

Engage, Enrich, Excite! SHP Staff Newsletter Makeover

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WHOSE VOICE?

highlights key happenings in the organisation, provides articles on staff profiles, experience and achievements, and features contests for staff.

WHAT'S THE GAP?

The challenge is to constantly ensure that the newsletter is interesting enough to engage staff.

To do so, SHP Corporate Communications conducts an annual readership survey to find out:

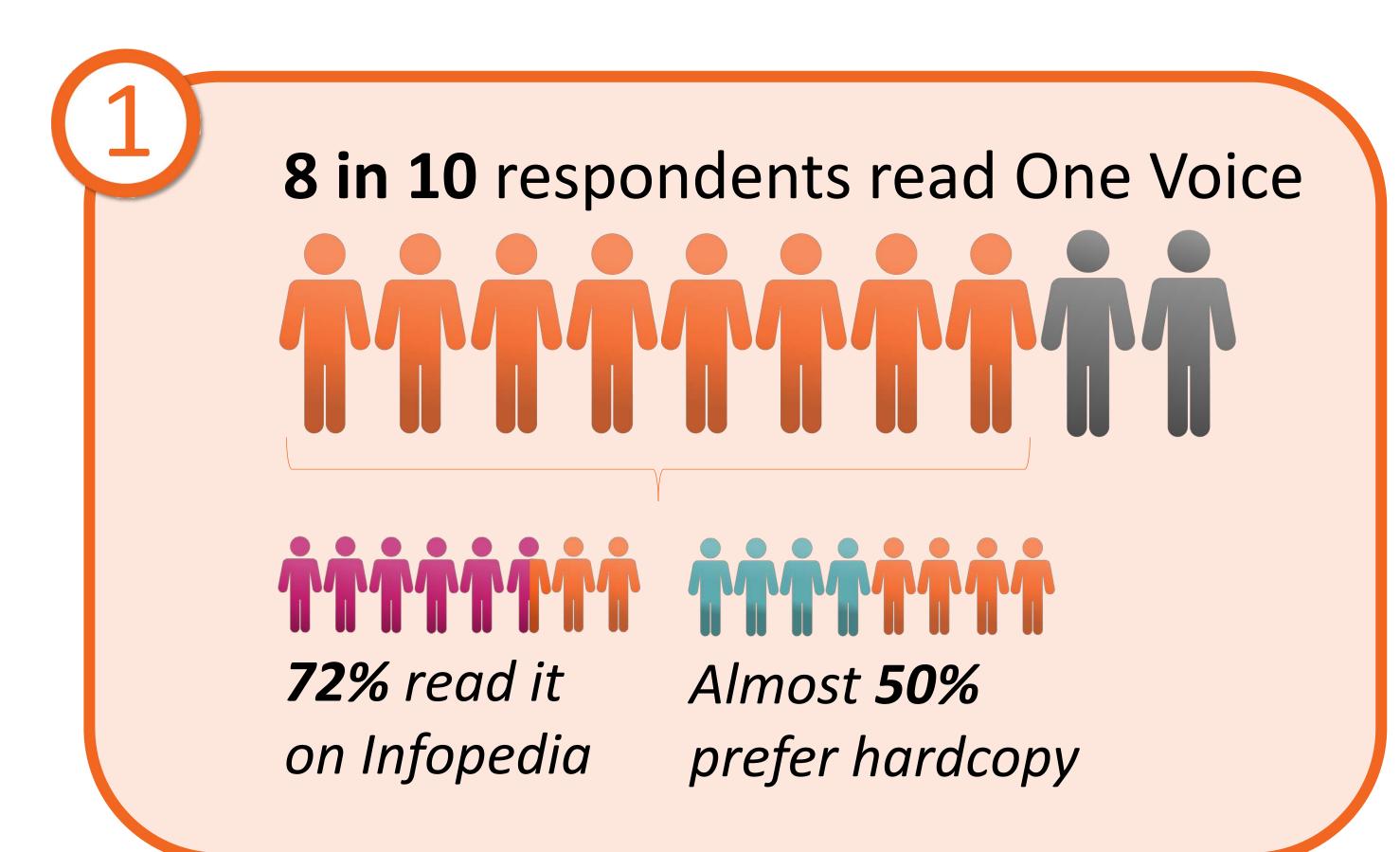
- 1. How do staff access and read the newsletter?
- 2. Which are the most and least favoured articles in One Voice?
- 3. What other new contents do staff like to read in One Voice?
- 4. Should One Voice have a new design?

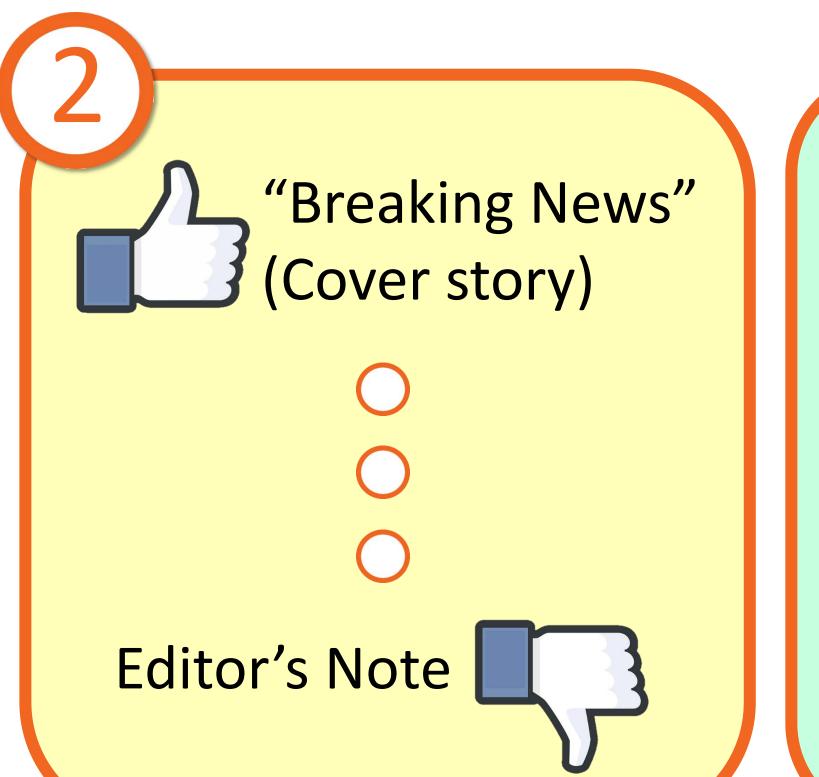
WHAT'S THE APPROACH?

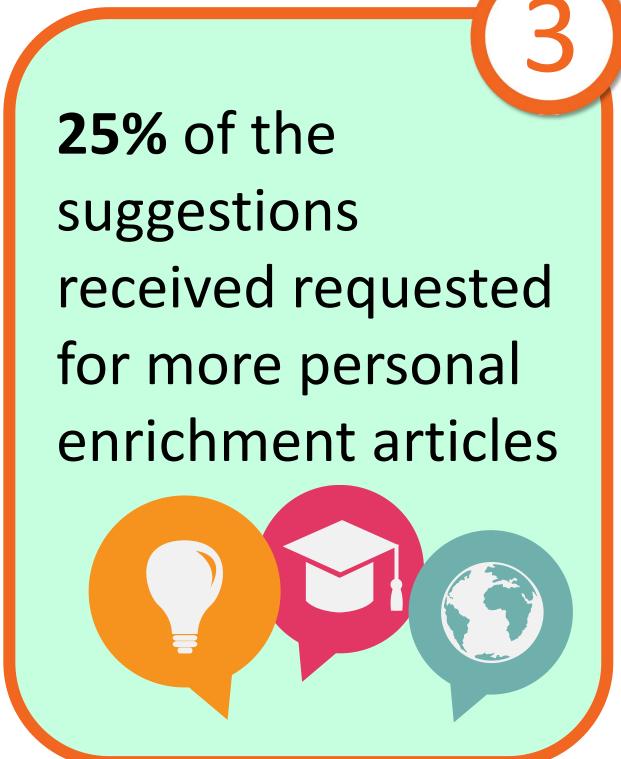
Online and hardcopy surveys, with additional options angled to test readers' interest in our new ideas for the newsletter, were held for all SHP staff for three weeks from 7 to 31 January 2015.

Staff were encouraged to participate through regular email reminders.

AND THE RESULTS...from more than 200 responses









More than half of the respondents want a One Voice makeover

WHAT'S THE LEARNING?

Up-to-date news and topics of interest to staff keep them engaged and readership up.



Human DNA

- Staff profiles (e.g. award winners)
- Lifestyle stories

Kick Start

- Health tips
 (e.g. preventing work injuries)
- Cooking recipes

The refreshed One Voice was launched in April 2015.

The next readership survey will be conducted in January 2016 to evaluate the readership level and assess the need for refreshed contents.

