

IMPETUS



Varying levels of issues and crises if not managed effectively, have an adverse impact on the reputation and business continuity of SingHealth Institutions

METHODOLOGY



The team developed a 2-day training module to equip healthcare professionals with practical and theoretical skills to manage media especially during crises

MEDIA MANAGEMENT CRISIS COMMUNICATION FACULTY



October 2014: Trained the SMU-SingHealth Graduate Diploma in Healthcare Management & Leadership Programme's 6th Cohort as part of the module on Ethics, Risk, Crisis & Media Management



18 PARTICIPANTS

- Door-stop interviews
- Simulated Press Conferences
- Group-based exercises
- Individual on-camera assessment

RESULTS – PRE & POST TRAINING SURVEY FINDINGS

% of participants who rated their understanding & knowledge of media management & crisis communication as **"Good" and above**

POST-TRAINING

94%

PRE-TRAINING

15%

100%

Course met objectives & expectations

100%

Trainers were knowledgeable in subject

100%

Training content was useful

TEAM APPOINTED AS SMU FACULTY MEMBERS

TRAINING 7th COHORT IN OCTOBER 2015