



Singapore Healthcare Management 2024

BEYOND THE BULLETIN BOARD

INCREASING REACH OF PATIENT SAFETY LEARNINGS THROUGH INNOVATIVE COMMUNICATION COLLATERALS

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BACKGROUND

Establishing a robust patient safety culture within healthcare institutions is the key to achieving a high reliability organisation. Singapore General Hospital, Office of Patient Safety and Quality - Clinical Risk Management Department has been dedicated to fostering awareness and education regarding patient safety.

Previously, our communication efforts relied primarily on print platforms such as "In the Spotlight" posters and quarterly bulletins. "In the Spotlight" was a learning material featuring Serious Reportable Events (SREs) that occurred within the hospital, while bulletins featured clinical cases that revolved around themes such as "MRI safety". These publications were informative but technical, limiting the applicability and reach to certain staff groups. More importantly, they were limited to physical print and email media.

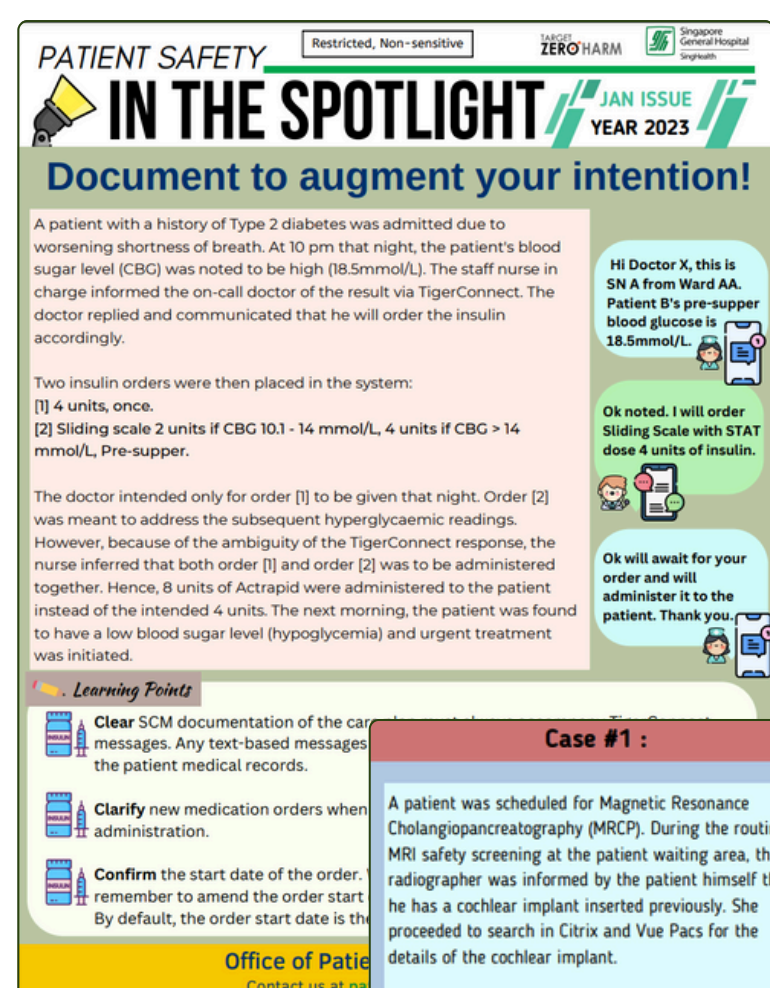
In an effort to increase the reach and efficacy of our patient safety awareness collaterals, we aimed to diversify from our traditional print formats to include more engaging methods. In the process, we hoped to communicate the importance of patient safety for staff from all hospital domains.

METHOD

OUR AIM

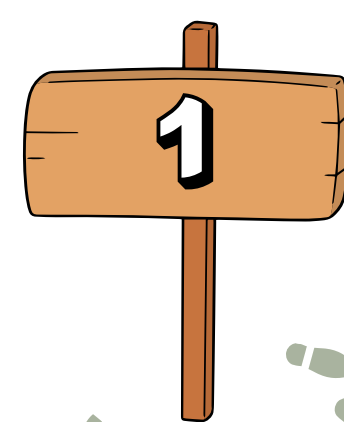
To venture beyond existing methods to innovatively engage staff on patient safety through unique and accessible communication collaterals.

Recognising the limitations of traditional print materials, we embarked on a journey to develop more engaging and effective initiatives. Through extensive deliberation, literature reviews, and consultations, novel approaches to raising awareness were devised. We adopted a multi-pronged approach that extended beyond PDFs to include Instagram videos, learning decks and consolidated patient safety materials.

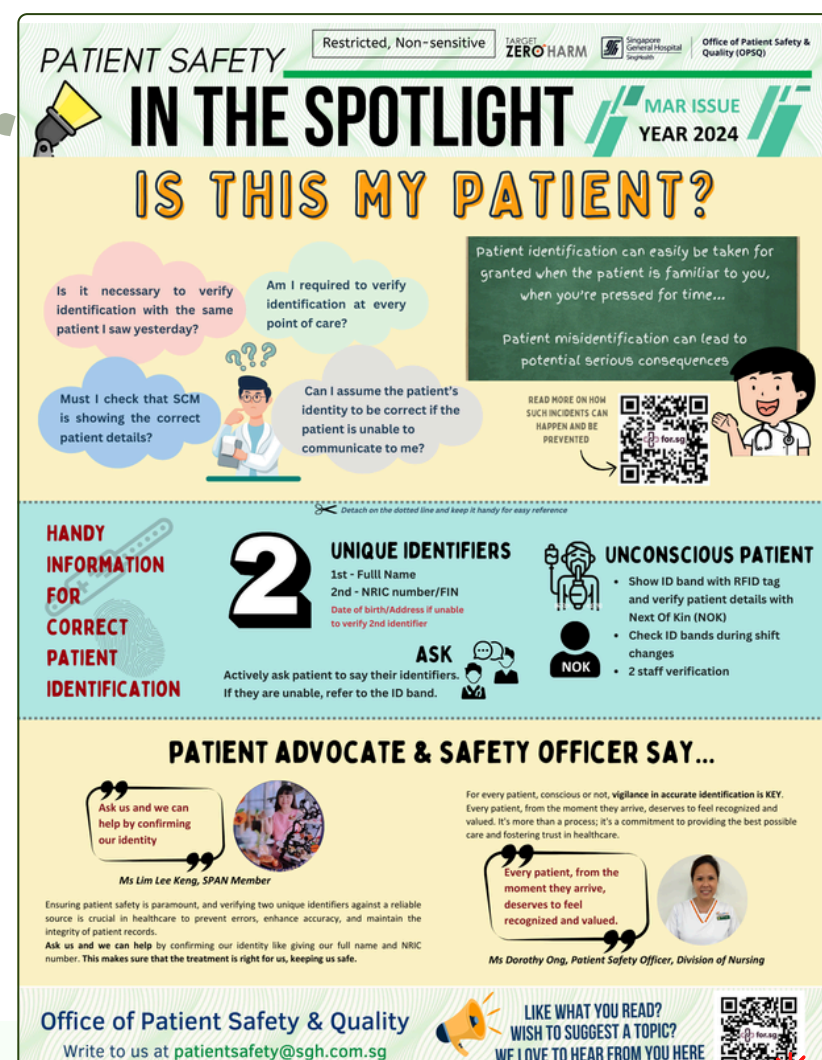


Existing platforms:
"In the Spotlight" and Bulletin Publications focused on clinical cases, distributed through emails and traditional print formats.

**Mostly well-received by nurses, who would put them up on ward boards*



1 Simplifying concepts and including patient voices



2 Expanded "In the Spotlight"
Expanded to feature diverse patient safety areas, simplified for non-clinical staff, incorporating the voices of patient advocates and safety officers.



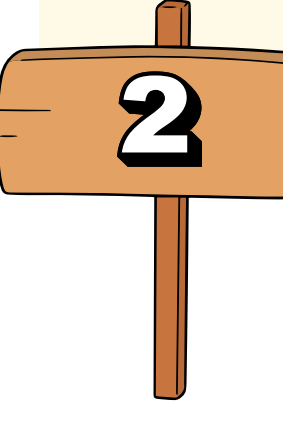
Nudged
Consolidated publication featuring expert publications on patient safety topics, cluster publications and key updates such as institutional policy/procedural changes.



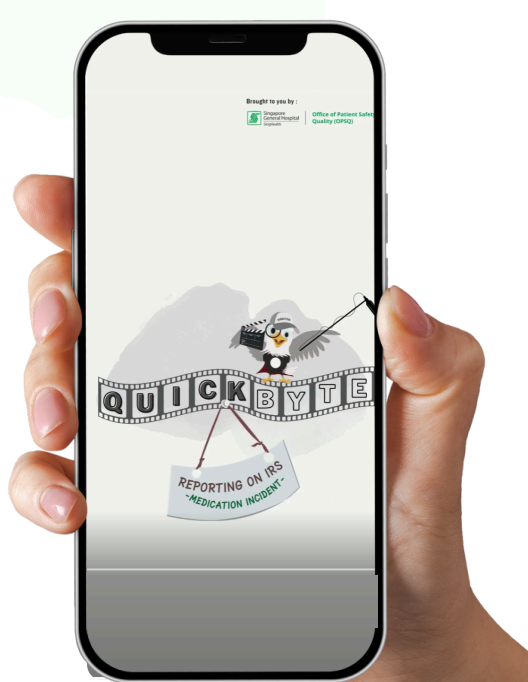
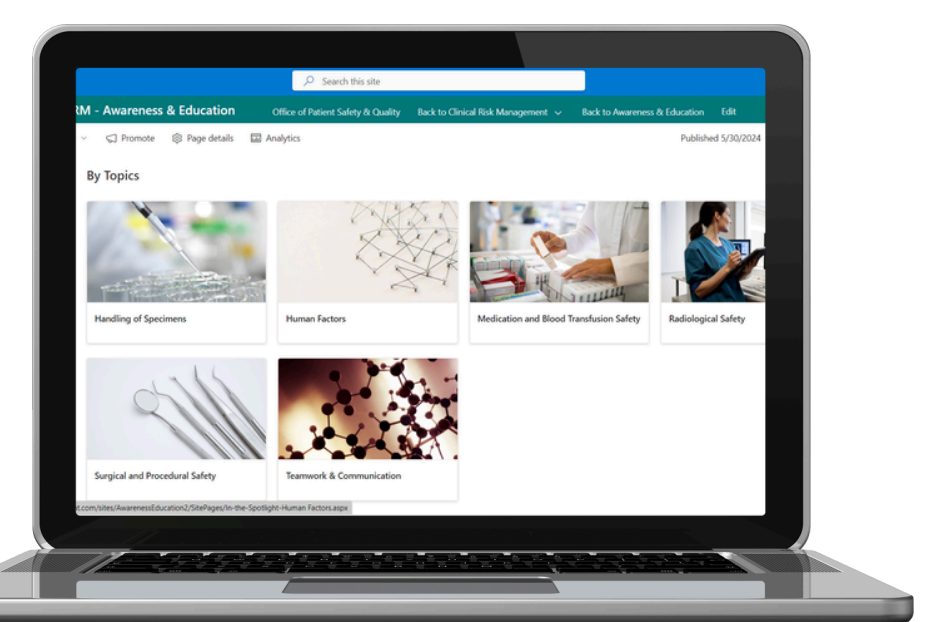
3 Exploring new and engaging ways to learn



QuickBYTES
Engaging, bite-sized videos featuring staff and patient safety advocates, covering patient safety topics in a creative and fun manner.



2 Consolidation of patient safety materials



BONUS
All our materials were made accessible on both corporate laptops and our mobile phones for greater convenience!

But we wanted to go BEYOND...

BEYOND the bulletin, **BEYOND** our current audience, **BEYOND** existing communication platforms...

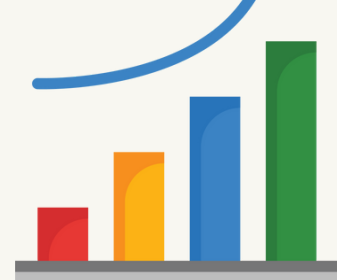
So we embarked on a journey to transform patient safety awareness in SGH!

RESULTS



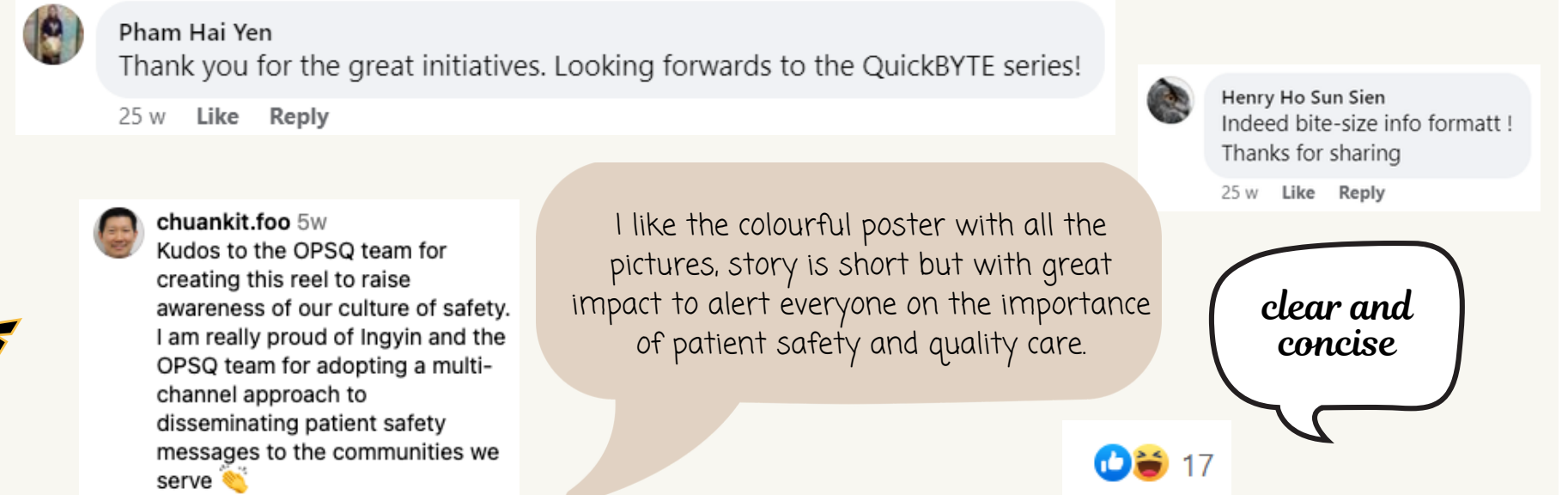
inclusion of diverse voices such as patient advocates, clinical and admin staff

more enriching and relevant content for all staff



329 views to internet-enabled Sharepoint page

>5.6k views on @sghseen Instagram



CONCLUSION & FUTURE WORKS

This shift in communication strategy reflects our ongoing dedication to improving patient safety awareness, the key to our advancement towards becoming a high reliability organisation. Beyond the distribution of our collaterals through emails, online resource channels, physical distributions and the occasional social media post, we are exploring the potential of more actively engaging social media platforms to reach an even wider audience. We also look forward to collaborating with our staff and patients on our collaterals, to ensure their relevance and impact.

Our ultimate goal remains the same: fostering a stronger patient safety culture through innovative and inclusive methods.

