



Singapore Healthcare Management 2024

Securing Donations from untapped donor base via Patient Reported Experience Measure (PREM) survey

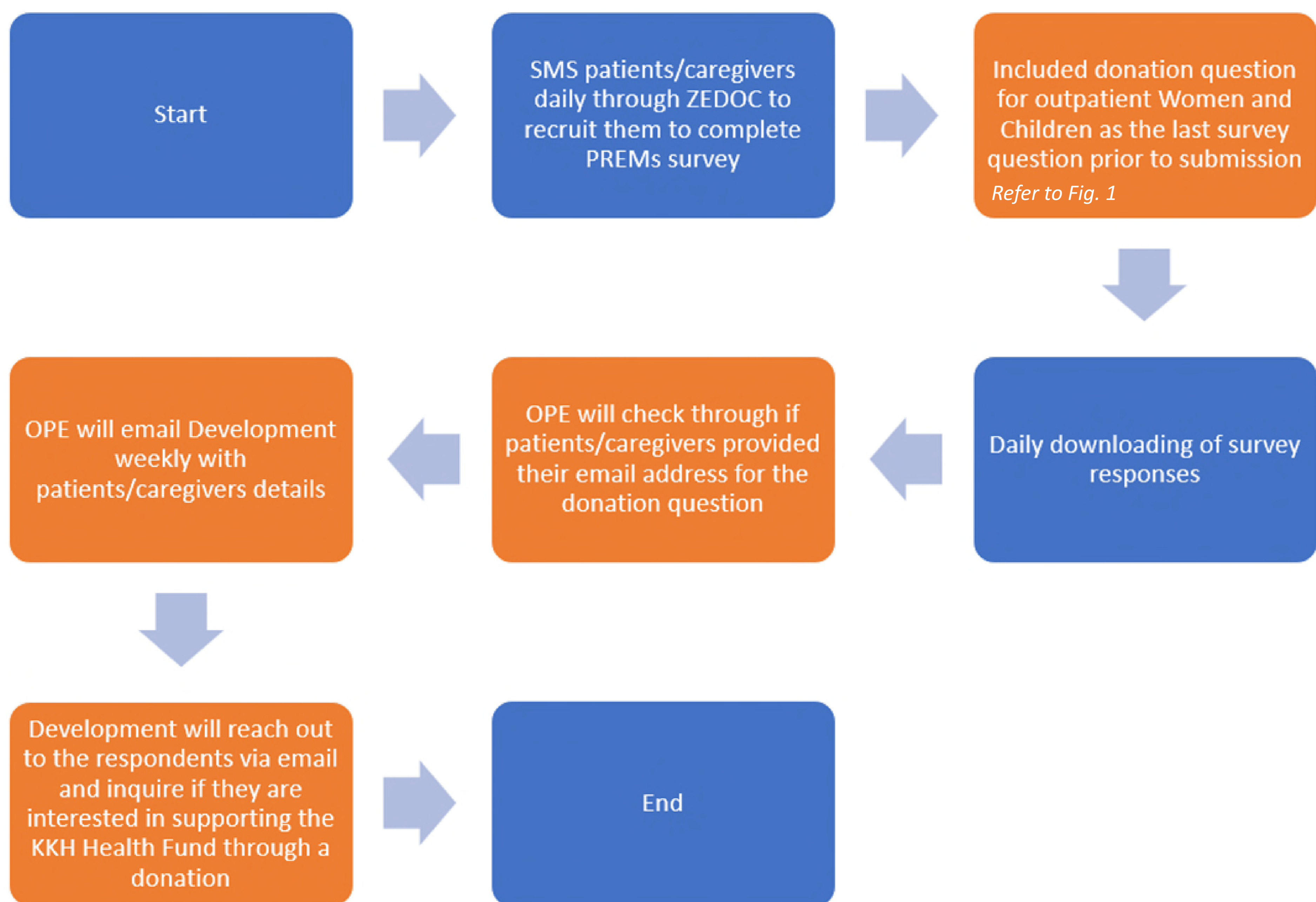
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Introduction/Aim

In our ongoing efforts to support our KKH Health Fund, we recognise the importance of expanding our donor base. As such, we decided to reach out to our untapped potential donor base by integrating a question about donations into our Patient-Reported Experience Measure (PREM) survey for outpatient women and children. By doing so, we are able to gauge their interest and engage the respondents thereafter. This proactive step strengthens our donor community and supports our healthcare initiatives for women and children. Our aim is to achieve a donation amount of \$1,200 from untapped donor base of patients and caregivers within a year through PEx survey recruitment.

Methodology

New Workflow after Including Donation Question



Old

Would you recommend KKH to someone you know who needs similar treatment?
1 - Definitely yes

May someone from the hospital contact you if they have any additional questions about the care your child received?
2 - No

New

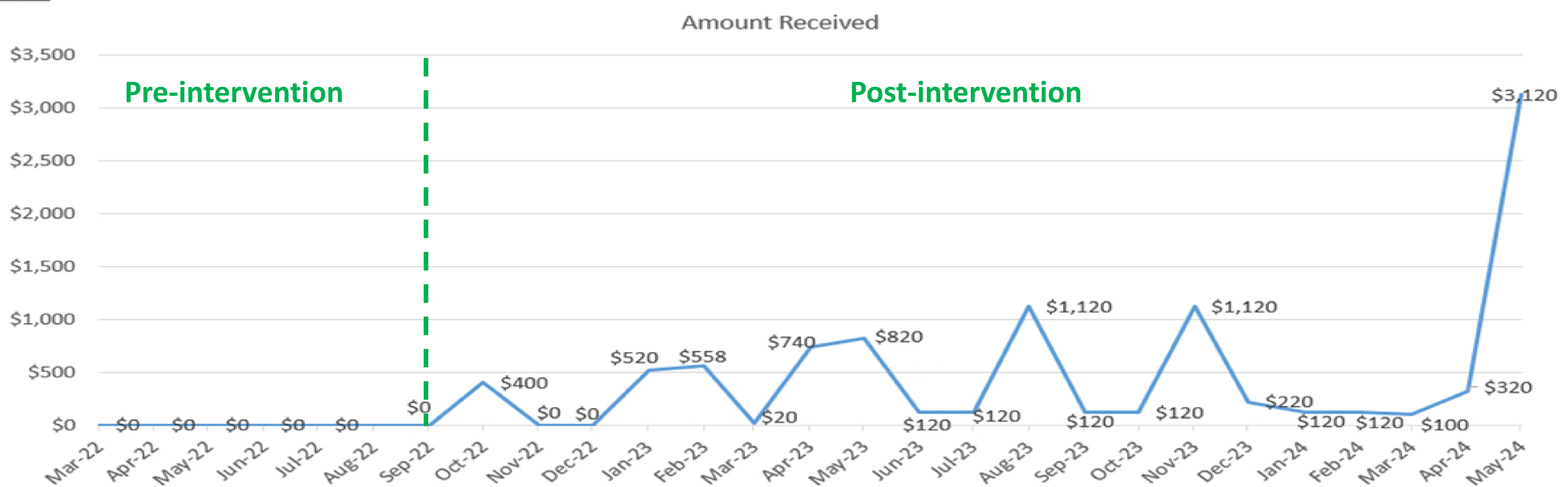
Would you recommend KKH to someone you know who needs similar treatment?
1 - Definitely yes

May someone from the hospital contact you if they have any additional questions about the care you received?
1 - Yes

Make a gift today to offer a better future to every woman and child – Give hope and save lives through the KKH Health Fund. To find out more, simply share your email address with us and our Development team would be delighted to contact you. Since Sept 2022

Fig. 1

Results



1. After the integration of the donation question into our survey, we have observed a steady influx of monthly contributions to the KKH Health Fund, which has remained sustainable.
2. From Oct 2022 to Sep 2023, we've exceeded our initial target of \$1,200 and received \$4,538 of donations.
3. After Aug 2023, we are still receiving recurring monthly donations of at least \$100 and ad-hoc one-time off donations. In May 2024 alone, we received a significant contribution of \$3,120 far exceeded our 1 year target of \$1,200.

Conclusion

Through the integration of donation inquiries within our PREM survey recruitment, we have successfully engaged an untapped donor base. This approach not only expands our support network but also fosters a culture of philanthropy, ensuring continued growth and sustainability for the KKH Health Fund's mission of helping patients in need.