

Engage, Enrich, Excite!

SHP Staff Newsletter Makeover

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Polyclinics
SingHealth

WHOSE VOICE?

One Voice is the SHP monthly staff newsletter which 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

1

8 in 10 respondents read One Voice



72% read it
on Infopedia

Almost 50%
prefer hardcopy

2



"Breaking News"
(Cover story)



Editor's Note



3

25% of the
suggestions
received requested
for more personal
enrichment articles



4



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.

Enhanced
Sections

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.

