

Medicine Academic Clinical Programme (Med ACP) eNewsletter – Advancing as One



**Singapore Healthcare
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Introduction

The Medicine Academic Clinical Programme (MedACP) started in 2011, as an initiative to propel the Academic Medicine culture. 5 years into the programme, MedACP has established various activities and also achieved significant milestones in the clinical services, education and research arenas.

The eNewsletter was introduced to improve the communication of such activities and milestones within MedACP/Division of Medicine.

Objectives

Create

- Awareness of activities and programmes available
- Platform to provide news and updates

Develop and Promote

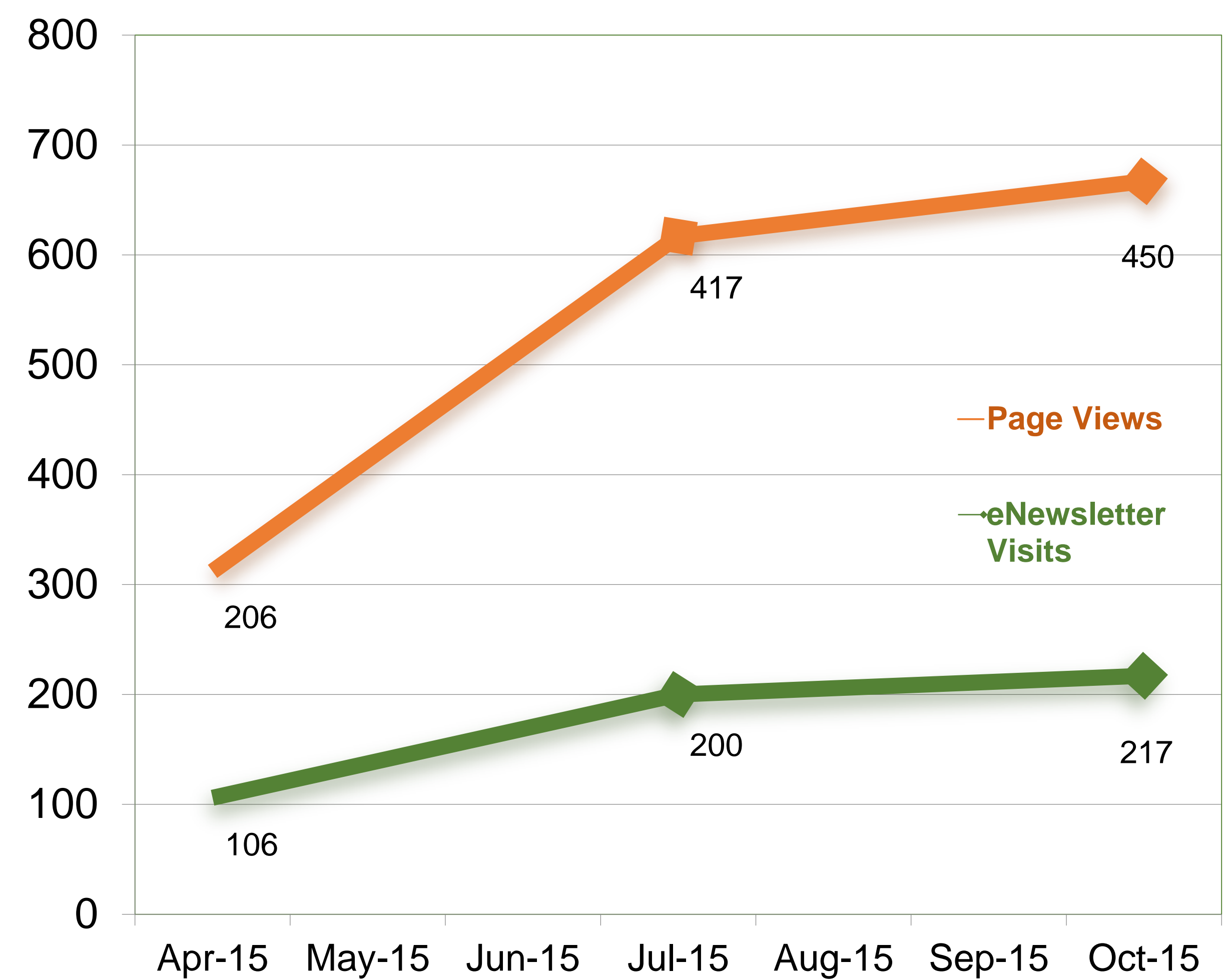
- Culture of Academic Medicine within Med ACP where successes can be celebrated and ideas can be shared among departments

Maintain

- Consistent on-going communications and connections among staff and major stakeholders

Readership Statistics

Based on the data collected
from **April to October 2015**



Based on the data above

105 % increase in
page views

118 % increase in
page views

Spotlight category
maintains the top
viewership

Feedback

- Clinicians are aware of the publication and have approached the team to include their articles for sharing
- Coverage of events were acknowledged and appreciated

Methodology

Format Structure

5 sections: Spotlight, Education, Clinical Services and Improvement, Research, Events

Information Obtained Through

- Conversations with internal stakeholders
- Direct contact with event organisers
- Email and face-to-face interviews for profiling
- On site news coverage (including photography)

Disseminated To

- Primary target audience – (Clinicians and administrative staff in Med ACP)
- Secondary audience – (Clinicians and administrative staff from other ACPs)

Conclusion

The eNewsletter has provided an additional channel to boost internal communications within Med ACP.

Departments have gradually started to proactively provide information on department news and events, steadily meeting the initial objectives of improving regular communication within Med ACP departments.

Currently, into the eNewsletter's 2nd year of launch, the team is riding on the momentum to gain more traction for the publication to deepen the communication and culture of Med ACP.