



# Perfectly Imperfect Health Podcast

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## Introduction

Based on the 2022 survey commissioned by SingHealth on Singaporeans' views and attitudes towards healthcare, there is no clear distinction among local public hospitals. Across the 6 public hospitals studied, including SGH, Singaporeans feel these hospitals are professional, trustworthy and innovative, with no differentiating factor among them.

## Mission Statement

To address this problem, we aim to be the top-of-mind recall among younger Singaporeans aged 23 to 34 by engaging them early so that SGH will be the Hospital of Choice when they have a medical need. This will be achieved by launching the first hospital-owned podcast, *Perfectly Imperfect Health*, in Singapore. Through our standing as one of the World's Best Hospitals, we also hope to leverage the platform to reach an international audience.

## Methodology

Younger Singaporeans do not turn to traditional media such as newspapers, television and radio for information, entertainment, etc. They spend their time largely on social media platforms but these platforms are overly used by content creators, companies, organisations, making it difficult for SGH to stand out. We noticed an uptick in the number of younger Singaporeans turning to podcasts for various content which allows them to multi-task while listening on the go or while engaging in other activities, such as exercising. This creates a market gap for a lifestyle health podcast as few or none of the health/medical-related podcasts (e.g. Straits Times Health Check podcast, CNA Health Matters Podcast) feature a lifestyle angle. Hence, we launched *Perfectly Imperfect Health* podcast which covers trending topics related to everyday life. These episodes were uploaded on Spotify and publicised on social media platforms through short video clips.

### OUR JOURNEY



## Results

Since its launch in Nov 2022, our podcast has garnered a total of 1,481 plays. 43.3% of our listeners are our target audience. The social media posts and teaser videos generated a total of 37,869 views/impressions and 57,800 reach on Facebook; 71,800 views/impressions and 55,400 reach on Instagram; as well as 30,900 impressions and 15,632 views on LinkedIn. Majority of our listeners are from Singapore and 13% are from overseas in countries like United States. This shows that the podcast is gaining listens, views and traction locally and globally.

**@sghseen** FOLLOW

Podcast teasers on SGH Instagram among top performing 2023 posts

- 8.3k Views, 7.6k Reach, 342 Engagement
- 8k Views, 4.7k Reach, 170 Engagement



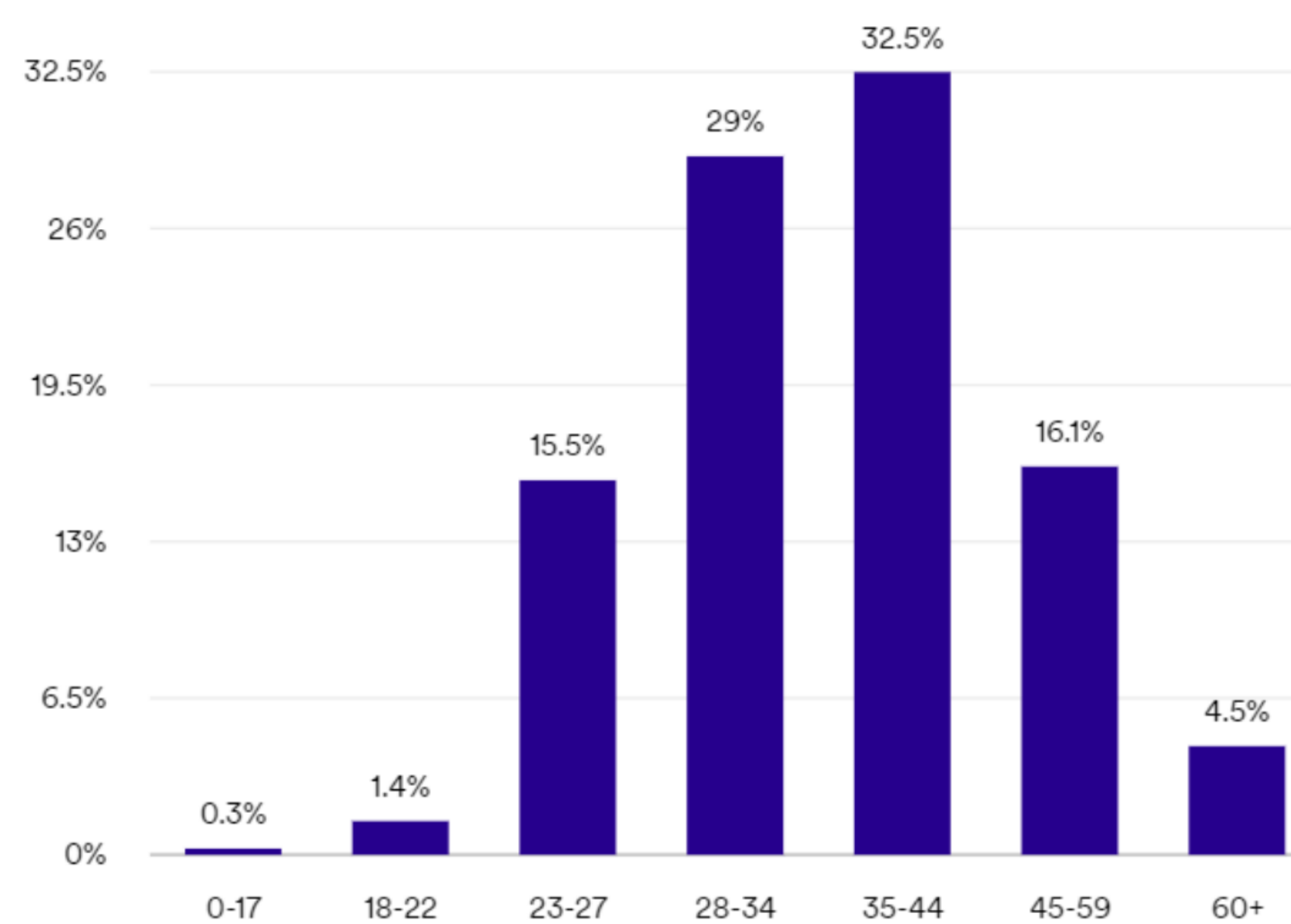
### SPOTIFY



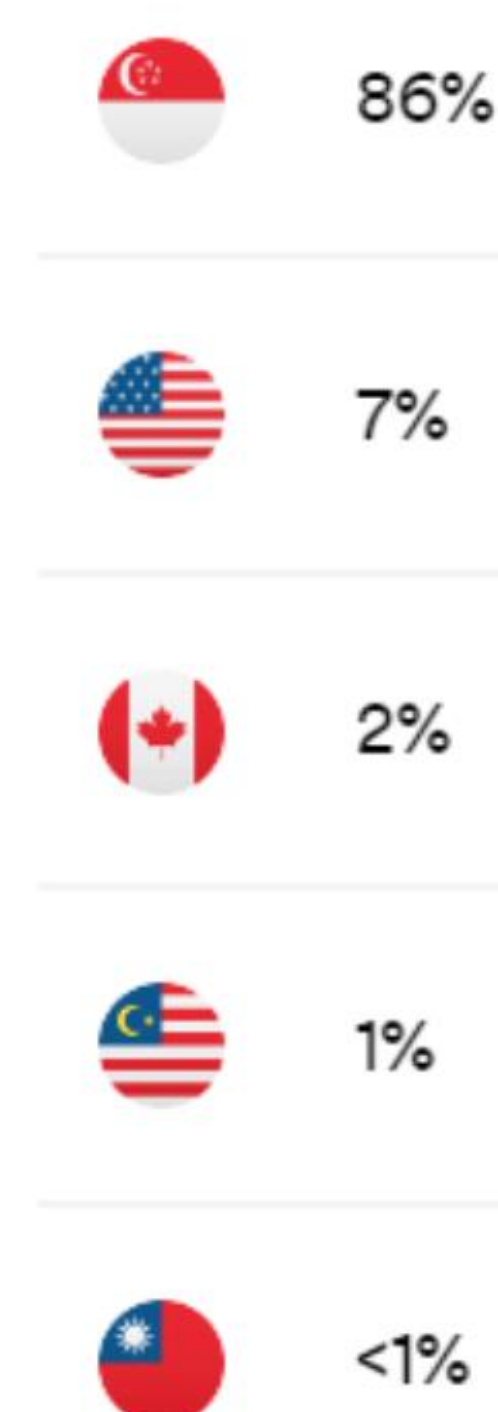
### GENDER

62.2% Female, 33.6% Male

### AGE



### GEOGRAPHIC



### TOP 5 PERFORMING EPISODES



### SOCIAL MEDIA ANALYTICS

Platform	Impressions/ Views	Reach	Engagement
Facebook	37,869	57,800	958
Instagram	71,800	55,400	1,741
LinkedIn	30,900	15,632	1,604

## Conclusion

The use of other social media/online platforms complements our podcast to amplify mindshare of SGH among younger Singaporeans aged 23 to 34. Lifestyle topics such as vaping and sleep are popular among our audiences, and this has proved that younger Singaporeans prefer easy listens with topics that affect their daily life.

