



**Singapore Healthcare Management 2024**



**Polyclinics SingHealth**

**Strategies for Increasing Healthier SG Enrolment through the Marketing of My Care Team (MCT)**

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**OBJECTIVES**

1. Conceptualise a comprehensive suite of marketing strategies to:
  - publicise about MCT to patients to increase:
    - HSG enrolment in SHP
    - Health Plan completion numbers among enrolled patients
    - Closure of preventive care gaps among enrolled patients
  - grow stickiness (aka positive lasting impression) in enrolled patients
2. Help patients to understand the importance of preventive care and take steps toward better health.

**METHOD (PUBLICITY) - ONGOING**

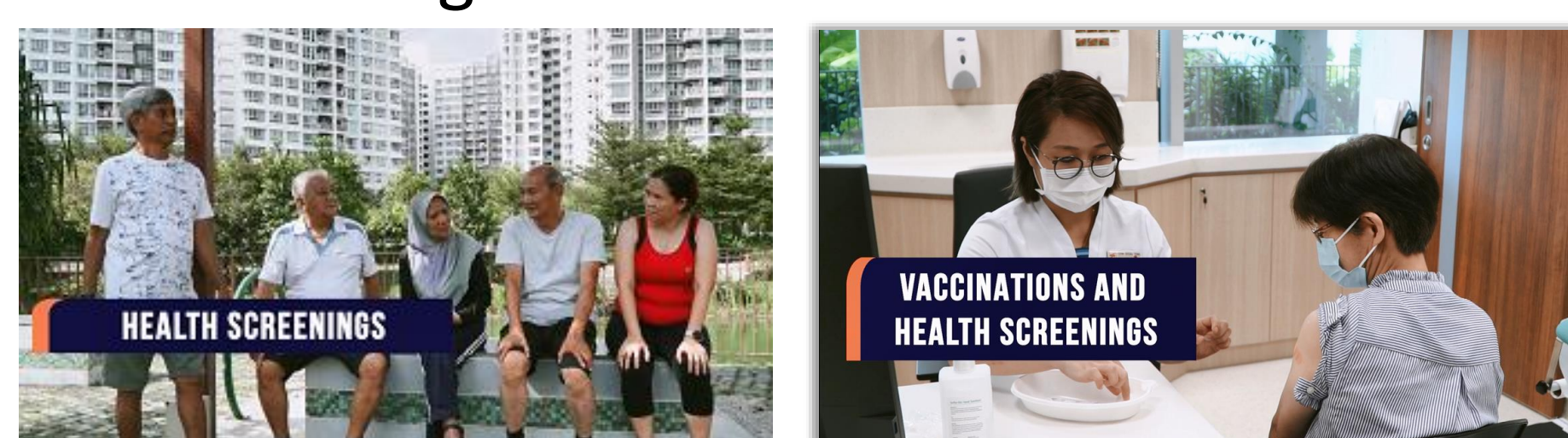
1. Created My Care Team (MCT) Personas to promote team-based care in SHP and increase patient enrolment
  - Featuring and giving a name each to the 3 characters in the care team called My Care Team
  - Doctor called **Wellness William**, someone who treats patients and promotes wellness
  - Nurse called **Caring Carol**, a Care Manager who helps to nurse patients to good health
  - Health Pal called **Healthy Huda**, a health coordinator who helps patients to promote preventive care services like screenings.



2. Collaterals featuring the personas - Posters, Wall murals, Standees, Brochures, Web Banners, Flyers, Door Decals etc



3. SHP HSG/MCT Patient Video – starring SHP Helping Hands volunteers and staff to promote HSG enrolment in SHP – Achieved about 7.3K views since launch in August 2023



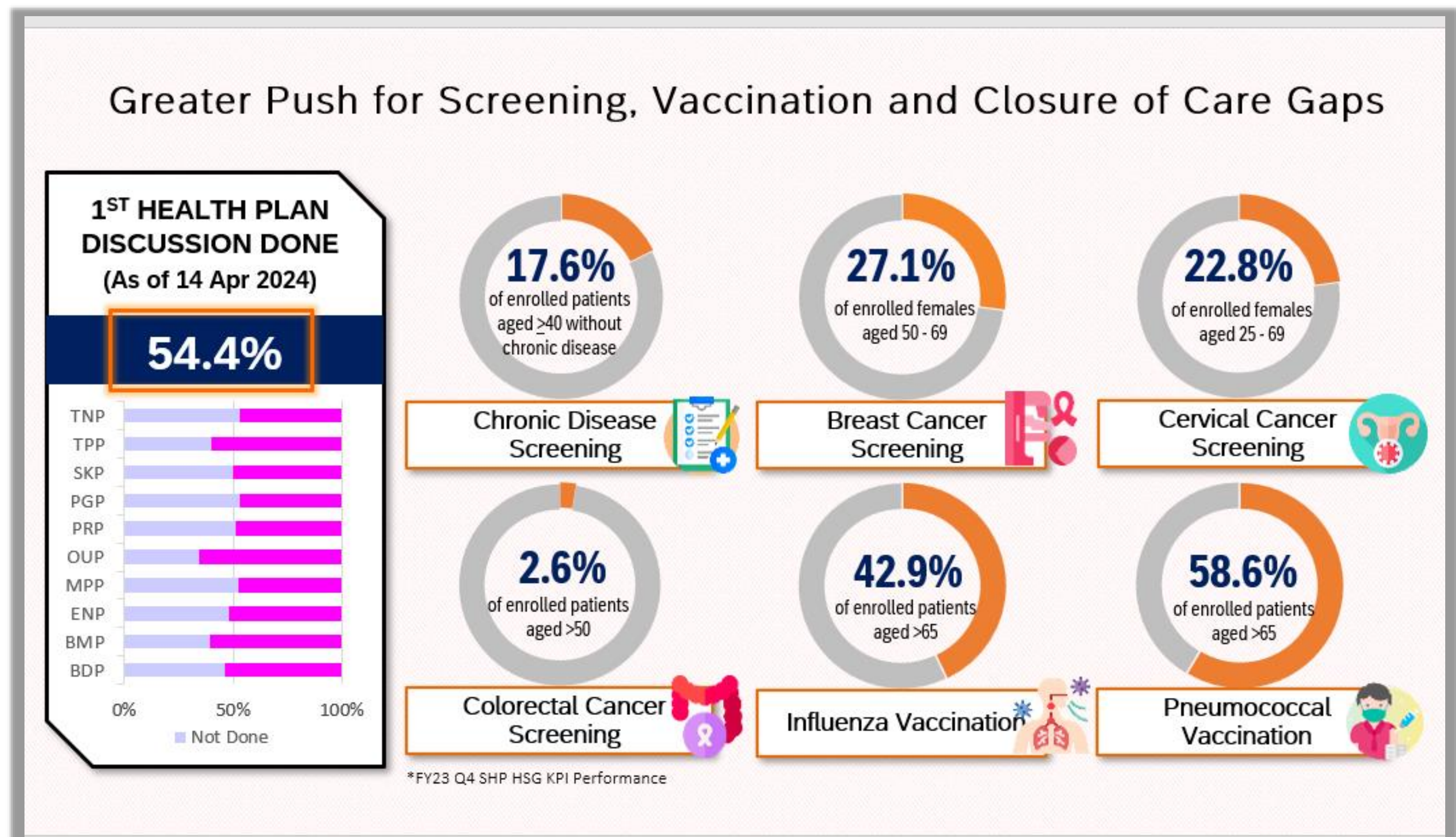
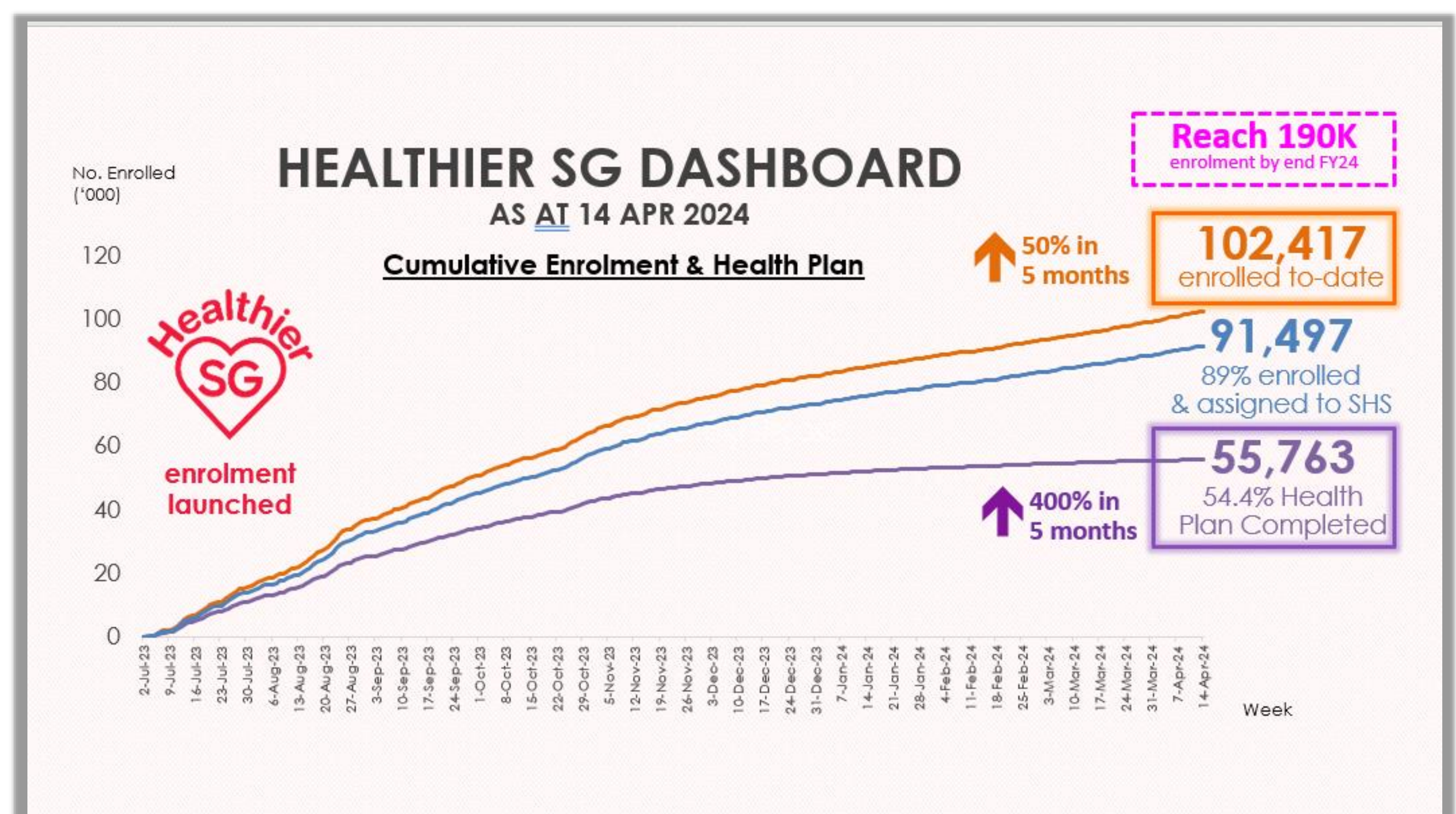
4. HSG Step-by-step enrolment video (English & Mandarin) – involved staff to help film the video



5. HSG Hokkien Video – 2 Punggol Polyclinic staff to participate in the making of our first Hokkien video
6. Health Buddy app Homepage Banner – Achieved 3,205 page views from 26 Feb to 31 Mar 2024, when typically, page views will be approximately 406
7. Tokens for patients to increase enrolment and completion of Health Plans

**RESULTS**

1. Increased HSG enrolment number
2. Increased Health Plan completion
3. Greater push for preventive care – increasing number for health screenings and vaccinations



**CONCLUSION**

- The MCT personas help to position MCT as a caring team of healthcare professionals and reinforces the roles of each member of the team through fun
- The extensive suite of marketing collaterals enables our staff to build rapport with our patients and through it, patients become more trusting toward the care team and also become more willing to open up to them about their conditions, which will lead to better health outcomes
- The Marketing Personas are successful in creating a sense of camaraderie and 'teamness' within care teams and between care teams, and through a series of engagement, staff are better able to appreciate each member's role in the My Care Team
- The effective communication about the care team to patients helps to highlight the team's expertise, compassion, and commitment to patient care, resulting in greater awareness about the care team's services and leading to greater compliance to medical advice.
- Using MCT as SHP's Unique Selling Point to promote HSG has been fruitful, as evidenced by the increased numbers for HSG enrolment, Health Plan completion and closure of preventive care gaps