



Singapore Healthcare Management 2016



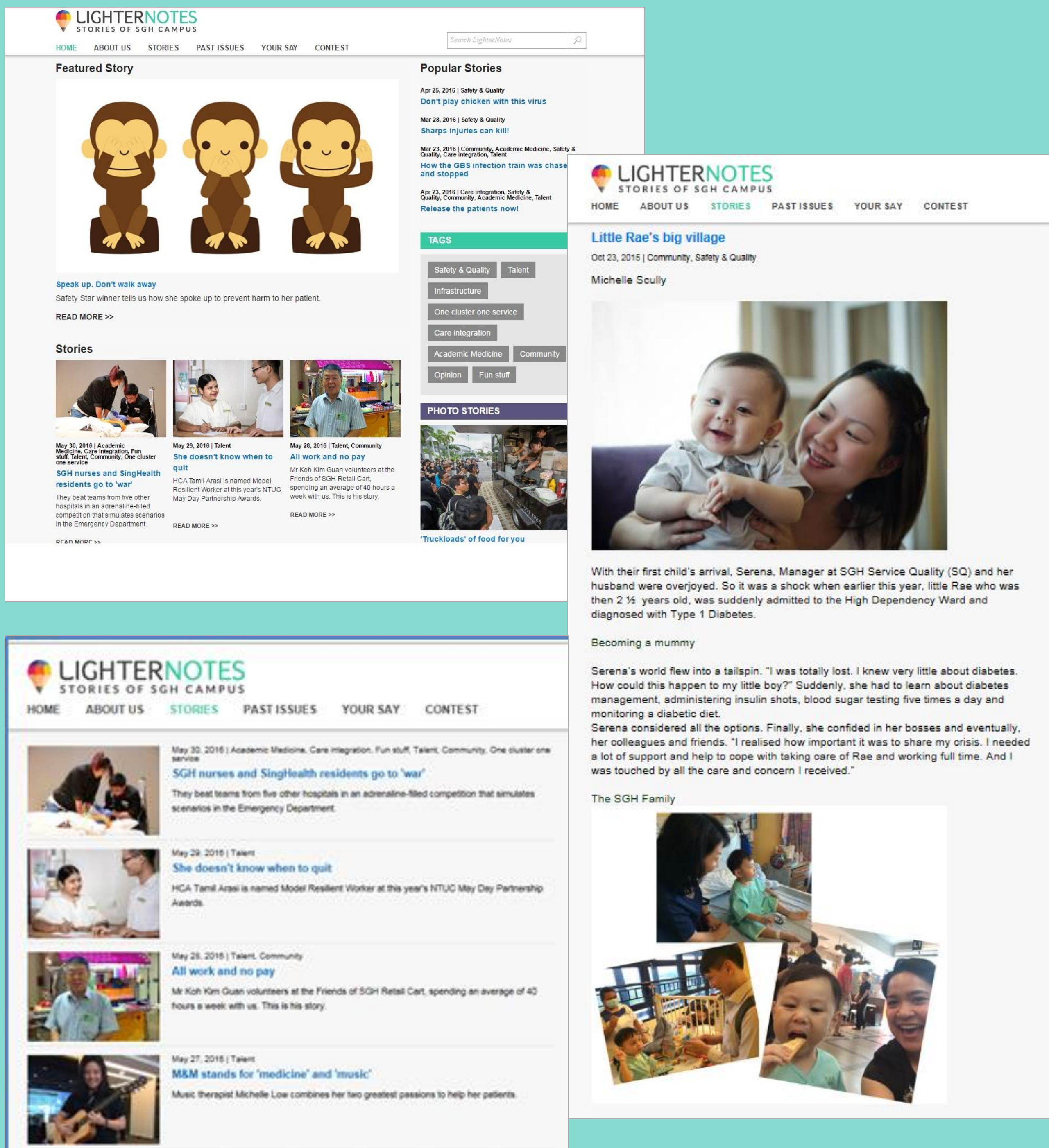
LIGHTERNOTES
STORIES OF SGH CAMPUS

Newsletter – Digital vs Print

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LighterNotes is SGH's first digital newsletter for staff hosted on the internet. It was launched in May 2015, after some 20 years of print newsletters.

SGH produced 2,500 copies of the print newsletters every 2 months, from 2010 to 2015. These were distributed through department offices.



Why change?

- **Cost – money & time**
The print newsletter required layout and printing by vendor; and packing, delivery and distribution by multiple parties in SGH.
- **Inefficient and limited distribution**
It was difficult to ascertain if, when and who among the staff received or read the newsletter. Limited quantity meant not all staff had a copy.
- **Lack of feedback on content**
Did staff find it relevant or interesting? A survey and focus group every 2 years gave only general reported feedback.

Methodology

We compared the two formats in terms of :

- Cost of production
- Ease of distribution
- Reach and accessibility
- Readers' response, based on web analytics

Digital:

Cheaper, faster, and wider reach

Savings of \$40,000 per year

This was the annual amount spent to produce and print the newsletter, excluding cost of distribution. In going digital, there was only a one-off cost of about \$6000 to create the masthead and templates.

Quicker updates and delivery

New stories can be read as soon as they are uploaded, without waiting for layout and printing. Older stories remain available on the website, and remain accessible for all staff to read.

Reaching 20,000 staff, up from 2,500

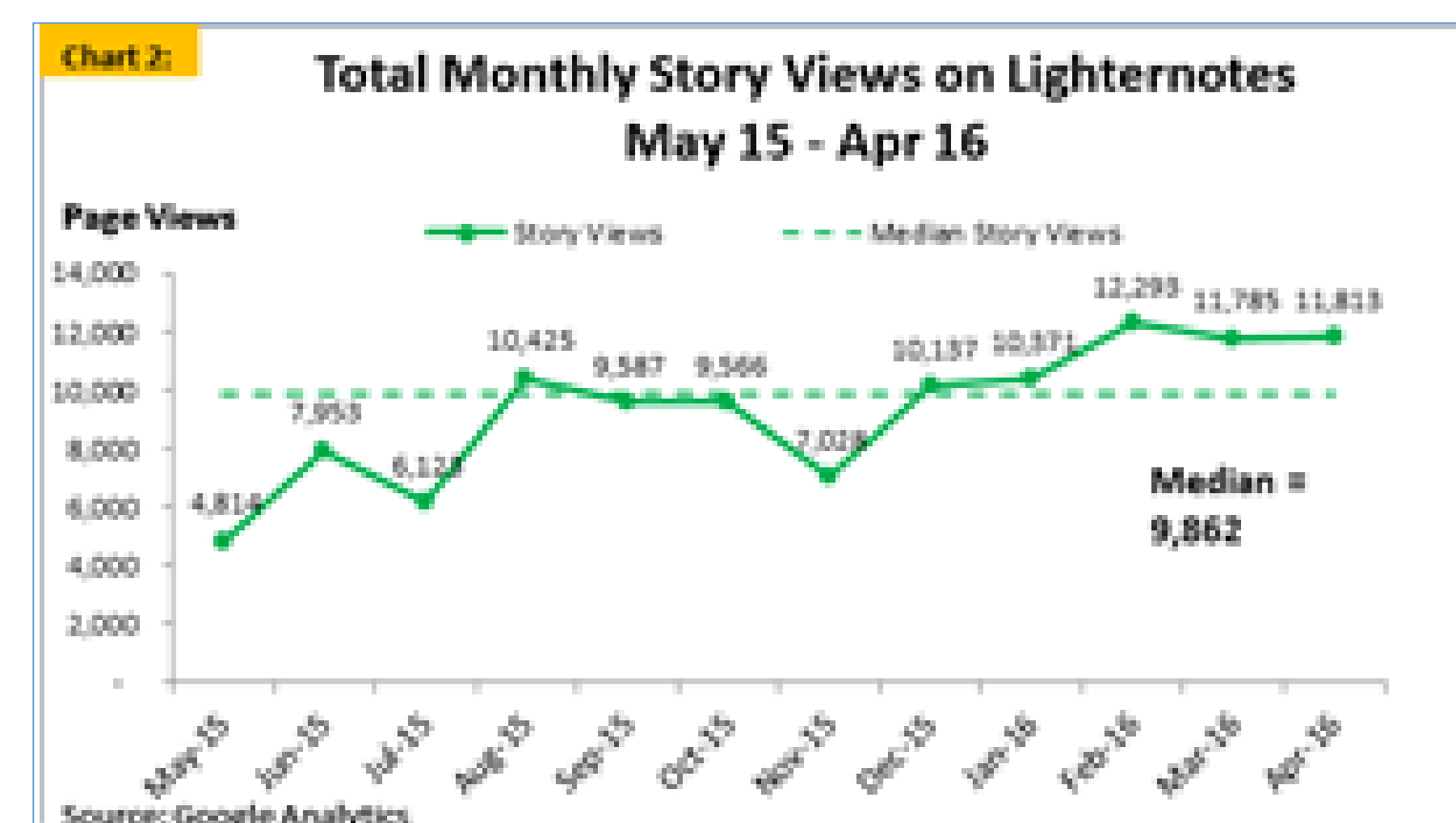
As a website, **LighterNotes** has extended its reach beyond SGH. The stories are now accessible to all staff in SingHealth. Staff can also access **LighterNotes** on the go with their personal mobile devices, at www.lighternotes.sg

Richer content

Being web-hosted, **LighterNotes** offers more content through related web links and videos.

Real-time feedback from readers

We are getting almost 10,000 page view per month on average. Our readers have also written to us via email.



Getting feedback about our readers' habits and preferences is the most important benefit of going digital. With such insight, we are already introducing changes to meet the needs of our staff better.