



**Singapore Healthcare
Management 2022**

Play it like a PRO!

(PRO-Play)
PROactive Financial Assistance



**Polyclinics
SingHealth**

Lucas Goh Chee Keong, Ho Sing Aik, Chee Ching Yee, Lenice Ng Jingwen, Gwenda Chong Zhao Jie

INTRODUCTION

At SingHealth Polyclinics, there is a increasing number of Singaporean patients staying in HDB rental flats who have difficulties paying their medical bills. The team leveraged on data to deep dive on the causes and implemented a new PRO-Play workflow to proactively engage the needy Singaporeans patients staying in public rental flat who have financial difficulties promptly. The aim is to help reduce the burden of medical costs of the needy patients by tapping into the existing financial schemes available (Public Rental Flat MediFund – Only for Polyclinics) so that patients can just focus on getting well.



Aim

PROactive financial **A**ssistance (**PRO-Play**):

To devise a sustainable framework and reach out to the needy Singaporeans patients (SingHealth Polyclinics) staying in public rental flat who have financial difficulties paying their bills promptly.

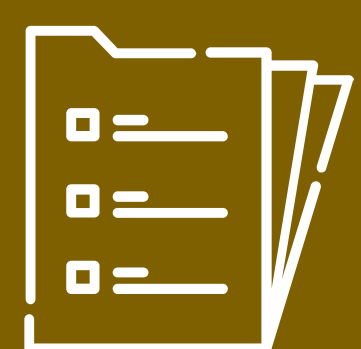
METHODOLOGY / IMPLEMENTATION

Below are the PRO-Play Strategies:



Initiation

- A multi-disciplinary project team were form (Operations, Finance, Allied Health (MSW).
- Project Objective , Sponsors & Stakeholders (8 Polyclinics + Call Centre) identified.



Planning

- Raw data of patient with outstanding bills extracted.
- New PRO-Play operation workflow developed.
- Project activities and schedules planned.
- Stakeholder communication plans developed.



Execution

- Data of patients staying in Public Rental Flats with outstanding bills were analysed for insights.
- A PRO-Play workflow implemented in all SingHealth Polyclinics with dedicated counters to identify patients staying in HDB rental flat upon registration (Manual, Mobile Reg, Via Kiosk).
- Rental Patient Outreach Strategies were executed at HQ:
 - Proactively calling all needy patients with or without future appointments
 - Proactively sending ad-hoc SMS to all needy patients who have not visited us since 2020



Closure

- Feedbacks were collated from all clinics.
- Post implementation review was conducted weekly to monitor the effectiveness of the project.

RESULTS

Within 1 year...

↑ 3,714

Number of patients assisted.
That's a lot of Patients!

↑ 445.0%

Increase in the bill amount assisted.
That's a lot of Money!



100.0%

Improved clinic workflow.
That's a total Success for PRO-Play!

CONCLUSION

For PRO-Play, a multi-disciplinary team consisting of HQ domains Operations, Finance, Allied Health (MSW), Call Centre and 8 SingHealth Polyclinics were formed. Achieving 100% total success using a data-driven and proactive approach. The team leveraged on the data analytic to process raw data, extract actionable relevant information that helps the team to make informed decision and devise targeted outreach strategies. This has helped to proactively reach out, engage and care for patients who requires financial assistance promptly.

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