



Singapore Healthcare Management 2016

Winning Hearts and Minds

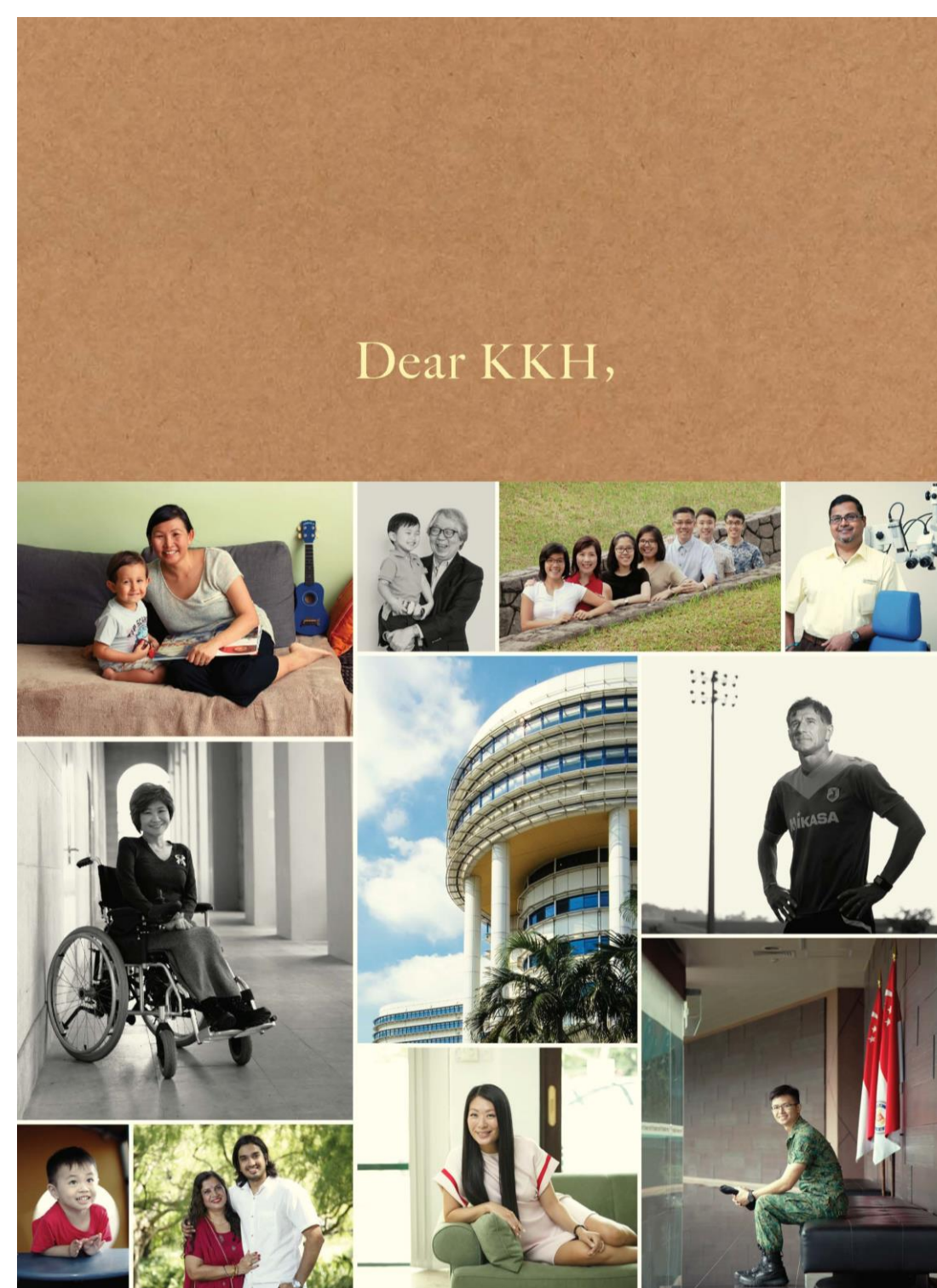
An integrated communications strategy

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Introduction

This integrated communications strategy sought to reinforce public mindshare of KK Women's and Children's Hospital's leadership in women and child health, and heritage as a key driver of national progress.

- The campaign was anchored by a commemorative book, *Dear KKH, Hope in 50 Letters*, published during Singapore's Jubilee year.
- Through innovative positioning and packaging, plus multi-platform communications strategies, the campaign tapped into the nostalgia of a mutual shared history with KKH through the authentic voices of champions and advocates to evoke affinity with and appreciation of KKH.



Objectives

- Commemorate KKH's pivotal role in Singapore's growth and transformation
- Pay tribute to pioneers and pillars of healthcare
- Reinforce KKH's leadership in Academic Medicine and reputation as the birthplace of a nation

Results

- Reached out to more than **600** key audiences and stakeholders, through participation in the campaign and receiving the commemorative book – which inspired and motivated them to identify with KKH.
- Reinforced brand awareness and public mindshare through an estimated **\$61,000** of media coverage – including traditional and social media such as The Straits Times, Channel NewsAsia, Channel 8, Channel U, Berita Harian and Facebook.
- The unique stewardship experience grew community commitment for KKH, strengthening their affinity with the hospital's mission – resulting in the KKH Health Endowment Fund welcoming regular donations in the **\$500,000** gift tier.

Methods

A holistic integrated communications approach for early and continued engagement of key stakeholders. This included a unique concept, proactive stakeholder engagement throughout the project period, inclusiveness through a meaningful cause, active marketing and publicity efforts.

Unique product

- A nostalgic letters story concept weaving personal recollections, memories and photos from people born/working in KKH who were part of historical and medical milestones in Singapore, in a keepsake box.

Strategic partnership

- Engaging patients, staff and communities, and government agencies to capture authentic voices of their KKH story.
- Interviews with 50 inspiring individuals including: former Health Minister, Mr Khaw Boon Wan; Ambassador-at-Large Professor Tommy Koh; actress and producer, Ms Beatrice Chia; Singapore's first quintuplets; RSAF's first female combat helicopter pilot; Singapore's first IVF baby; and soccer star Aleksandar Duric.

A worthy cause

- Channelling all sales proceeds to support needy patients through the KKH Health Endowment Fund.

Create buzz

- Letters and advance copies to the media, including in-depth interviews and an exclusive feature with The Straits Times.
- Personal letter campaigns and advance copies to community stakeholders; multi-channel book distribution through KKH, bookstores, and online.
- Multi-platform stakeholder engagement through an exclusive book launch for key audiences, including Guest of Honour, Minister for Health, Mr Gan Kim Yong; current and prospective donors; key hospital supporters; patients and families.

