

## **Project Title**

Promoting Healthier SG through Impactful Marketing Personas

## **Project Lead and Members**

Project members: Joanna Han, Carmen Leong

## **Organisation(s) Involved**

SingHealth Polyclinics

## **Healthcare Family Group(s) Involved in this Project**

Allied Health

## **Applicable Specialty or Discipline**

Geriatric Medicine

## **Aims**

Doctors, Care Managers and Health Pals, each playing a specific role in the delivery of integrated care to help patients achieve health goals.

To differentiate MCT from other health programmes, we went beyond traditional marketing methods to create an impact, capture attention and tug at the heartstrings of our patients through marketing personas.

## **Background**

Singapore has a high life expectancy, but chronic diseases are on the rise among younger patients. The Government introduced Healthier SG (HSG), a strategy to transform healthcare delivery from reactive to preventive care. SingHealth Polyclinics introduced My Care Team (MCT) to support this initiative, consisting of a multi-disciplinary healthcare team to help patients achieve health goals.

## Methods

- Creation of Marketing Personas: Featuring 3 healthcare personas (Doctors, Care Managers, Health Pals) with catchy names and health slogans.
- Patient Video: A 3-minute video showcasing the benefits of enrolling with MCT, played in clinics and digital platforms.
- Wall Murals: Placed in strategic locations across 9 polyclinics.
- Informational Collaterals: Brochures, flyers, posters, and standees providing information about MCT.
- Tokens: Tissue packs with MCT information and branding.
- Online Presence: Amplification through Facebook, YouTube, and the website.
- Feedback Sessions: Focus Group Discussions and feedback collection via FormSG for the new MCT brochure.

## Results

- Successful creation of excitement and expectation among staff.
- Staff reported that seeing the same care team allows for dedicated and holistic patient care.
- Improved rapport with patients, making them more willing to discuss their conditions.
- Better utilization of manpower, allowing healthcare providers to focus on key areas quickly.
- Marketing personas helped staff remember team roles and created a sense of camaraderie.

## Lesson Learnt

- Engaging marketing personas and visual aids can create a strong impact and excitement among staff and patients.
- Consistent and holistic care improves patient willingness to engage in their health management.
- Effective feedback collection methods are essential for refining and improving marketing materials and strategies.

## Conclusion

The use of impactful marketing personas and creative engagement strategies successfully promoted Healthier SG and differentiated the My Care Team initiative. This approach not only enhanced patient engagement but also fostered a sense of teamwork and excitement among healthcare providers.

## Project Category

Care Continuum

Population Health, Physical Health, Preventive Care, Health Promotion, Community Health

## Keywords

Healthier SG, Marketing Personas, My Care Team (MCT), Preventive Care, Patient Engagement, Healthcare Communication

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## TITLE

Promoting Healthier SG through Impactful Marketing Personas

## INTRODUCTION

Singapore has one of the highest life expectancies with chronic diseases on the rise among younger patients. The Government introduced Healthier SG (HSG), a reformed strategy to transform the way Singapore delivers healthcare, shifting our emphasis from reactive to preventive care. From July 2023, eligible Singapore Residents will be invited to enroll in this National Programme.



In support of HSG, SingHealth Polyclinics (SHP) has introduced My Care Team (MCT), a multi-disciplinary healthcare team comprising Doctors, Care Managers and Health Pals, each playing a specific role in the delivery of integrated care to help patients achieve health goals. To differentiate MCT from other health programmes, we went beyond traditional marketing methods to create an impact, capture attention and tug at the heartstrings of our patients through marketing personas.

## METHODOLOGY

We have personified the 3 key groups of healthcare professionals in each care team, Doctors, Care Managers and Health Pals, giving them each a catchy name that describes their role, along with their respective health slogans.

### • Marketing Personas -

Featuring 3 healthcare personas as ambassadors for healthier living

- Creates buzz and a strong impact through fun
- Reinforces the role of each MCT member
- Gives patients a friendlier and more approachable impression of staff



• **Patient Video** - A 3-min video that showcases the value proposition of how patients will benefit from enrolling with MCT; video will be played in clinics as well as owned digital platforms



• **Wall Murals** - 1 per clinic at strategic locations across 9 polyclinics

• **Informational Collaterals** - On MCT across print (Brochure, Flyer, Posters, Standees)

• **Tokens** - Tissue packs with MCT information and branding.

• **Online Presence** - Amplification through channels such as Facebook, YouTube and website.

### Feedback Sessions:

1. Focus Group Discussions were organized to collect feedback for the brochure during the pilot phase
2. Feedback Collection through FormSG for the New MCT Brochure



## RESULTS

- From staff feedback gathered, it was agreed that seeing the same care team allows healthcare providers to provide dedicated care to patients in a more holistic manner.
- Staff also agreed that MCT allows them to build rapport with patients and through it, patients become more willing to open up to them about their conditions
- This also results in better utilisation of manpower as healthcare providers do not need to spend time understanding a patient's condition from scratch but can efficiently zoom in on key areas.
- The 3 Marketing Personas are successful in:
  1. creating excitement and expectation among staff through fun so that they do not feel that this is just another health programme.
  2. helping staff remember the roles of each team member through rhyming names and unique health slogans
  3. creating a sense of camaraderie and 'teamness' through a series of engagement



**CARE** that never quits,  
commit to be fit.

Care Manager - Caring Carol



Start to live **WELL**,  
live better we shall.

Doctor - Wellness William



**HEALTH** is wealth,  
take care of yourself.

Health Pal - Healthy Huda

