


FINDING OUT WHAT RESEARCHERS WANT

 **Examine
communications
needs** of SingHealth
research community

 **Effectively shape
communications** to
meet researchers' needs

 **Improve engagement,
recognition and
communications** that
benefit researchers

One-on-one tea sessions with 30 researchers and an online survey of 460 research staff were conducted to find out what researchers really want, so as to implement more effective communications.

FINDINGS AND IMPLEMENTATION

1 Appreciation & interaction

Through a Research Appreciation Day

FINDINGS

- 79% wanted more interaction with other researchers.
- Face-to-face interaction is ranked as most crucial for collaborations (VS. online, word of mouth).
- 98% think a "research day" to celebrate achievements and appreciate teams is useful.

IMPLEMENTATION

A Research Appreciation Day will be held by end FY2015 to celebrate team achievements and foster interaction among the research community.

2 Information that empowers

"Bread and butter" content useful for work

FINDINGS

- Researchers requested for content helpful to their work e.g. grants info, research tips.
- Academic and clinical trial websites, and SingHealth research website ranked as most frequently visited sites/internal platforms.

IMPLEMENTATION

"Bread and Butter" content useful for researchers e.g. commentaries, grants information, videos and 'What's In It For Me' stories on internal communications platforms.

3 Team recognition

Showcase and celebrate teams, not just individuals

FINDINGS

- 98% think that in addition to recognising Principal Investigators (PIs), team efforts should be recognised.
- Valued recognition channels include mainstream stories (64%), posters and publicity materials (61%) and internal media stories (59%).

IMPLEMENTATION

Adopt posture of "team" rather than "individuals":

- Name mentions
- Group photos
- Feature lead researchers with PIs
- "Advertorial" team features for major awards

*The Research Stakeholder Engagement Study allows SingHealth's communications teams to implement **evidence-based communications** that better reach, engage and recognise the research community.*