



**Singapore Healthcare
Management 2016**

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**SingHealth Duke-NUS Obstetrics & Gynaecology (OBGYN)
Academic Clinical Programme
and Great Eastern Women's Run 2015**

Introduction

The SingHealth Duke-NUS OBGYN Academic Clinical Programme and Great Eastern Women's Run partnership was a perfect match that provided a platform for participants in Asia's largest women-only race to RUN in support of medical research and education, RAISE funds for OBGYN ACP and SAVE women and children lives.

Methodology

Create awareness through media conference and press releases with coverage in Straits Times newspaper and Channel News Asia TV, and publicity in Great Eastern website, emailers, facebook posts, confirmation slips and event booklets distributed to all run participants.

Raise funds through GIVEasia.org online donation portal, sale of blue tutus during registrations and road shows, and distribution of donation brochures to clinic run participants after talks given by KKH Principal Dietician and Exercise Specialist.

Encourage participation by giving talks at CEO-CMB Forum and Townhall, sending emailers to all SingHealth staff, arranging for goodie bags collection on campus and setting up of photo booth for OBGYN ACP run ambassadors and supporters near the stage area after the run.

Results

- A total amount of \$120,000 was raised for the three charities, and about a third of that was donated to OBGYN ACP, which attracted a **dollar-to-dollar matching grant** from the government.
- New webpage at GIVEasia.org was set up to facilitate **individual online donations**.
- New database of **corporate donors** was formed from the partnership with Great Eastern.
- Participation from **over 100 SingHealth staff** including senior management who don blue tutus and completed the marathon.

Conclusion

As Asia's largest women-only race with 17,000 participants, Great Eastern Women's Run was a **good platform to create awareness and raise funds for SingHealth Duke-NUS OBGYN ACP**; and to rally SingHealth staff to run in support of medical research and education so as to benefit future generations of women and children.



HELP US CHANGE WOMEN'S LIVES

OBSTETRICS & GYNAECOLOGY
Academic Clinical Program

SingHealth **DUKE-NUS**
ACADEMIC MEDICAL CENTRE

Support SingHealth Duke-NUS OBGYN Academic Clinical Program and Great Eastern Women's Run 2015

A team of more than 70 staff from SingHealth will be taking part in the Great Eastern Women's Run on 1 November 2015 to:

- **RUN** in support of medical research and education
- **RAISE** funds for SingHealth Duke-NUS OBGYN ACP and attract a dollar-to-dollar matching grant from the Singapore Government
- **SAVE** women and children's lives

You can also be a part of this worthy cause and:

1. **Partner** us to change the lives of women and give them and their babies a healthy future.
2. **Donate** at http://giveasia.org/movement/run_raise_and_save_for_singhealth_duke-nus
3. **Support** and contribute to:
 - Clinical Care: Fund programs to improve care
 - Research: Translate medical breakthroughs into cures
 - Education: Shape the next generation in healthcare

DONATE NOW

give asia

Thank you for your support!

GREAT EASTERN WOMEN'S RUN 2015