



Transforming From Print to Multichannel Health News Content, Amplifying Reach and Impact

Singapore Healthcare Management **2024**



SINGAPORE **Health**
THE FLAGSHIP PUBLICATION OF THE SINGHEALTH DUKE-NUS ACADEMIC MEDICAL CENTRE

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INTRODUCTION

Aim of Project:

To revamp a traditional print publication into a dynamic multichannel health news content hub, catering to diverse audience preferences and needs.

IMPETUS FOR CHANGE

Due to infection control measures and declining print readership, circulation for the print publication per issue fell by **10,000** from **40,000** to **30,000**. Given the declining readership of print media, the objective was to adapt to changing media consumption habits while maintaining relevance in health news dissemination.

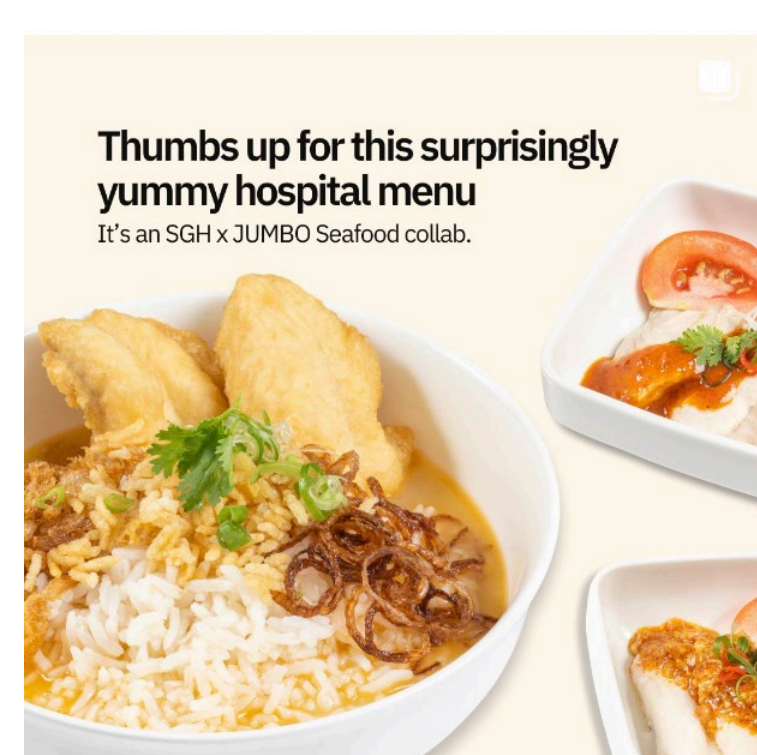
METHODOLOGY

Digital Expansion

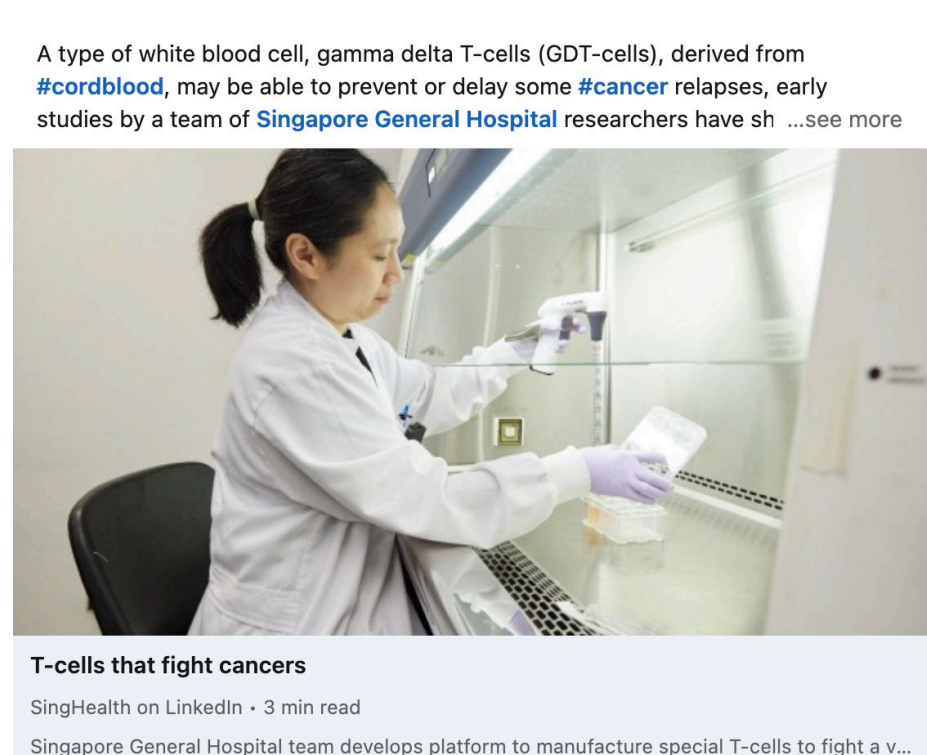
Social Media Amplification

Online Accessibility

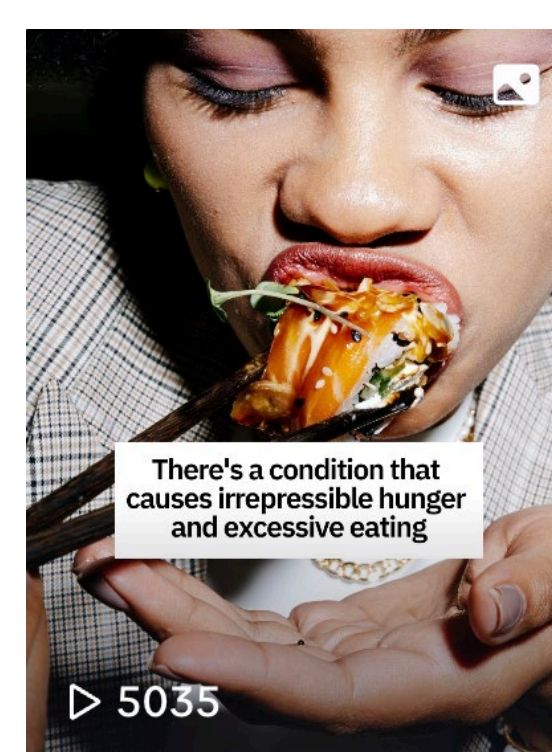
Adapting print stories to digital content on website and social media platforms:



Post and Video Interview Reel from Instagram (@singhealth.sg)



Post from LinkedIn SingHealth



Post from TikTok (@singhealth)

Increased visibility achieved through:

- Publicity on 180 TV screens and virtual banners across a network of SingHealth hospitals, specialty centres and polyclinics.
- Electronic direct mailers shared bimonthly to keep staff and subscribers updated on latest issue and articles.

c. Cross-shared articles with news outlets within cluster to reach out to their subscribers.

RESULTS

We have become a key digital content generator in the local healthcare landscape with a strong following.

- Website traffic grew by **more than 110%** from 4,000 to 8,500 page views/month
- Garnered a total reach of **1.3 million users** across all platforms including Facebook, Instagram, TikTok and LinkedIn in a year.
- Best performing video (*Look-Alike, Sound-Alike medication*) total reach of **over 240,000 users**
- A Singapore Health article post on LinkedIn on average will garner **5,400 impressions**

CONCLUSION

The revamp successfully addressed the challenge of declining print readership by enhancing accessibility, engagement, and relevance in health news dissemination. Data-driven content generation, interactive features, and community-building initiatives facilitated SingHealth's reach to new population segments (local and international) and deeper audience engagement.