



Singapore Healthcare Management 2024



Changi General Hospital
SingHealth

Improving Health Buddy App Usage

Changi General Hospital, Specialist Clinics Operations

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Aim(s)

To improve the take-up for eServices (i.e. Health Buddy app usage) in FY22 in accordance with the set KPIs at Group MarComms level.

Methodology

The approach to generate awareness for increased eServices usage has to be targeted and personal to patients and caregivers. We embarked on the Health Buddy (HB) Campaign where staff would approach patients to 'show-and-tell' about the HB functions, since Oct 22.



Additionally, the HB workgroup was formed to examine potential areas for better eServices uptake. Below are the additional initiatives implemented, on top of the campaign outreach.

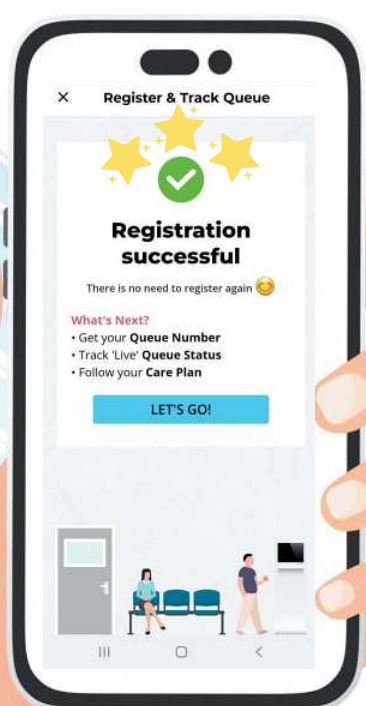
1) MREG:

- Workflow Changes: New case registration allowed via MREG since Nov-22
- Publicity: Creation of in-house MREG/Qtrack video



2) MPAY:

- Improving Accessibility: Alternative payment sites such as SingPost since 28 Feb 23 and Self-Service Station in end Apr 23
- Staff Communications: Default send-off of MPAY-eligible patients for online payment
- Publicity: Creation of in-house MPAY video
- Enhancements:
 - Included for.sg link to HB app on patient Q-ticket
 - New scrolling remark on QTV ("Use the Health Buddy app to track your Q status and make payment")



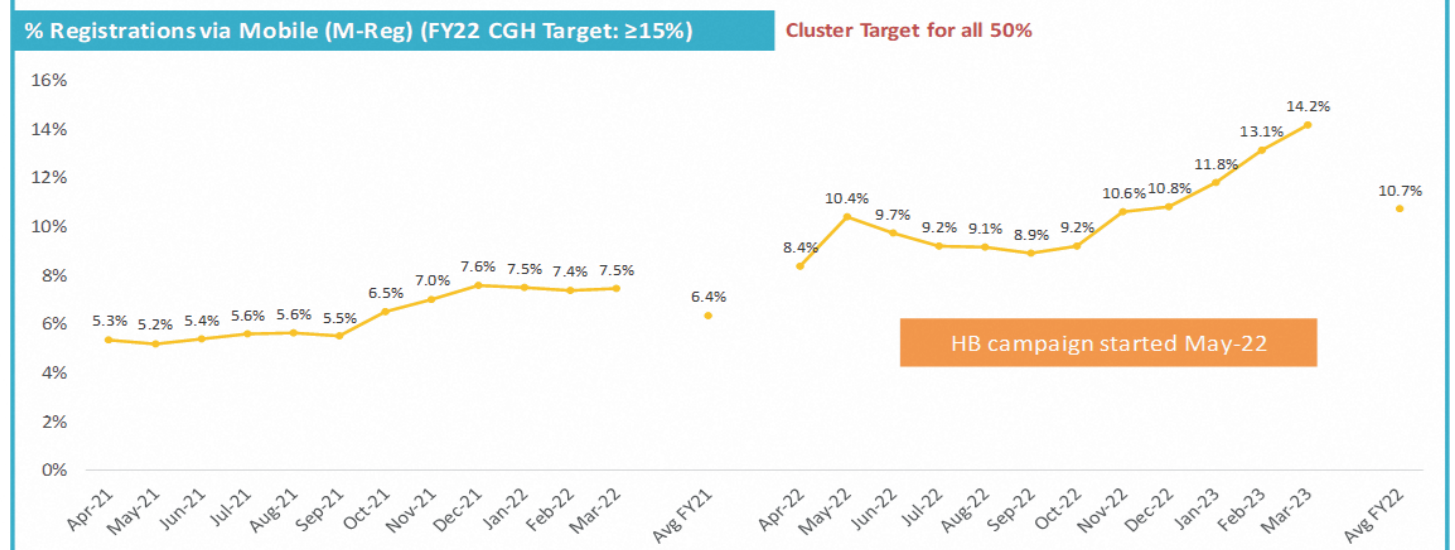
3) Caregiver Authorisation:

- Improving Accessibility: Adult Caregiver Authorisation FormSG to allow online submission (other than counter)

Result

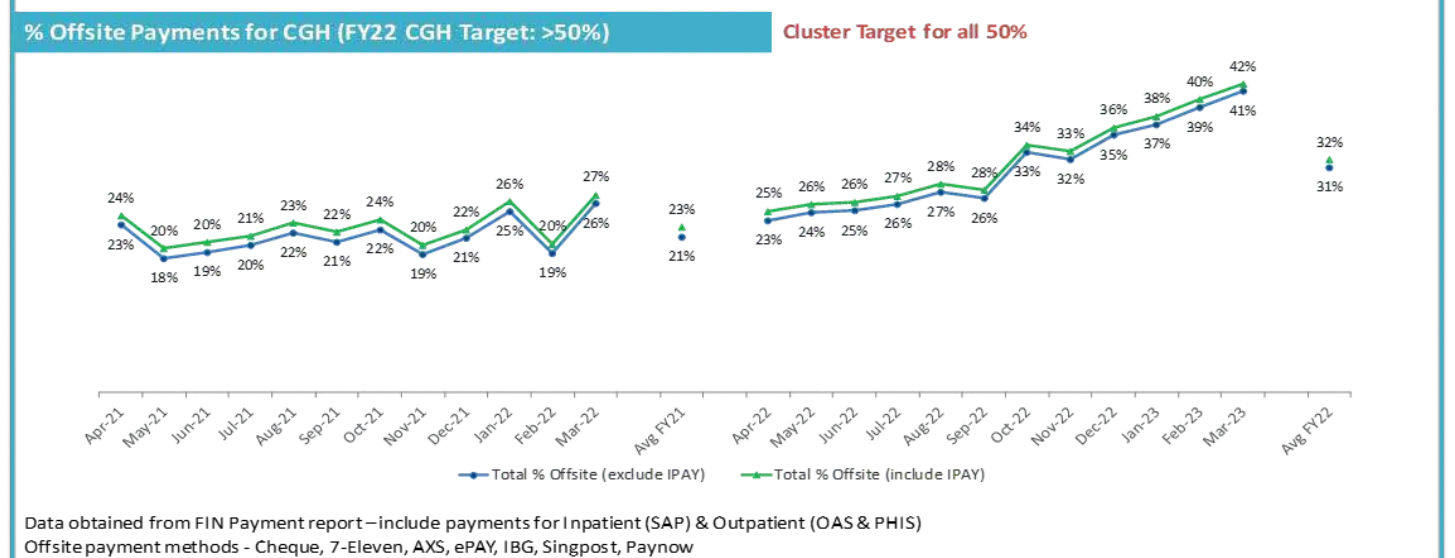
1) MREG: 4% increase in FY22, on track cluster target of 50%.

FY21 & FY22 MReg Rates



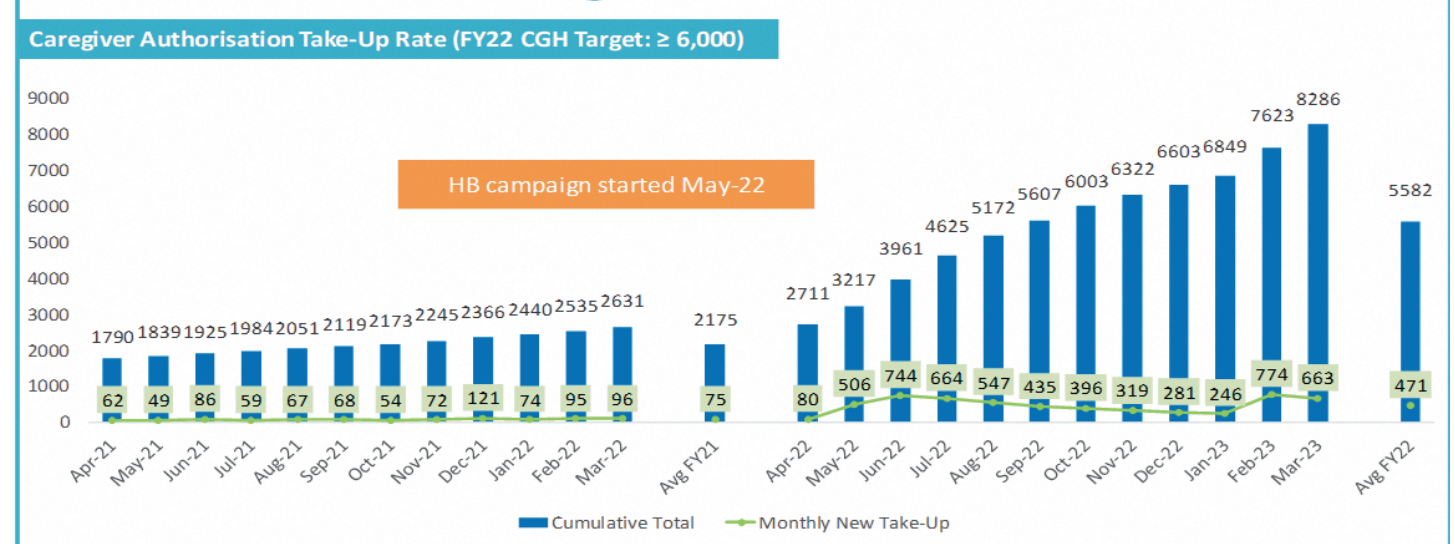
2) MPAY: 10% increase in FY22, on track cluster target of 50%.

FY21 & FY22 Offsite Payment



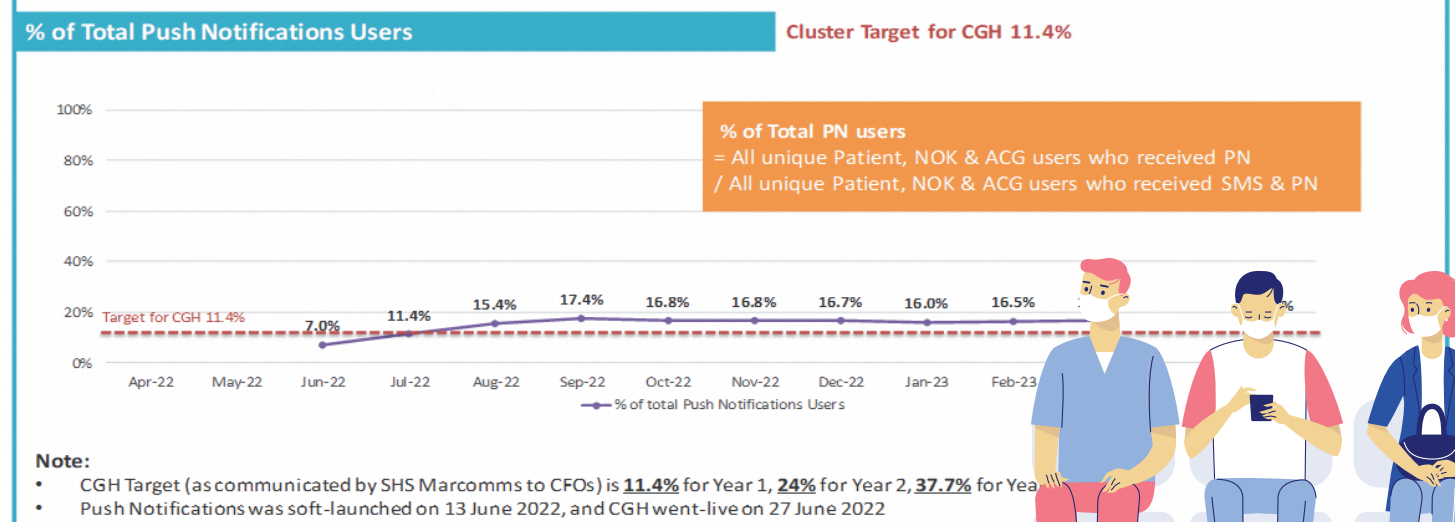
3) Caregiver Authorisation 5-fold increase with 471 sign-ups in FY22, exceeding CGH FY22 target of ≥6,000 cumulative sign-ups.

FY21 & FY22 Caregiver Authorisation Rates



4) Push Notification: Exceeded cluster target of 11.4% for Y1 implementation.

FY22 Push Notifications Users



Conclusion

Significant improvement achieved in the eServices usage since the HB campaign and the efforts under HB workgroup. To date, the efforts have been sustained as part and parcel of the clinic operations in CGH.

