



Singapore Healthcare  
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## Our Epic Journey - Engaging Staff on the Move to the Epic Electronic Medical Record (EMR) System



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### Introduction

In September 2023, SingHealth announced our intended adoption of the Epic EMR system. In order to engage staff about the migration process, we crafted a communications campaign aimed at keeping staff updated and enthused about the eventual deployment.

### Aim(s)

- For staff to feel a sense of excitement about the possibilities and improvements with the new EMR system
- Encourage staff to come together to streamline the processes and optimise the eventual workflows across the organisation

### Methodology

We designed a communications campaign to align and involve staff with the change process. A consistent theme and messaging ties the campaign together.

This included:

- In-person, hybrid and online engagement sessions - to promote two-way communication
- Creating a travel-related theme - we are fellow travelers on this journey, moving together towards One Digital SingHealth
- Commissioning of a logo, brand collaterals and mascot - to achieve consistent branding and ease of identification
- Creation of a microsite - a comprehensive hub for information and resources
- Multi-channel outreach - regular communications through newsletters, memos, eDMs, videos, screensaver and posts on Infopedia help staff stay informed and provide clarity
- Dedicated Teams channels and email account - accessible platforms for two-way communication

### Results

- Sustained engagement in communication efforts



**29** mass engagement sessions held



**5000** online or in-person attendees across all institutions



**2900** microsite page views over the 1.5 months since its launch

- Cohesive messaging

The use of the mascot and campaign branding across all touchpoints tied all communications efforts together and brought across a unified and recognisable message to all staff.

- Proactive change management

Staff are kept informed and aligned via two-way communication with the intention, objectives and process of the EMR system change.

### Conclusion

The “Our Epic Journey” communications campaign achieved its aim of engaging staff as we kickstart the Epic EMR system change process.

This sets the foundation for a smooth and collaborative process as SingHealth gears towards the eventual system roll-out.

