



Singapore Healthcare Management 2016

FACES OF HEALTHCARE

our people and their stories

facesofhealthcare.tumblr.com

SingHealth Group Communications



BACKGROUND

As we progress the SingHealth Duke-NUS Academic Medical Centre, we shouldn't forget **our people – the core of an organisation**. The group of individuals who have the same values and who all work together towards achieving a common goal, which is, **Patients, at the Heart of all we do.**



AIMS

We bridge and we connect the dots: Cluster wide profiling

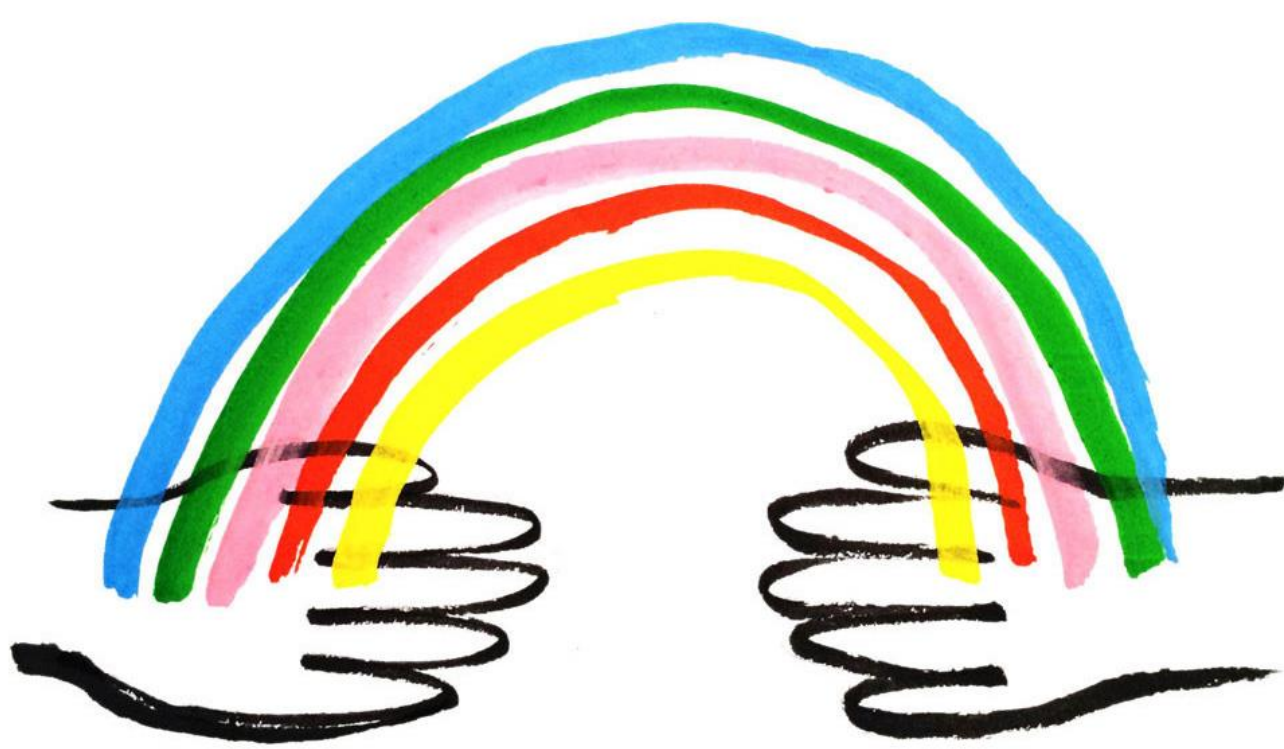
Faces of Healthcare aims to recognise our people and appreciate the contributions by the different professions behind our milestones and achievements, and the collaborations that go beyond our institutions. We want to instil a feeling of pride and purpose in what they do by capturing the stories of our people, and those that they helped.



METHODOLOGY

The process of building the bridge

We engaged stakeholders from different institutions to be involved in profiling their healthcare professionals on a common platform – Faces of Healthcare



- Plan
- Coordinate
- Interview
- Review
- Profile

IMPLEMENTATION



Online Channels

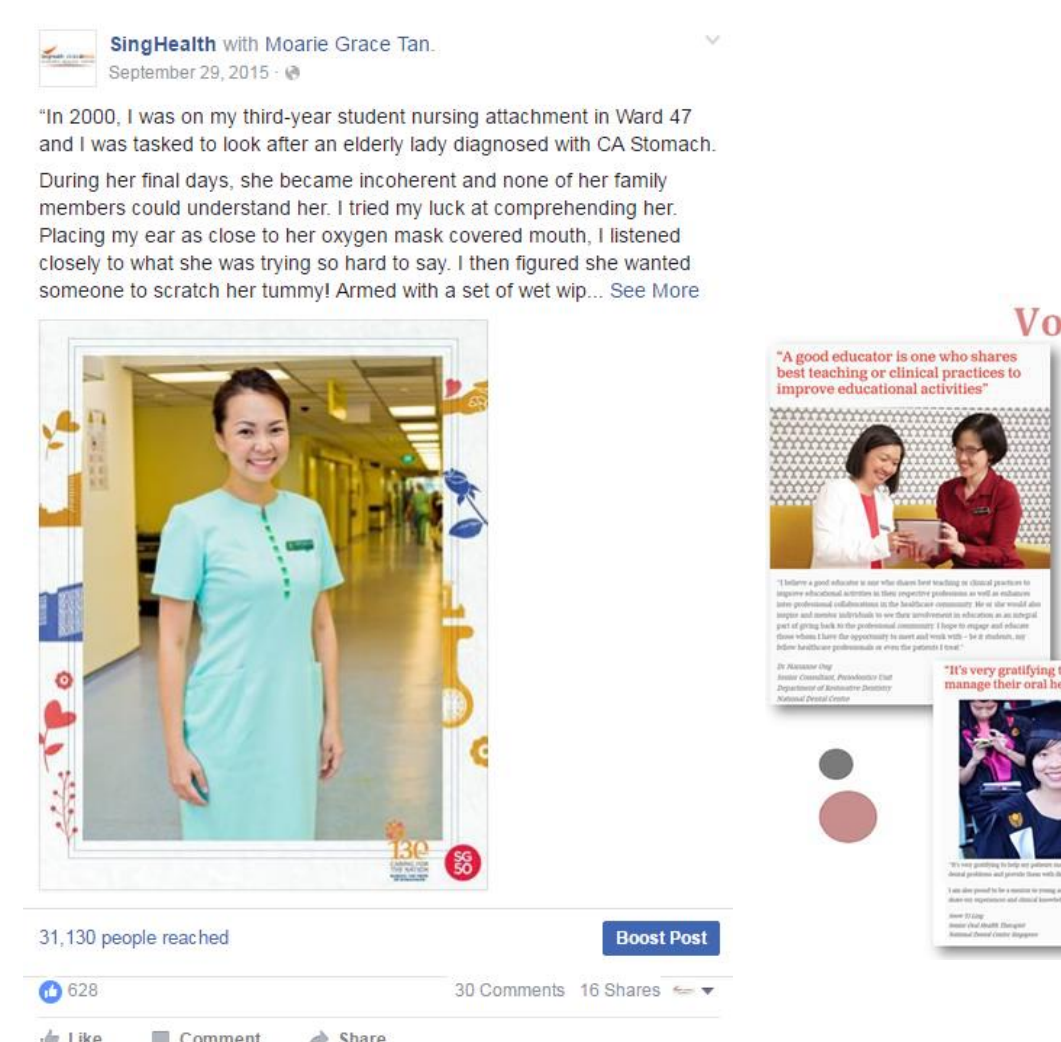
- Website
- Intranet
- Tumblr
- Facebook
- Email Blast

Outdoor Media

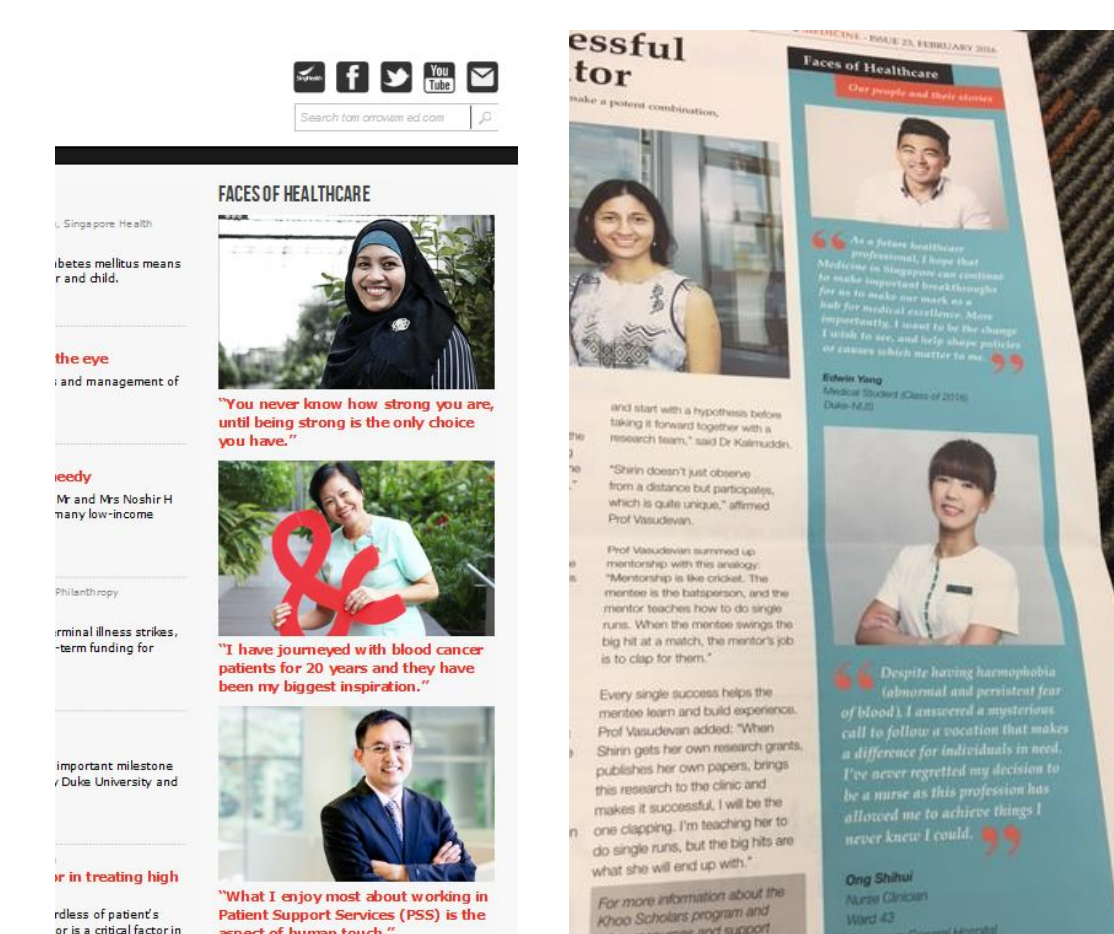
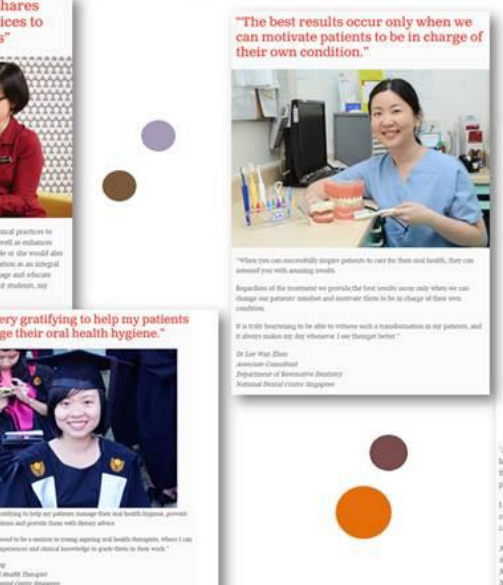
- Wall Murals
- TV Screen
- Interactive iDisplays
- Noticeboard
- Lift Posters

Print

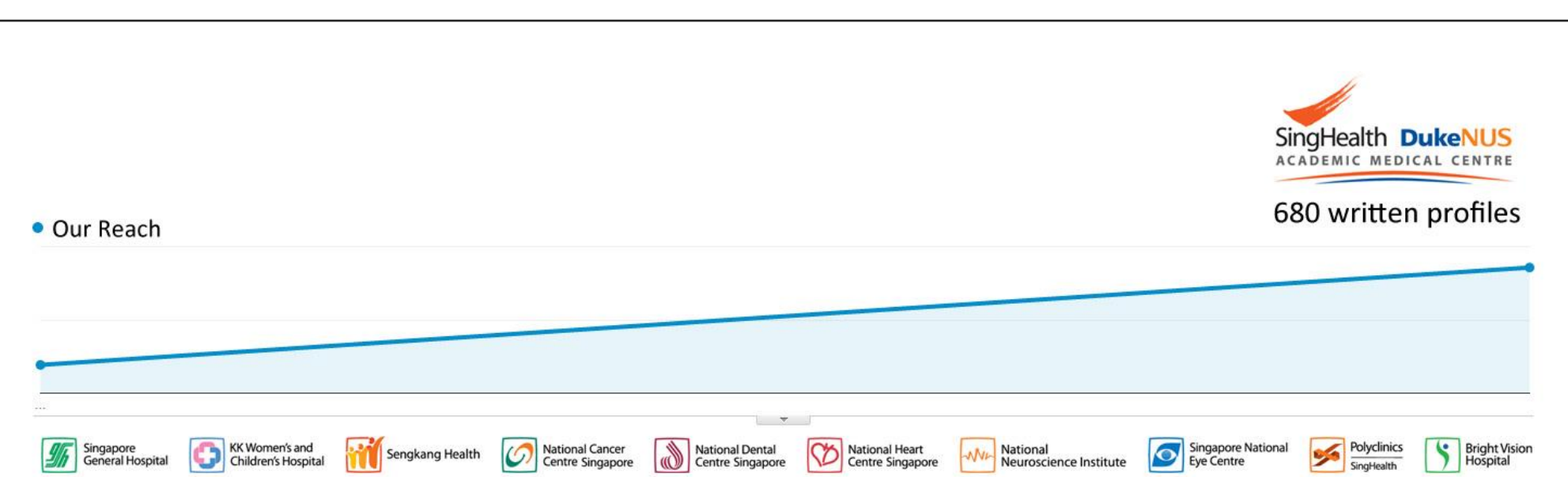
- Institutions' newsletter



Voices of Oral Healthcare

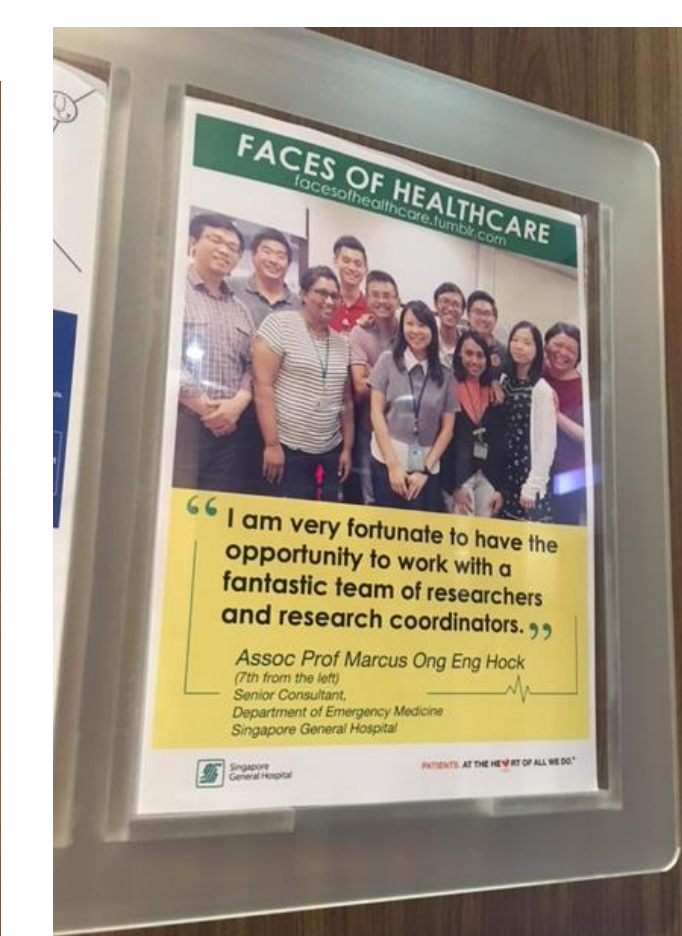


RESULTS



We tell our own stories, we shared our pride and joy
 Since inception in Sep 2014, we have written and featured a total number of **680** personal stories of our people. These profiles are widely shared on various online channels and outdoor media. Stories are then shared on as many platform as possible.

**kindly refer to the channels under Implementation*



CONCLUSION

Faces of Healthcare: we value our people and their stories

Faces of Healthcare serves as a common and unifying platform across all institutions to profile staff. The personal accounts of our healthcare professionals reaffirm our purpose in healthcare and inspire us to greater heights. By engaging our stakeholders and using a cluster wide profiling, we celebrate their journey which was fuelled by passion and curiosity. We pay tribute to the people behind our milestones and achievements, and the collaborations that go beyond our institutions.



PATIENTS. AT THE HEART OF ALL WE DO.®

