



Singapore Healthcare Management 2021

Chang Rui Fen, SGH  
Yeo Shuan Khiag, SGH  
Ang Ah Siew Nancy, SGH

# The Digital Ambassador

## Who am I?

Hello everyone! My name is Nancy! I am a DA or Digital Ambassador. How may I assist you today?

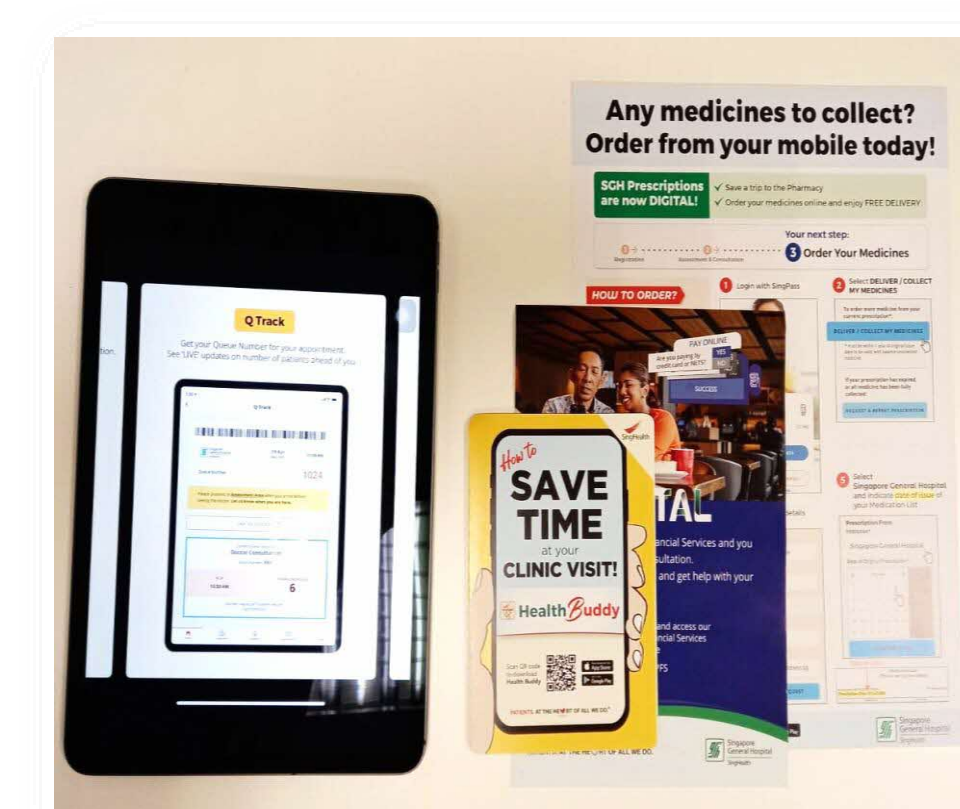


## What do I do?

I promote awareness & use of digital services to improve patient experience. I check the digital knowledge of patients or their caregivers. If they are not familiar, I will tell them about HealthBuddy & its many convenient features. If they are tech savvy, I promote video consult to them. I also help to train new DAs.

## How was I trained?

I was briefed on the different digital services with the patient information materials that our Communications colleagues had developed and I tried all the digital services myself! I also actively gather feedback from patients & share them with my supervisor for improvement.

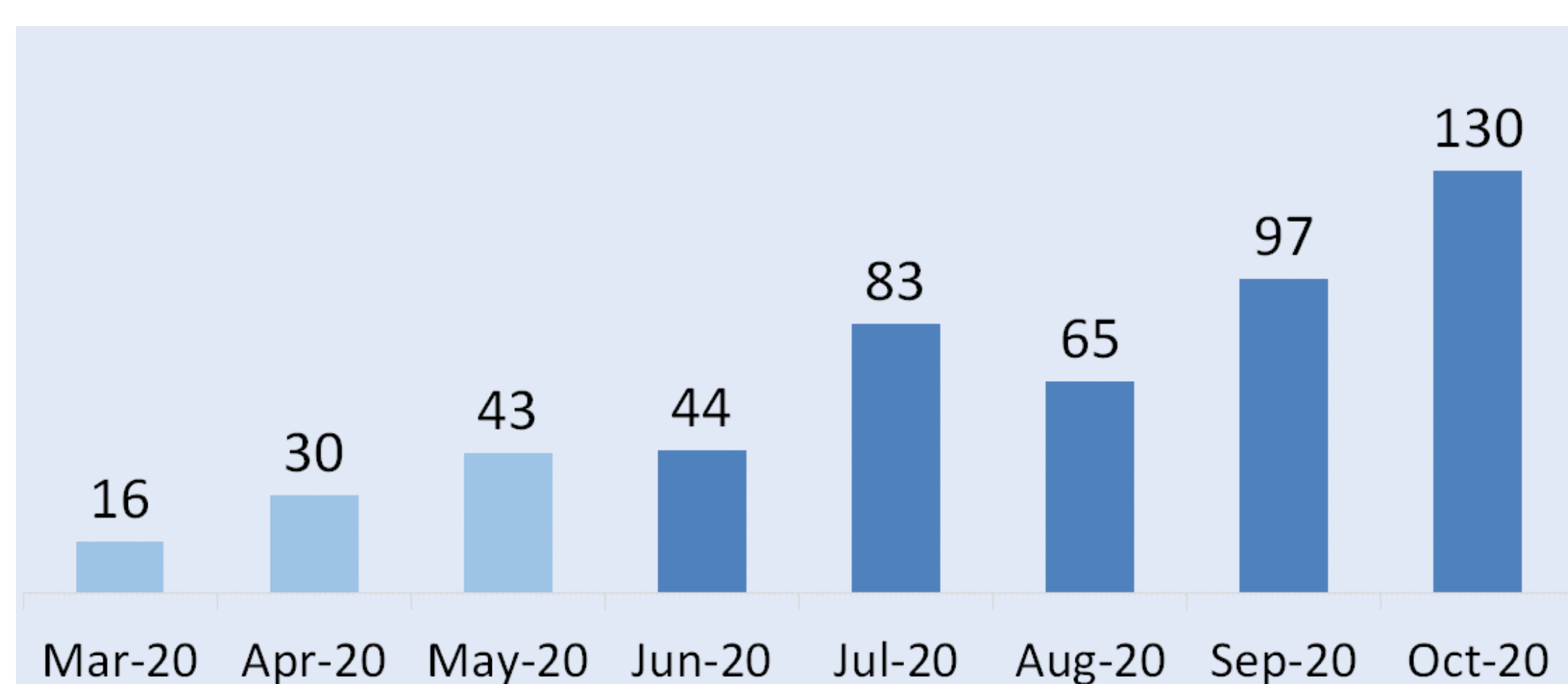


## How do DAs benefit our patients & caregivers?

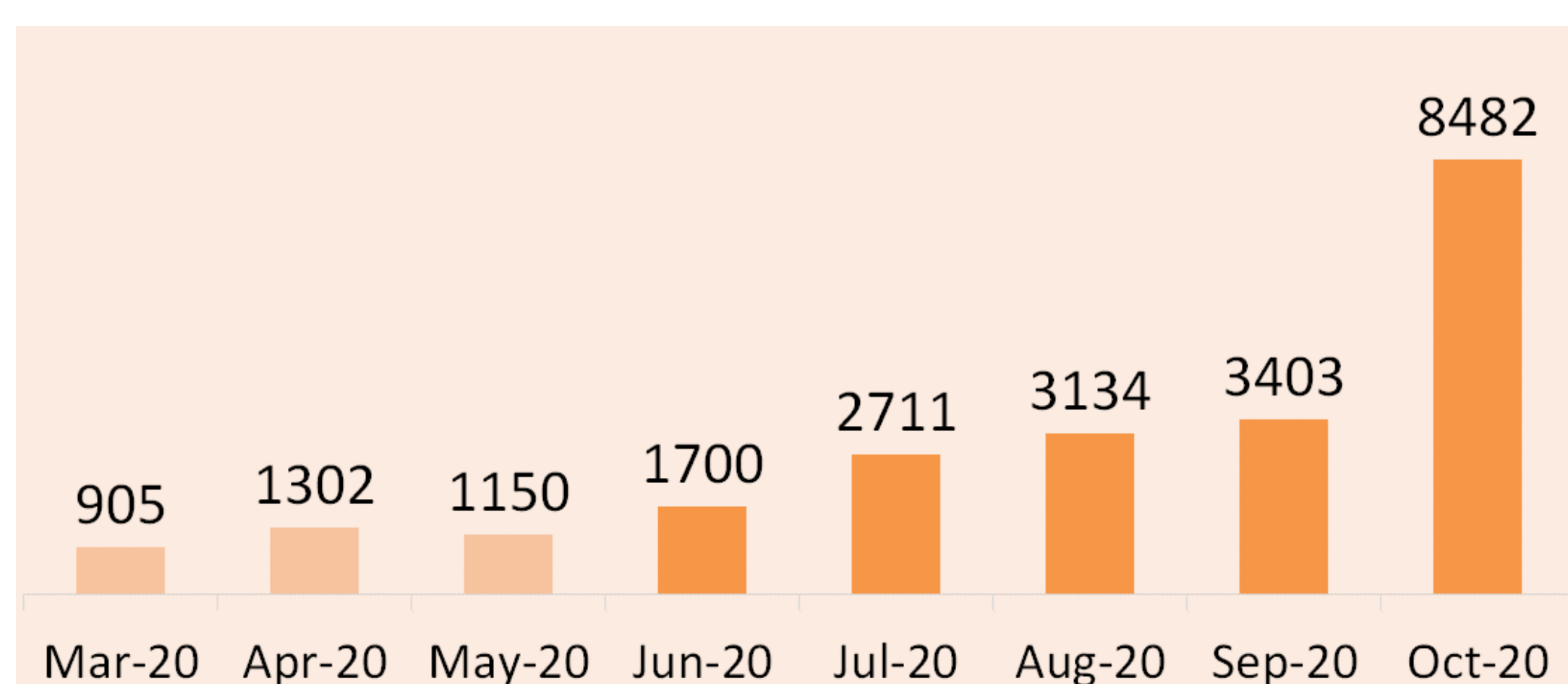
We share features on HealthBuddy & My Visit app with patients & caregivers. Once they are introduced to these mobile services, they can easily find their test results, appointment details & billing information any time, right at their finger tips. Many of our patients are willing to learn but have no idea where to start. We guide them to navigate the apps step-by-step and encourage them to try the different features. Many are happy when they can do it themselves. For video consults, we tell patients about the benefits while they are waiting and this helps to greatly reduce the time taken by our doctors to explain and recruit patients. I'm so happy to learn from my supervisor that our efforts have helped to increase the number of patients who use My Visit app & video consult!



**Impact of DA on Digital Adoption since Implementation in June 2020**



**Fig 1: Increase in Number of Endocrine Video Consults**



**Fig 2: Increase in Number of My Visit Users**



The ambassador is very supportive and patient. With her help, I now know how to register from home and see my test results.  
**Patient A**  
User of HealthBuddy & My Visit

The DA helps me a lot. Patients always have many questions when it comes to implementation of new technology. The DA will provide the most accurate answers & help lessen our workload.  
**PSA Siti Nur Khairunnisa,**  
Diabetes & Metabolism Level 3

The Digital Ambassador is one of the most powerful tools in digital adoption. Our DA truly lends the reassuring human touch that many patients, especially our older patients, need. Having a DA guide them through the idea and actualization of a telehealth encounter bolsters their confidence in digital engagements.  
**Associate Professor Goh Su-Yen**  
Endocrinology

## Conclusion

The Digital Ambassador has helped to reach out to more patients, especially in a fast-changing age where technology is rapidly introduced. As with all new technology, there are early adopters and laggards. The Digital Ambassador introduces these digital initiatives, enhancing the digital literacy of our patients and their caregivers, helping them stay connected & relevant, empowering them to embrace our digital future with confidence.