

Management 2015

## RESEARCH STAKEHOLDER ENGAGEMENT STUDY

SingHealth Joint Research Communications Team

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## FINDING OUT WHAT RESEARCHERS WANT

Examine communications needs of SingHealth research community



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



# **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.



# 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.



# **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.

