



A Newsletter of Interest and Inspiration

AIM

Neuslink is a biannual corporate newsletter by the National Neuroscience Institute (NNI) that aims to inform and update readers on current events and the Institute's progress. To evolve with the changing landscape of awareness in neuroscience, *Neuslink* was revamped in 2015 with a new look and content, carrying knowledgeable, engaging and inspiring stories. A notable feature is the inclusion of ongoing efforts, collaborations, teamwork and achievements across NNI's three pillars of Healthcare as an Academic Medical Centre (AMC). Overall, *Neuslink* will help establish NNI as Singapore's national centre of excellence in Neuroscience care.

METHODOLOGY

A. Conceptualisation and Research

To get an understanding on the kind of stories that would interest readers, we spoke to:

- Nine members from NNI senior management and key leaders.
- NNI colleagues from the Clinical departments and Education and Research offices via discussions.
- SingHealth colleagues who shared examples of engaging media stories at meetings.

As our benchmark, we used six newsletter samples from hospitals, specialist medical centres, and academic institutions such as *Hopkins Medicine*, Johns Hopkins; *Vital Science*, Duke-NUS Medical School; *Medical News*, SingHealth; *Salubris*, National Cancer Centre Singapore; *Caring*, Changi General Hospital; *IMH Link*, Institute of Mental Health.

B. Production

We engaged vendors with versatile creative design and writing skills, and they were able to bring our ideas and requirements to life. A new and spacious art direction was adopted and the content writing took an in-depth and personal approach to present appealing stories. The new issue was then presented in an organised and reader-friendly manner.



BEFORE

AFTER

What's New?

- Stories with clear infographics
- Striking visuals and photographs
 - Inclusive stories featuring doctors, nurses, scientists and allied health professionals



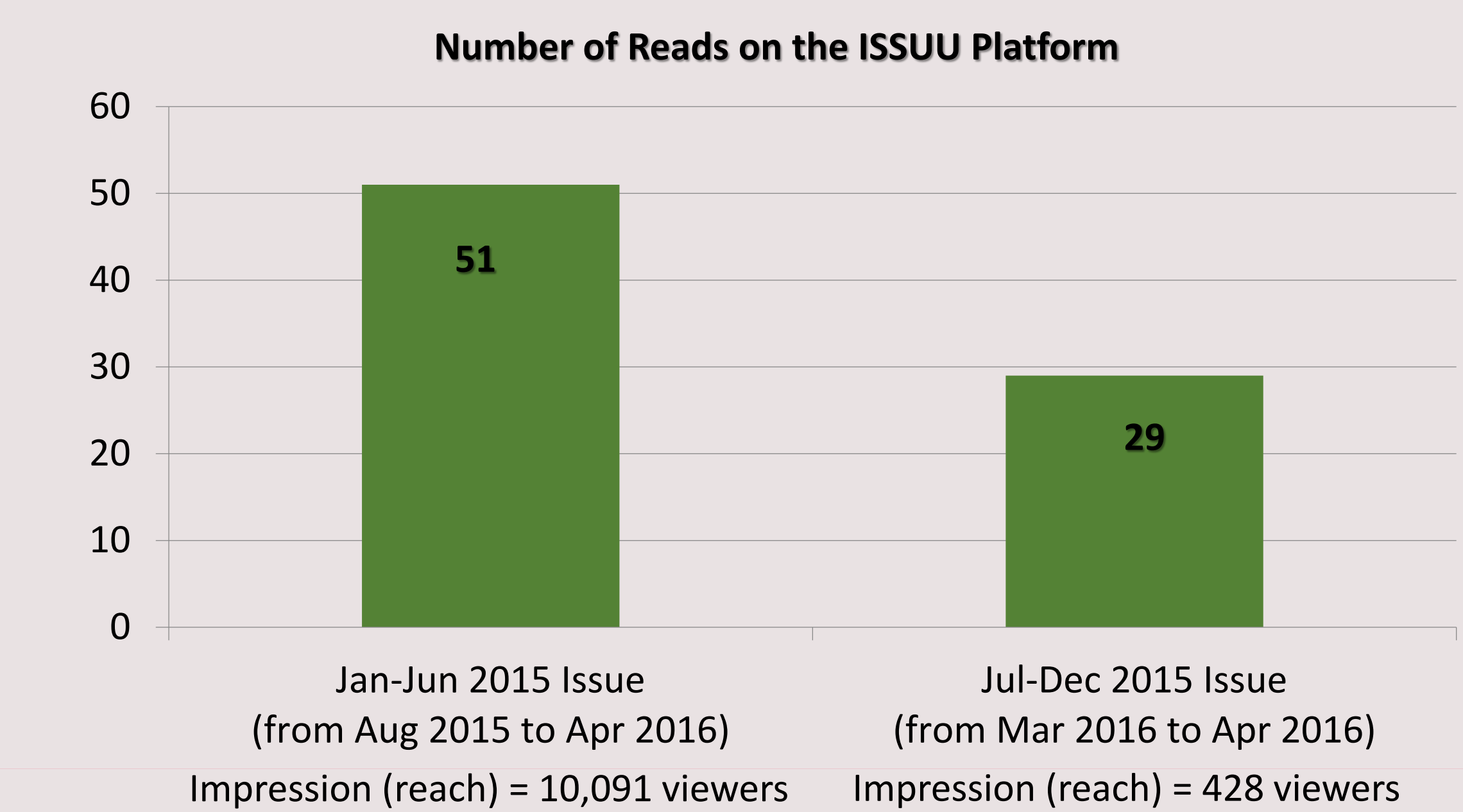
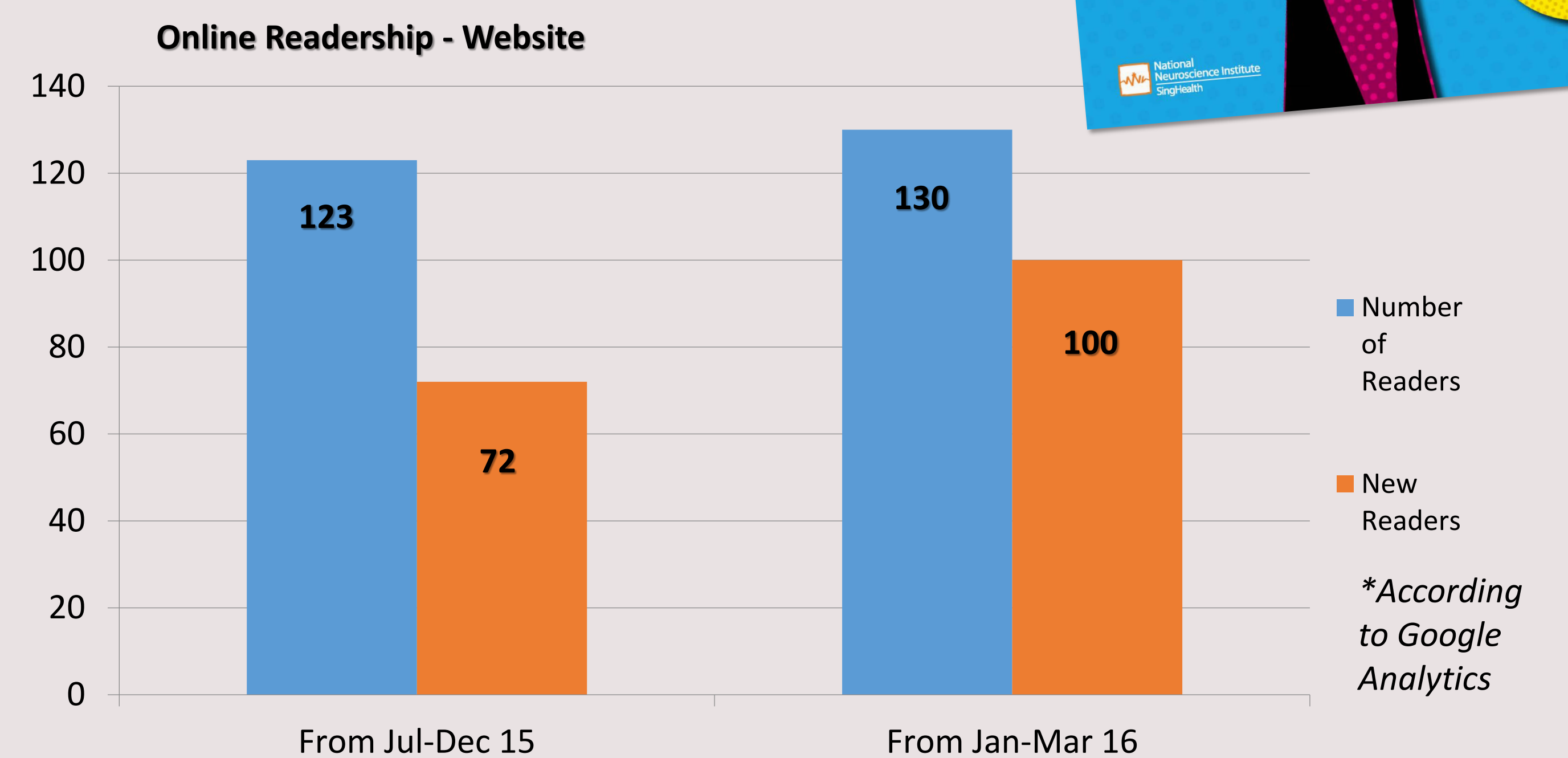
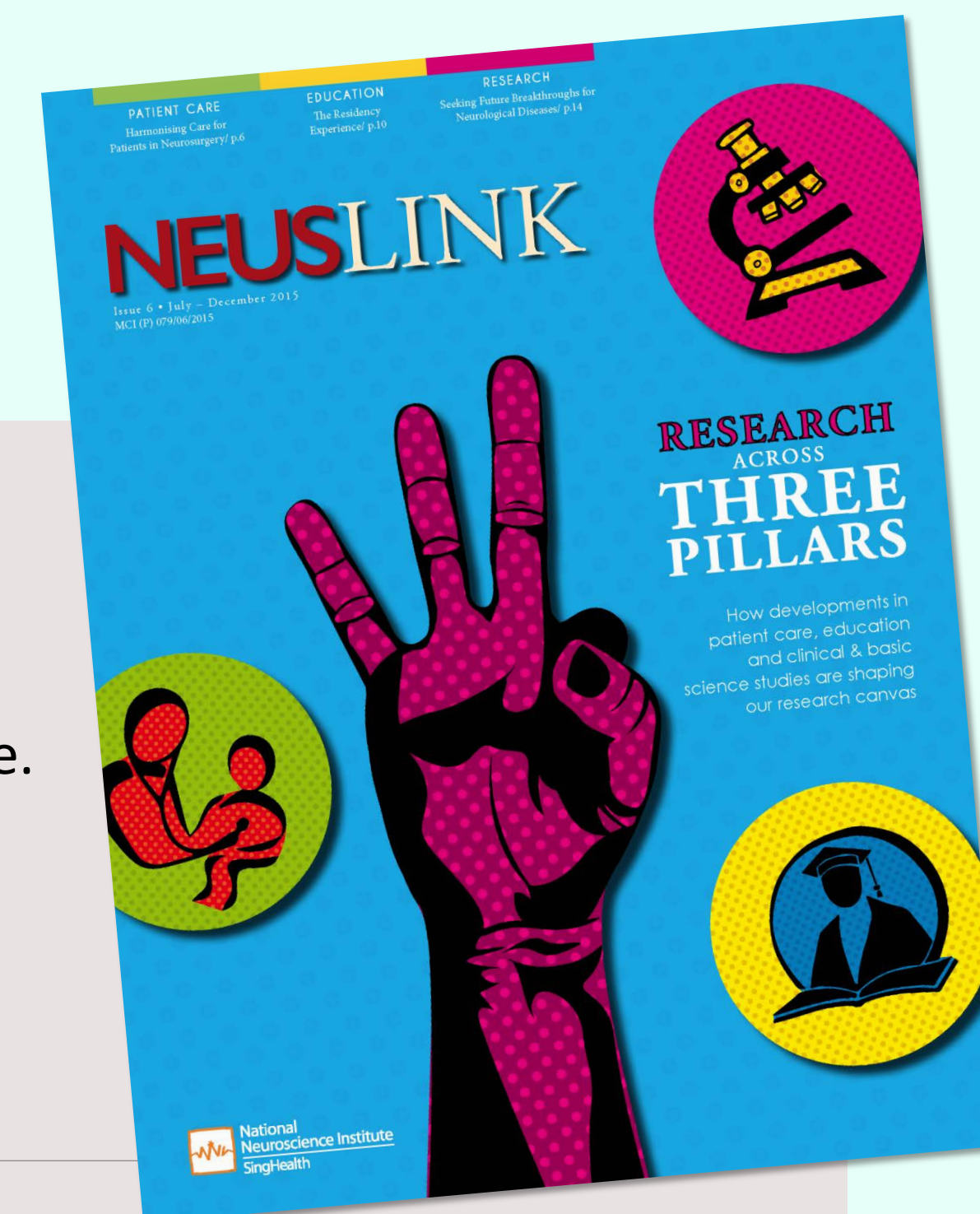
C. Distribution

- Published twice a year.
- Approximately 2,000 copies of each issue are sent out to healthcare partners, specialist medical centres, hospitals, the Ministry of Health (MOH), research agencies, academic institutions, the media and the National Library Board (NLB). 1,000 copies are sent out to staff, patients and visitors at NNI.
- Available on the Intranet, official website, and via the Facebook and ISSUU* platforms.

*ISSUU is a renowned leading digital publishing platform for magazines, catalogues and newspapers. It features 21 million publications with a following of 85 million active readers.

RESULTS

- Positive feedback on issues and suggestions on possible story topics. To date, the editorial team has received an average of four story submissions per issue.
- The latest issue has received 2.5% higher feedback from readers, especially from NNI staff.



CONCLUSION

With this revamp of *Neuslink*, we are only at the beginning of our journey to be a quality healthcare newsletter. With the positive responses that we have received, our next step will be to generate more inspiring as well as thought-provoking stories for our readers. This is so that *Neuslink* will be a valuable source of knowledge that will gain the attention of other potential readers.

