



# Singapore Healthcare Management 2024

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## Holistic Preventive Healthcare for Residents with HealthUP! on Health Buddy app

### BACKGROUND

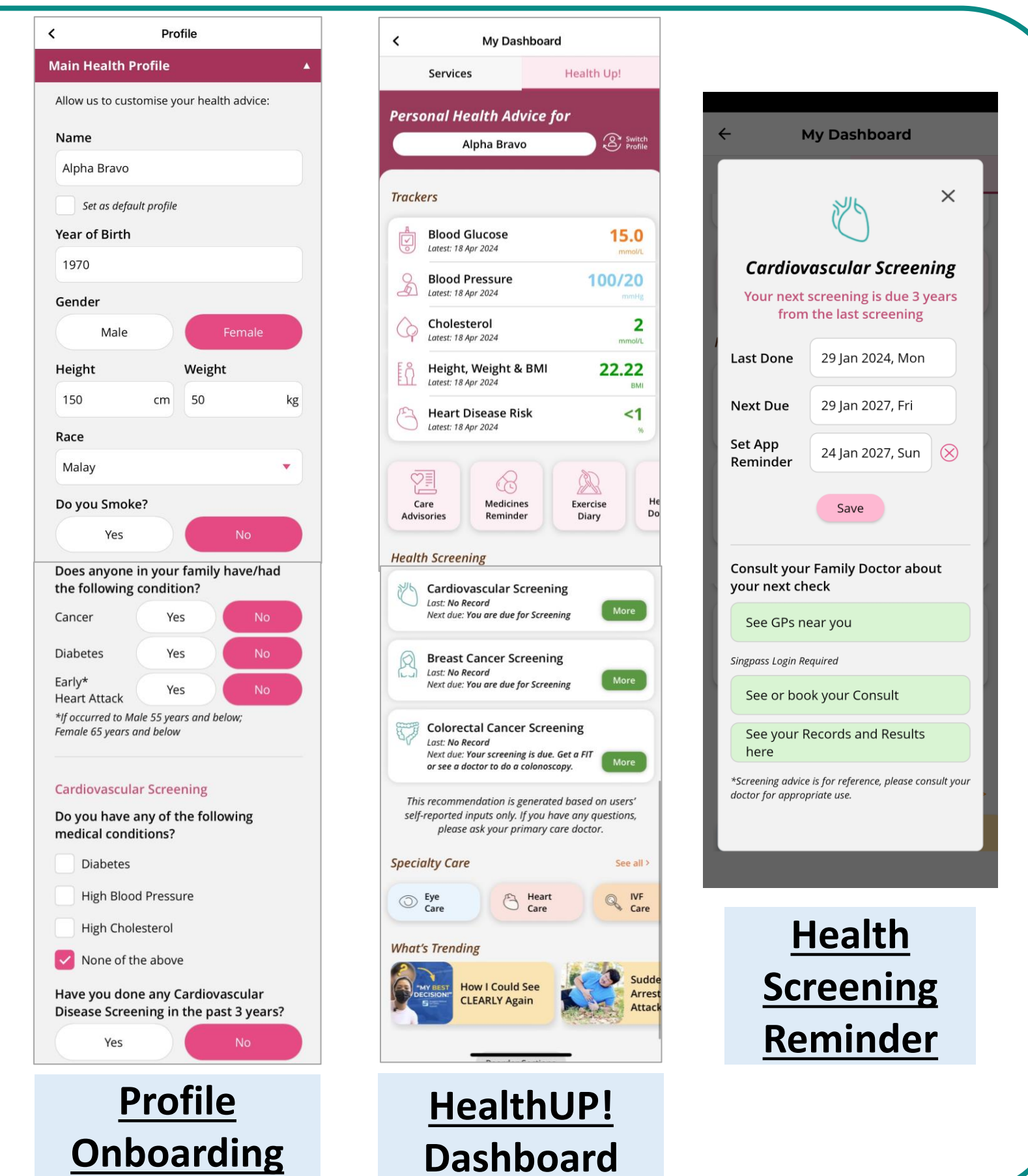
- HealthUP! is SingHealth's movement for healthier living, benefitting residents through preventive health interventions tailored by age and health status.
- It complements Healthier SG, helping enrolled residents and their Primary Care Practitioners (PCPs) achieve their Health Plan goals.
- HealthUP! support PCPs and residents with easy-to-use health trackers, screening recommendations and actionable insights.
- Anyone who has not yet been invited / signed up to Healthier SG may use HealthUP! to start a healthier lifestyle too!

### PROBLEM STATEMENT

- With an ageing population and rising chronic disease burden, prevention is key for our residents to keep well and live well.
- To increase uptake of preventive health activities and achieve Healthier SG Health Plan goals, it is essential to make healthier living simple and intuitive to adopt.
- HealthUP! on Health Buddy aims to bridge this gap, by empowering residents to manage their health with easy-to-use health trackers, screening recommendations and actionable insights.

### METHODOLOGY

- SingHealth's Office of Regional Health (SORH) and Group Marketing Communications collaborated to design an optimized preventive healthcare journey for residents on Health Buddy app, to leverage on the highly used app platform with 2.8 million downloads.
- The SORH team identified key health information needed to enable personalised preventive health recommendations. The core algorithms formed the base.
- Health articles were developed by Marcom team and healthcare professionals across SingHealth including doctors, nurses and allied health professionals. The content was loaded onto websites and YouTube with tagged links.
- Synapse was engaged to oversee development with an external vendor.
- When HealthUP! on Health Buddy app launched, Marcom sent out e-newsletters and app notification to raise awareness.
- HealthUP! on Health Buddy app works as follows:
  - Resident creates a personalised profile.
  - HealthUP! automatically recommends screenings based on resident's age and health profile; and prompts resident to make a PCP appointment where needed.
  - Resident uses health trackers, tips and articles to facilitate preventive health action.

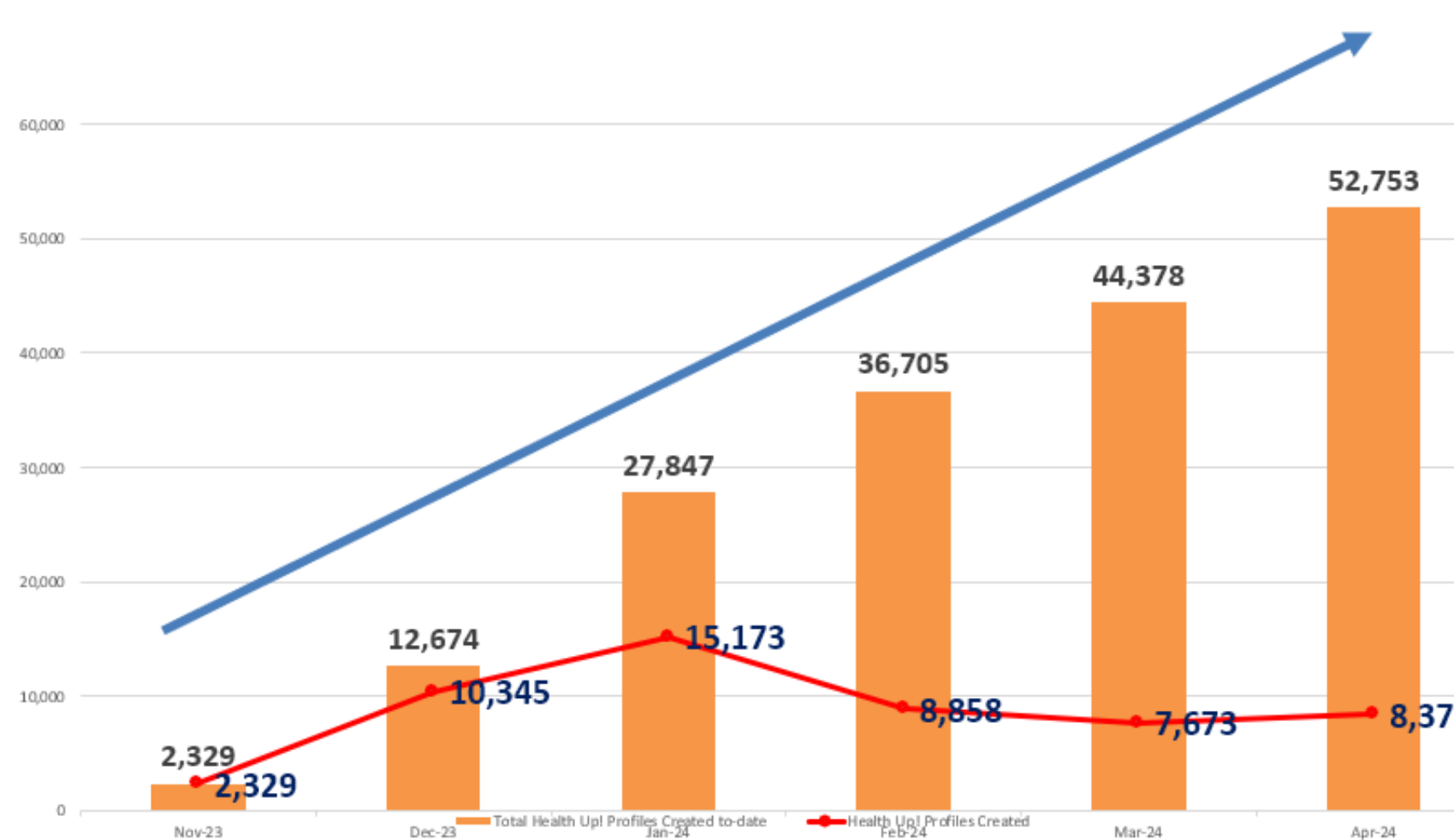


### RESULTS

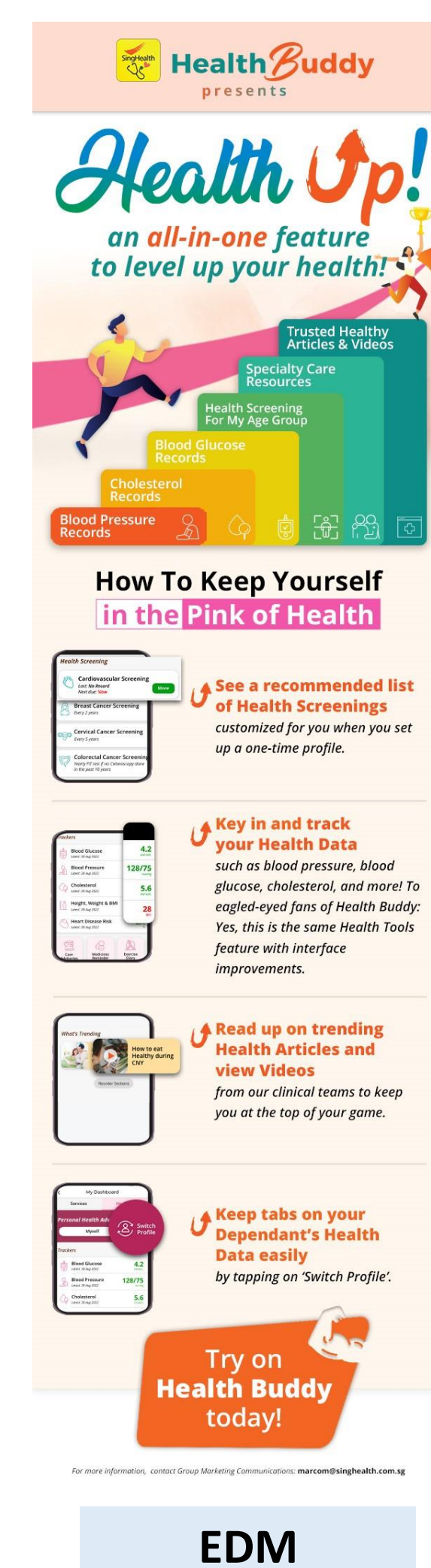
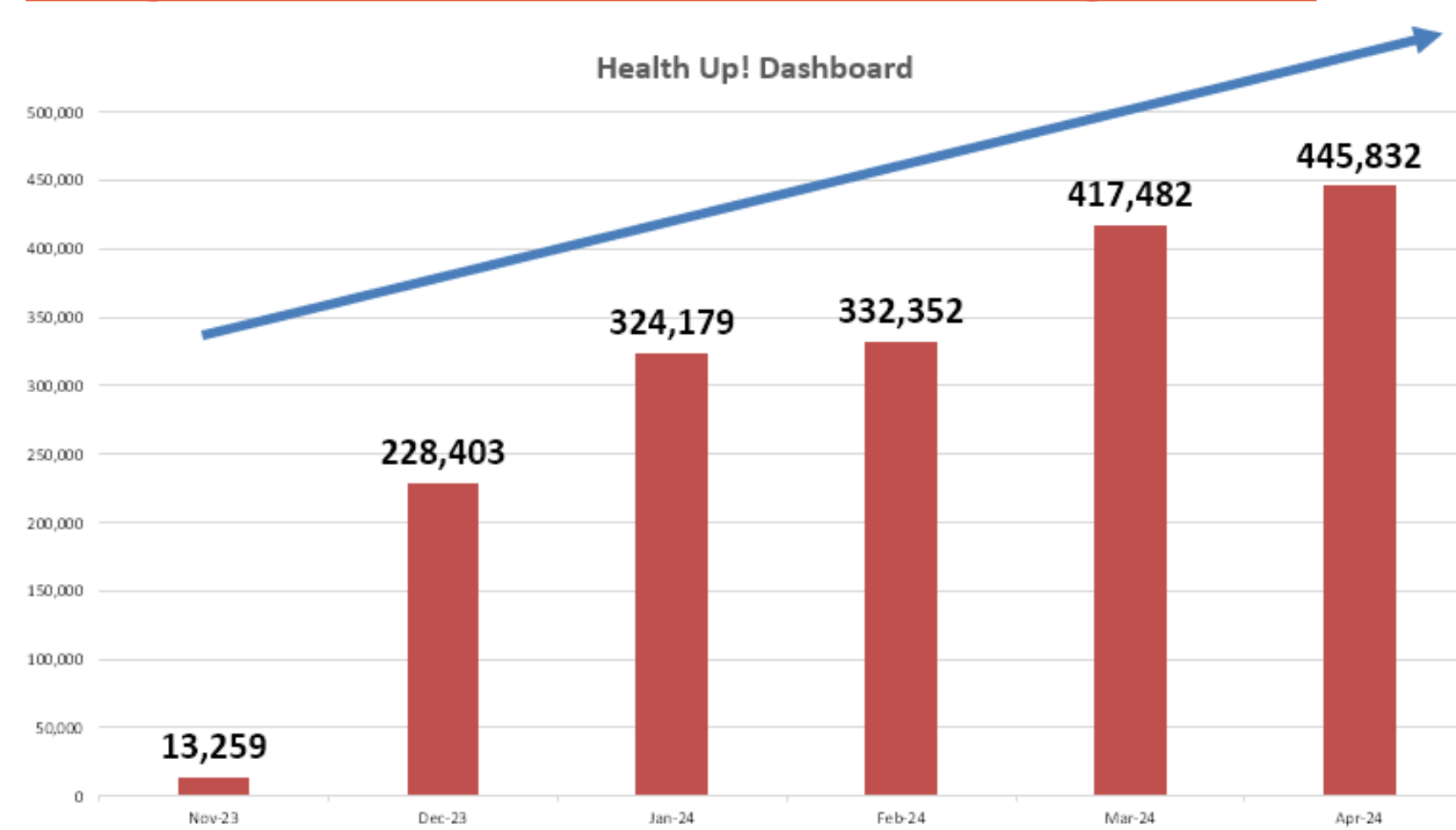
## Rapid take-up! 44K profiles created in 4 months!

- HealthUP! launched on Health Buddy in Dec 2023. By March 2024, SingHealth successfully onboarded **44,378 residents' profiles**.
- In Dec 2023, HealthUP! Dashboard had **228,403 pageviews**. By March 2024, usage grew by **+82% to 417,482 pageviews**.

HealthUP! Profiles created in Health Buddy app



Usage of HealthUP! Dashboard - Pageviews



App/Website Banner

Scan this QR code to create your own profile in HealthUP! on Health Buddy:



### PUBLICITY & AWARENESS

- To ensure that both public and staff are aware of the benefits of HealthUP! on Health Buddy, the team promoted it via emails/EDMs, app notifications, Health Buddy app banner, SingHealth website banners, Facebook, Staff Infopedia and internal EDMs.
- SORH also sent letters to 275K Healthier SG enrolled residents living in the eastern part of Singapore from July 2024.



Letter to 275K assigned residents

### ACHIEVEMENTS & SUSTAINABILITY

- HealthUP! on Health Buddy provides residents convenient and immediate access to trusted health screening recommendations with actionable insights, customised by age and health status.
- HealthUP! on Health Buddy offers residents health trackers, tips and articles to facilitate their adoption of healthier living.
- The rapid usage growth demonstrates its value and enabled SingHealth to efficiently promote population health in tandem with Healthier SG.