



Deep level communications with videos

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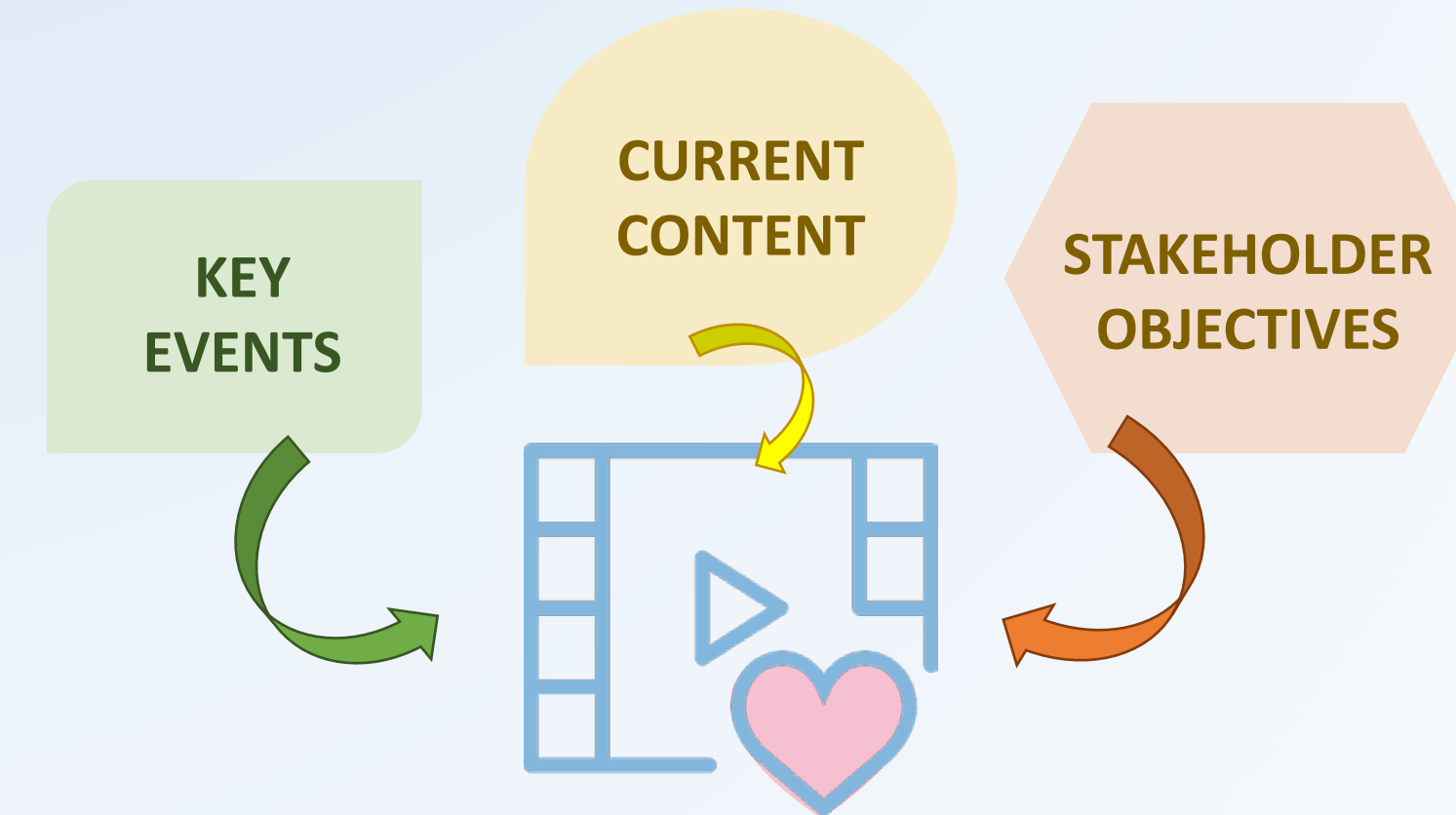
AIMS



The popularity of video as a medium has risen since the introduction of digital formats in the 1990s. The cost of video production has significantly lowered and easily accessible video equipment targeting general consumers means a generic man on the street is able to produce a video clip. Naturally the demand for videos has increased over the past 10 years, especially with a surge in sales of smartphones.

The department of Group Communications at Singapore Health Services foresaw in-house video production as key to deep level communication. Being an activist, facilitator and catalyst for the organisation, conveying the right message is fundamental in the work we do.

In the digital age where we are surrounded by a wealth of information, human attention, when we become aware, attend and decide whether to act on a particular information¹, is precious for content creators. A study from Microsoft Canada on consumer insights point to diminishing average attention span from 12 seconds in the year 2000, to 8 in 2013². The use of video allows the department to capture the audience's attention within a small frame of 8 seconds and sustain their attention for a deeper level of communicating.



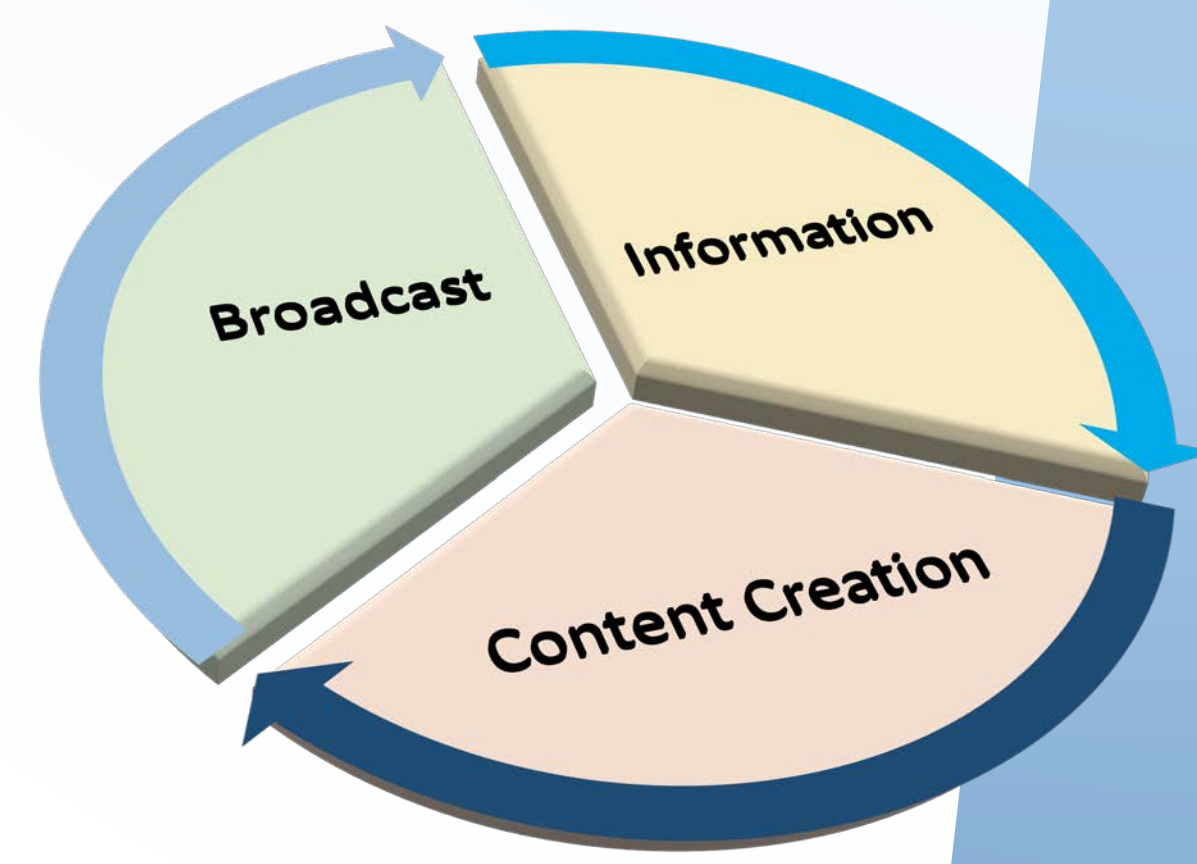
METHODOLOGY

The team analysed current content in both public and internal channels, looking at the suitability of video contents to different viewers. Highly engaged social media and online posts were compared with contrasting posts to study reasons for capturing the audience's attention.

We also identify key events and potential stakeholders to maximize exposure and effectiveness in outreach. As the organisation have multiple channels reaching out to different audiences, we also began to identify and propose a collaboration.

Videos or potential projects were then grouped into suitable category that targets the right audience or themed with appropriate messaging. With more information we are able to go deep into understanding what our audience wants to see, and how we can bridge that with the stakeholders' ideals.

Sl. No.	Screen Size	Name	Duration	Assess	Industry Cost (S\$)
1	15 Oct 14	Parent Navigator	2:50	Event screening, YouTube, Facebook	5,000
2	06 Aug 14	APP - Physiotherapy	2:15	Event screening, YouTube, Facebook, TM TV	5,000
3	20 Aug 14	Outgoing Institutions Leaders' Appreciation Dinner	2:57	Event screening	5,000
4	25 Sep 14	Parent Generation: BKH	3:00	Event screening	5,000
5	08 Oct 14	Advance Care Planning: Parents' Stories	2:25	Event screening, YouTube	5,000
6	02 Oct 14	Parent Generation: SGH	3:46	Event screening	5,000
7	15 Oct 14	Parent Generation: Singapore	2:17	Event screening, YouTube	5,000
8	09 Nov 14	APP - Speech Therapy	2:34	Event screening, YouTube, Facebook, TM TV	5,000
9	26 Nov 14	Prof Richard Austin's talk	04:04	YouTube	2,000
10	08 Dec 14	APP - Occupational Therapy	2:30	Event screening, YouTube, Facebook, TM TV	5,000
11	11 Dec 14	APP - Medical Social Worker	3:09	Event screening, YouTube, Facebook, TM TV	5,000
12	17 Feb 15	Academy Hour - Lead Dept	37:28	YouTube	2,000
13	26 Feb 15	Debra - Love Drive	2:36	YouTube	2,000
14	03 Mar 15	APP - Diabetes	3:36	Event screening, YouTube, Facebook, TM TV	5,000
15	24 Mar 15	APP - Parent video	3:41	Event screening, YouTube, Facebook	5,000
16	27 Mar 15	Infused video for 501st	3:27	Event screening	2,000
17	08 Apr 15	SingHealth Duke NUS MDU Signing 2014	2:16	Event screening	2,000
18	29 Apr 15	APP - Prostate	2:08	Event screening, YouTube, Facebook, TM TV	5,000
19	21 Apr 15	Academy Hour - Prof James Carol Black	30:28	YouTube	5,000
20	28 Apr 15	Debra - Prof James Carol Black	3:39	YouTube, Facebook, TM TV	2,000
21	07 May 15	APP - Deep Dive on Healthcare Jobs	3:39	Event screening	5,000
22	12 May 15	APP - Deep Dive on Healthcare Jobs (Part 2)	3:36	Event screening, YouTube, Facebook, TM TV, YouTube TV, YouTube TV, YouTube TV	5,000
23	19 May 15	Academy Hour - Prof Gerry Alton	31:11	YouTube	5,000
24	17 Jun 15	Debra - Prof Gerry Alton	3:36	YouTube, YouTube	2,000
25	18 Jul 15	SCDH - Your child's first gift	3:11	YouTube, YouTube, Facebook, YouTube TV @ 480p	2,000
26	29 Jul 15	Nature: The Pride of Singapore - Infocast	3:14	Event screening, YouTube, Facebook	20,000
27	16 Oct 15	SCDH - Renewed: A strong journey	2:52	Event screening, YouTube, Facebook	20,000
28	14 Oct 15	Academy Hour - Cyber Security - Theme Dept	35:55	YouTube	5,000
29	20 Oct 15	KNW 2 - Neuroblast: Change Mgmt. Make the difference	3:40	YouTube, Facebook, YouTube TV	500
30	02 Feb 16	KNW 2 - Shared the success of our Healthcare	3:55	YouTube, Facebook, YouTube TV	500
31	11 Feb 16	Academy Hour - Personalised Precision Medicine	40:25	YouTube, YouTube	5,000
32	15 Feb 16	Debra - Dr Deep Sridharan Personalised Precision Medicine	3:17	YouTube, YouTube	2,000
33	24 Mar 16	Academy Hour with HACC leader	3:11	YouTube, YouTube, YouTube TV	2,000
34	04 Apr 16	APP - Occupational Therapy (Part 2)	3:40	Event screening, YouTube, Facebook, TM TV	20,000
35	19 May 16	Don't walk in my - Target zero deaths - Video	1:45	Event screening, YouTube, Facebook, TM TV	5,000



RESULTS

From July 2014 till May 2016, the team produced 35 videos for the SingHealth Duke-NUS Academic Medical Centre. Based on external production house market rate fees, the estimated costs of producing these 35 videos is approximately S\$ 224,500.00 (Table 1). Beyond Tomorrow's Medicine channels, our videos are also on Wellness TV network (for Singapore General Hospital, KK Women's and Children's Hospital, SingHealth Polyclinics), National Heart Centre Singapore and Tan Tock Seng Hospital.

Engagement with staff and public is higher for certain videos on social media or through our staff intranet, the Infopedia. A top-performing post in SingHealth Facebook page (Table 2) shows high engagement with the audience. Personal and authentic storytelling from our own staff, crafted carefully with the team have led to increased awareness, springboard the audience into meeting stakeholder's objectives.

Published in	30 July 2015	Facebook
Published	568	
Likes, Comments & Shares		
429 Likes	51 On Post	378 On Shares
38 Comments	2 On Post	36 On Shares
101 Shares	95 On Post	6 On Shares
15,921 People Reached	1,320 Post Clicks	
	623 Link Clicks	697 Other Clicks



CONCLUSION

Video is an accessible medium for effective communication. However, even with lowered costs in purchasing of equipment, crafting good quality videos that engage the audience, similar to the expertise of external vendors, is costly to produce.

Having an in-house team who brings in experience and knowledge in video production does not just boost efficiency but more importantly, craft the right messaging to meet the individual objectives. The different target audience have different sets of 'What is in it for me?' when you subject them to watch a video. To get the message across, a team of in-house film production staff is able to provide invaluable industry insight to their attention, engage them while viewing, and get them to act on the objectives.

A video can change the audience's emotions to meet the objectives, and that will be the key to deep level communication.

