



Saying it with a Logo: Defining the Eastern General Hospital Identity

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Lydia Ng¹, Elizabeth Quah¹, Jolene Teng¹, Cedric Sia¹, Augustine Tee¹, Kathryn Ng², Byron Lim², Jean Sim²

¹Eastern General Hospital Planning Office, SingHealth
²Group Marketing Communications, SingHealth

1 Introduction & Aims

SingHealth is developing the new Eastern General Hospital (EGH) in Bedok North, which will provide a comprehensive range of clinical specialties and healthcare services in the acute, secondary and emergency settings when it is ready in 2029-2030.

To establish EGH's brand, the team sought to:

- Define EGH's identity by **understanding its stakeholders' aspirations and sentiments** toward the future hospital.
- **Develop the EGH logo and organisational statements** so its brand can best resonate with stakeholders.

2 Methodology

The team worked with branding agency, Tangible, to study EGH stakeholders' healthcare aspirations and sentiments:

- **1-on-1 interviews** with **11** SingHealth/EGH leaders
- **5 focus groups** with **28** Eastern Project Committee members, SingHealth Patient Advocacy Network members, community partners and neighbours
- **1 internal survey** with **39** staff/appointees
- **1 public survey** with **5,214** members of public

The study sought to define:

- **Top 3 brand pillars** i.e. strengths that matter most

Top 3

- Care approach**: Our approach to administering care and managing patients' needs beyond the hospitals
- Integrating Value Chain**: We integrate medical processes & systems across the value chain to deliver better and more efficient healthcare services
- Innovation & Technology**: Adoption of technology and innovative solutions to improve health outcomes and patient experience
- Convenience**: Our approach in designing a patient experience that is hassle-free and easy to navigate
- Quality & Reliability**: High standards of product or service delivery that provides assurance to stakeholders & customers
- Environmental Sustainability**: Our commitment & initiatives towards improved environmental outcomes through sustainable operations of our hospital
- Breadth & Depth of offer**: Providing a range of comprehensive services that address different types of patients & their needs
- Expertise & Capabilities**: Capabilities, experience, and quality of training for staff & caregivers that help us better meet patients' needs
- People & Service style**: Principles & values that guide how we treat our staff, patients, and partners
- Perceived Benefits**: The positive association customers have associating with the brand, a feel good factor and affinity

- **Brand positioning** i.e. the "promise" that EGH should deliver

- Setting the standard in reliable & quality healthcare**
- The care you need, all in one place**
- Harnessing technology to effectively & efficiently care for you**
- Personalising care for you so you can live better**
- Integrating care with the community, for the community**

- **Brand personality** i.e. colours, style and "mood" of the brand

- Friendly, Warm, Caring
- Sociable, Active, Confident
- Practical, Logical, Rational
- Dependable, Steady, Assured
- Inquisitive, Experimental, Questioning
- Wise, Philosophical, Knowledgeable
- Thoughtful, Measured, Considered

3 Results

The study revealed stakeholders' most preferred brand identity factors:

- Top 3 brand pillars:

Brand Pillar	% selected this as 1 of top 3 choices
Care Approach	59%
Quality & Reliability	52%
Expertise & Capabilities	54%

- Most preferred brand positioning statements:

Brand Position	% selected this as preferred choice
"Setting the standard in reliable and quality healthcare"	59%
"Personalising care for you so that you can live better"	38%

- Most preferred brand personality: **Thoughtful, measured, considered** (45% selected this as the preferred choice)

"High quality care is a must-have. It is the most important to patients."

"EGH needs to care for patients as individuals with different needs. It must integrate their healthcare needs with their social and family needs."

"The human element is becoming the most valued commodity."

Quotes from the interviews, focus groups and surveys

Based on the convergence of choices, EGH's identity was developed:

LOGO

STYLISTED HEARTS & PETALS

- Hearts signify **care**
- Petals signify **nature** (Bedok Reservoir area)
- 3 petals/hearts symbolise SingHealth's **three pillars**:
 - Clinical care
 - Research
 - Education

PERSON-CENTERED CARE

- Hearts point towards the centre, with a person in the negative space, showing that we **provide care that is centred around the patient**
- Man with outstretched arms symbolises **empowerment, victory, joy** for our patients and staff

COLOURS

- **Thoughtful, measured, calm** colours
- Darker teal to **anchor logo**, lighter colour for **vibrance/radiance**

MISSION

We provide excellent healthcare and promote healing, centred around you.

ETHOS

People-centric, Innovative, Excellent

4 Conclusion

Since their roll-out, EGH's logo and statements have been well-received by stakeholders. The team finds this "evidence-based" branding methodology very insightful and useful, and recommends that it be used for future logo development and branding projects.