sale of book in RD magazine and EDMs (reaching to over 100,000 subscribers).

2. Sales by SingHealth Marcom

- Online sales through www.healthXchange.com.sg
- Ad-hoc promotions (eg. Mother's Day, Christmas Day)



3. On Site: Retail Pharmacies at Hospitals

- Singapore General Hospital (SGH) and
- KK Women's and Children's Hospital (KKH)



Results

10,000
copies
98% sold

- 👍 The book allowed SingHealth **to showcase our breadth and depth of clinical expertise** in an appealing, relevant and compelling manner.

16 info-packed chapters:

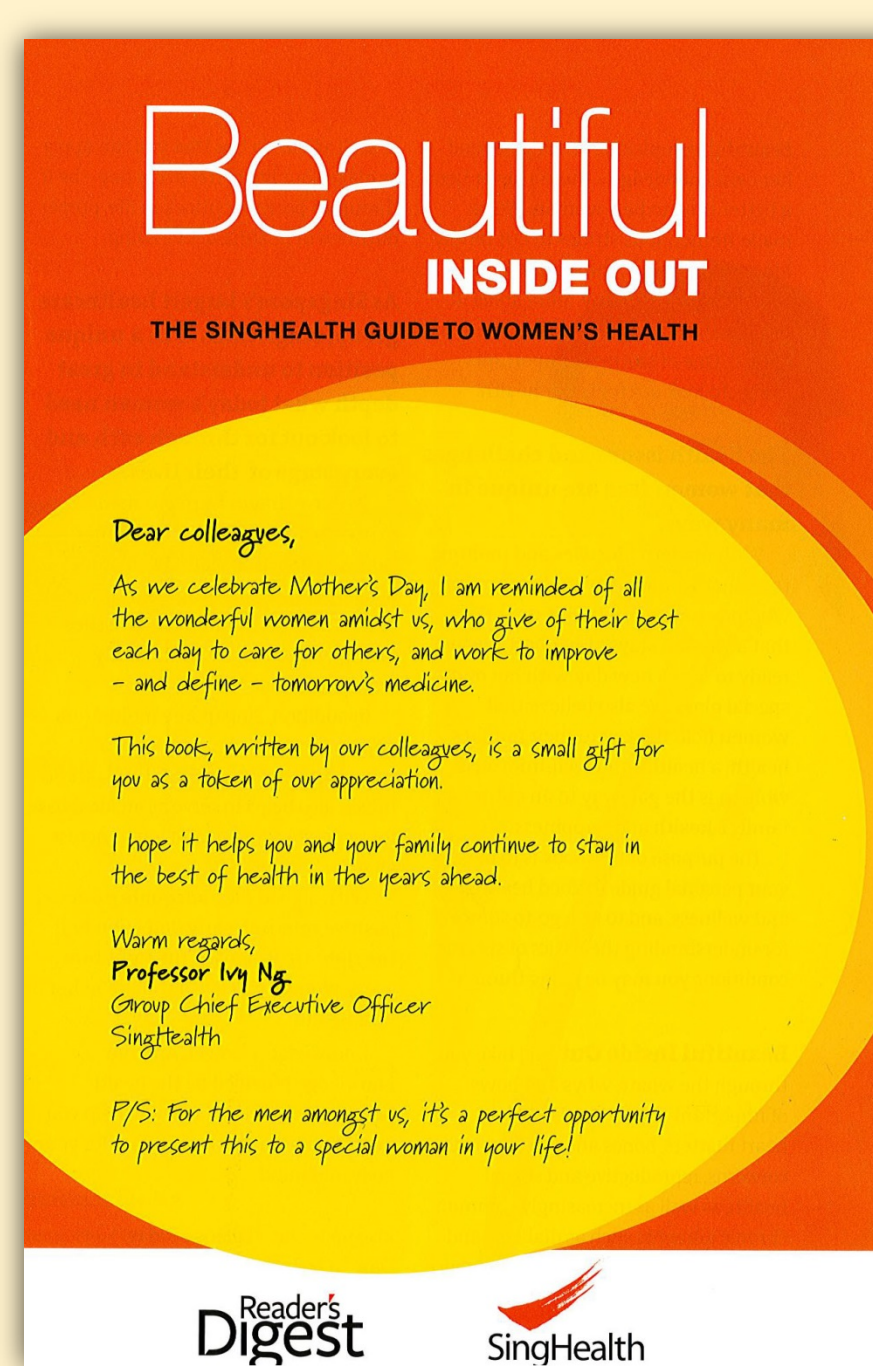
1. The Wonder of a Woman
2. Checks for Every Age
3. Staying in the Pink
4. Healthy Digestion & Weight Management
5. Hormones in Harmony
6. Fertility & Sexual Health
7. Managing Menopause
8. Finding Hope in Cancer
9. Mind Matters
10. Your Brain: The Neural Network
11. Heart Truths
12. Breathing Easy
13. Strong Bones & Joints
14. Brush Up on Oral Health
15. Clarity in Sight
16. Bringing Out that Healthy Glow

- 👍 10,000 copies were printed with 98% sell out in three years.

- 👍 The **joint marketing with Reader's Digest was a success.**

- 👍 The **strongest sell through** was online on **HealthXchange.com.sg**

- 👍 Senior Management decided to make an **extra print run for all staff.**



Conclusion

1. SingHealth identified a gap in the market for an Asian-focused women's health book which we were able to fill with 'Beautiful Inside Out', with virtually sell-out success.
2. SingHealth could cleverly showcase its breadth and depth of clinical expertise in an appealing manner to the modern Asian Woman.
3. The partnership with Reader's Digest enabled SingHealth to reach a regional audience in a cost effective, efficient manner.
4. Add on selling through SingHealth's own channels widened the reach to a targeted audience.
5. Net revenue of \$50,000 earned.