

Project Title

Launching the SGH Staff Well-Being Commitment: A Communications Case Study

Project Lead and Members

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Organisation(s) Involved

Singapore General Hospital

Healthcare Family Group(s) Involved in this Project

Healthcare Administration

Applicable Specialty or Discipline

Corporate Communications, Healthcare Administrators

Project Period

Start date: N.A.

Completed date: Mar 2023

Aims

1. To establish the “North Star” for SGH Staff Well-Being by developing overarching and unifying statements that are holistic and encompassing, to address needs of the diverse staff profiles in SGH.
2. To organise an institution-level launch event targeting at 300 attendees, to formalize the SGH Staff-Welling “North-Star” and demonstrate senior leadership’s commitment.

Background

See poster appended/ below

Methods

See poster appended/ below

Results

See poster appended/ below

Conclusion

See poster appended/ below

Project Category

Organisational Leadership

Human Resource, Staff Wellbeing

Keywords

Launch Event, Event Planning and Workflow, High Touch, Staff Experience

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Launching the SGH Staff Well-Being Commitment: A Communications Case Study

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Acknowledgements:
a. SGH Well-Being Council; and
b. SGH Staff Well-Being Commitment Launch Organising Committee



A. Introduction

SGH Office of Well-Being (OWB) was first set up in April 2022, with the aim of building an engaged, enabled and energised workforce by providing a holistic and positive staff experience.

Additionally, the SGH Well-Being Council was appointed in June 2022 with representatives from the key Divisions to drive well-being efforts in SGH. The two immediate goals will be:

1. To establish the “North Star” for SGH Staff Well-Being by developing overarching and unifying statements that are holistic and encompassing, to address needs of the diverse staff profiles in SGH.
2. To organise an institution-level launch event targeting at 300 attendees, to formalise the SGH Staff-Wellbeing “North-Star” and demonstrate senior leadership’s commitment.

B. Planning Parameters

In order to achieve optimal experience and engagement with colleagues, council members and senior leaders to address the two main objectives, the planning considerations are as follow:

1. Vision, mission, priorities and action plans shall form the deliverables of the retreat.
2. Sufficient time must be allocated to brainstorm, discuss, rationalise and develop “North Star” and priorities.
3. Must leverage existing platforms, connections and not burden stakeholders with more meetings.
4. Engagement and participation must be optimised with all colleagues, council members and senior leaders.
5. All discussions and outputs must be in digital format.

D. Results

~400 attendees at launch event
 Multi-modal Approach to reach out and engage stakeholders

1st Virtual Reality
– Based Mindfulness Experience in SGH

Padlet, Google Forms, Mentimeter
Being Paper-less to align to SingHealth’s Sustainability movement

E. Conclusion

1. Sufficient time must be set aside for stakeholders to engage in robust discussion, to crystallise ideas and rationalise outputs.
2. Regular stakeholder engagement is crucial to get buy-in and be vested in advancing staff well-being in SGH.
3. Novel approach towards engagement to optimise turnout and impact, hence creating mindshare among staff.

SGH Staff Well-Being

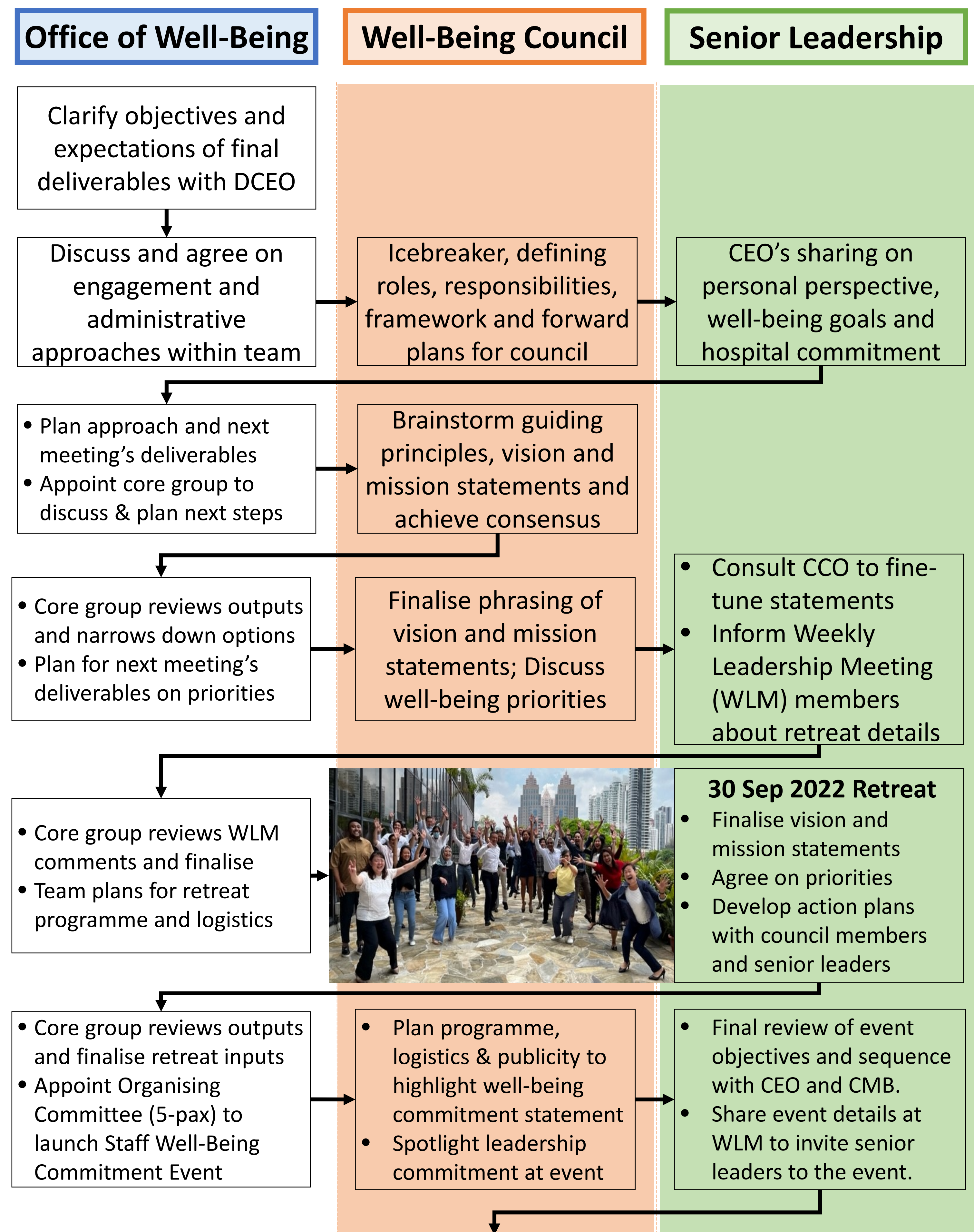
Our Commitment to You:
To build a supportive, inclusive and positive culture of well-being by first caring for our people.

YOU are at the heart of what we do

Your well-being is important to us. The SGH Well-Being Framework – Health @ Work, Kindness @ Work, Family @ Work and Transformations @ Work – is developed with you in mind.

<p>Health at Work</p> <ul style="list-style-type: none"> Physical Health - Promote healthy lifestyle and workplace habits. Mental Health - Promote mental health through education and equipping our people with essential skills to care for oneself and others. 	<p>Kindness at Work</p> <ul style="list-style-type: none"> Create a positive work culture anchored on kindness. Treat all colleagues with respect and compassion. Be present, listen and embrace diversity.
<p>Family at Work</p> <ul style="list-style-type: none"> Build strong camaraderie and community spirit. Encourage our people to socialise and team-bond through activities and events. Promote a pleasant and family-friendly work environment. 	<p>Transformations at Work</p> <ul style="list-style-type: none"> Ensure a safe work environment by protecting our people against abuse and harassment. Foster openness by encouraging speaking up. Prioritise and optimise our spaces to support our well-being needs.

C. Methodology



SGH Staff Well-Being Commitment Launch Event (14 Mar 2023)

- The event was planned to be fun and interactive.
- Live signing ceremony for senior leaders to sign on the staff well-being commitment board for visible demonstration of leadership commitment.
- Interactive, themed booths anchored on SGH well-being Framework, comprising 4 pillars on Health, Kindness, Family and Transformations at Work, for better message retention amongst staff.
- Novel approach to achieve a high touch, high tech event.
- Electrifying atmosphere with emotional appeal.