



Singapore Healthcare Management 2018

Swim For Rheumatology! 2017

An Awareness and Fundraising Event for Rheumatology Research



Singapore General Hospital
SingHealth

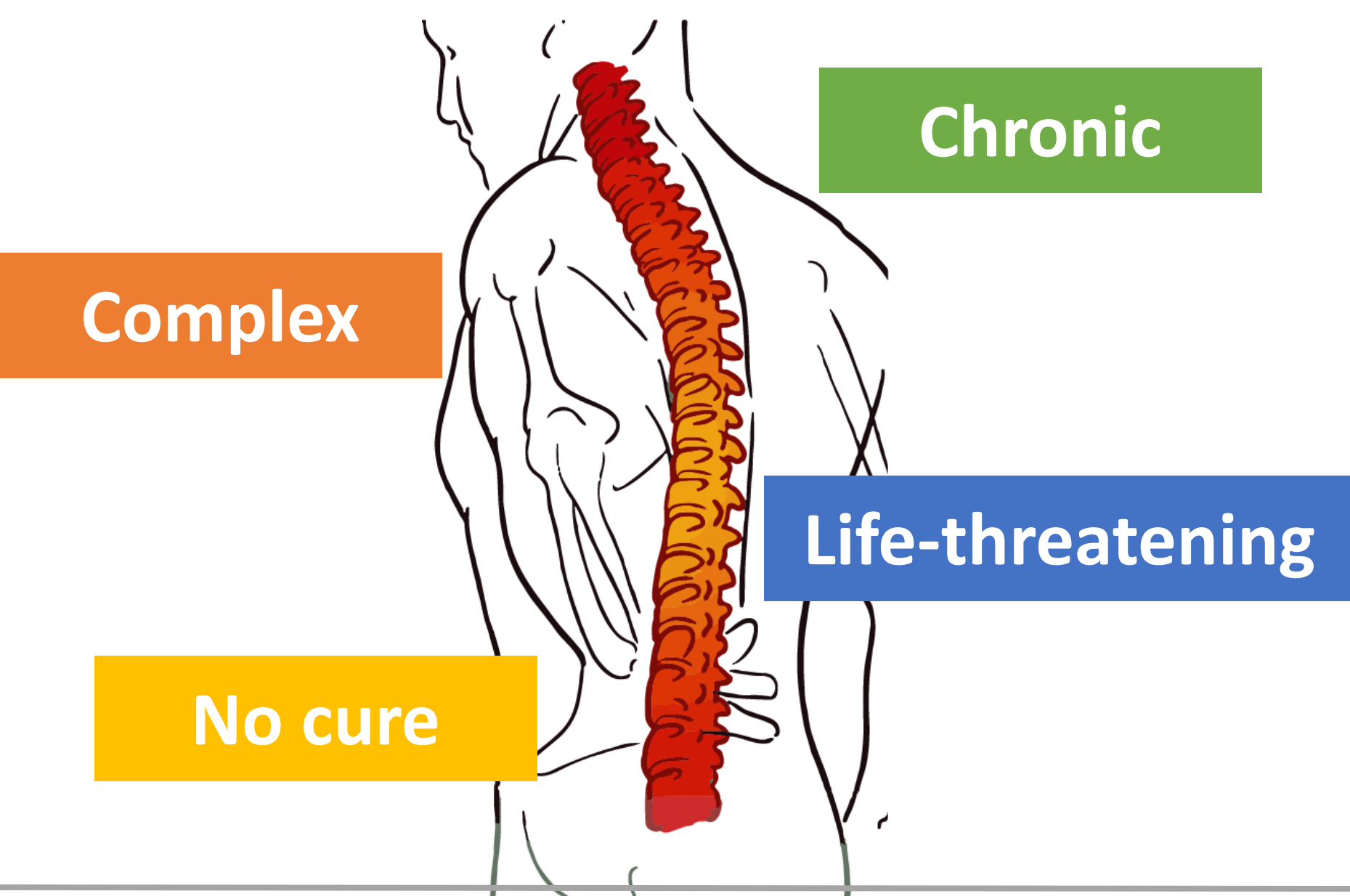
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Background

Rheumatological Diseases...



More than just aches and pains associated with ageing, many **Rheumatological diseases are chronic, complex, and potentially life-threatening.** Despite the scientific breakthroughs made in the past decades, the understanding of these diseases remains limited. **Diagnosis is difficult and treatment options are limited.** In some cases, there are none and symptoms can only be managed.

We hope to improve the lives of patients with Rheumatological diseases through raising awareness on these conditions and raising funds for research.

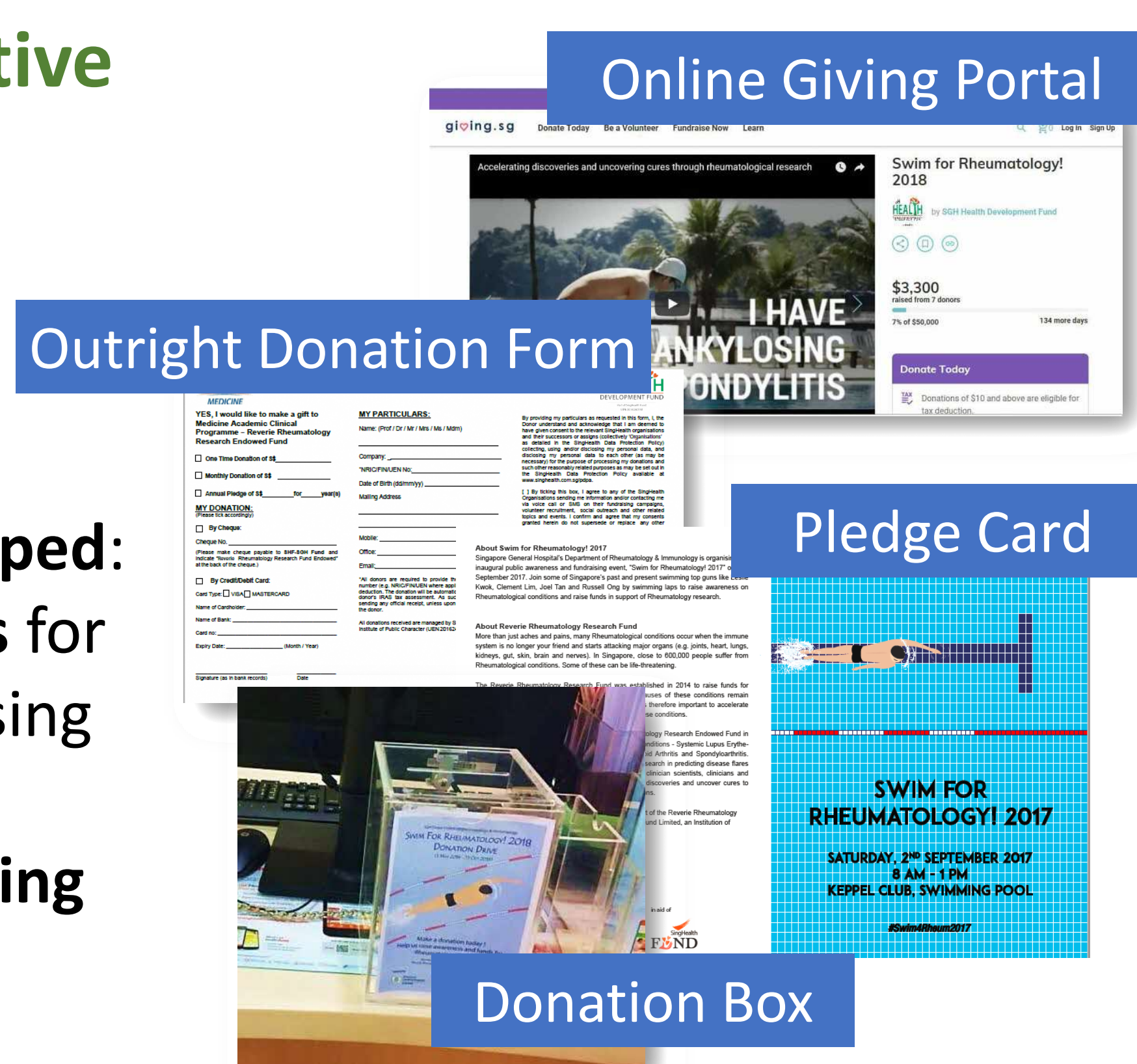
Swim For Rheumatology! in 2017 was inaugurated with these objectives in mind.

Methodology & Event Execution

1. Developing administrative work processes and platforms for giving

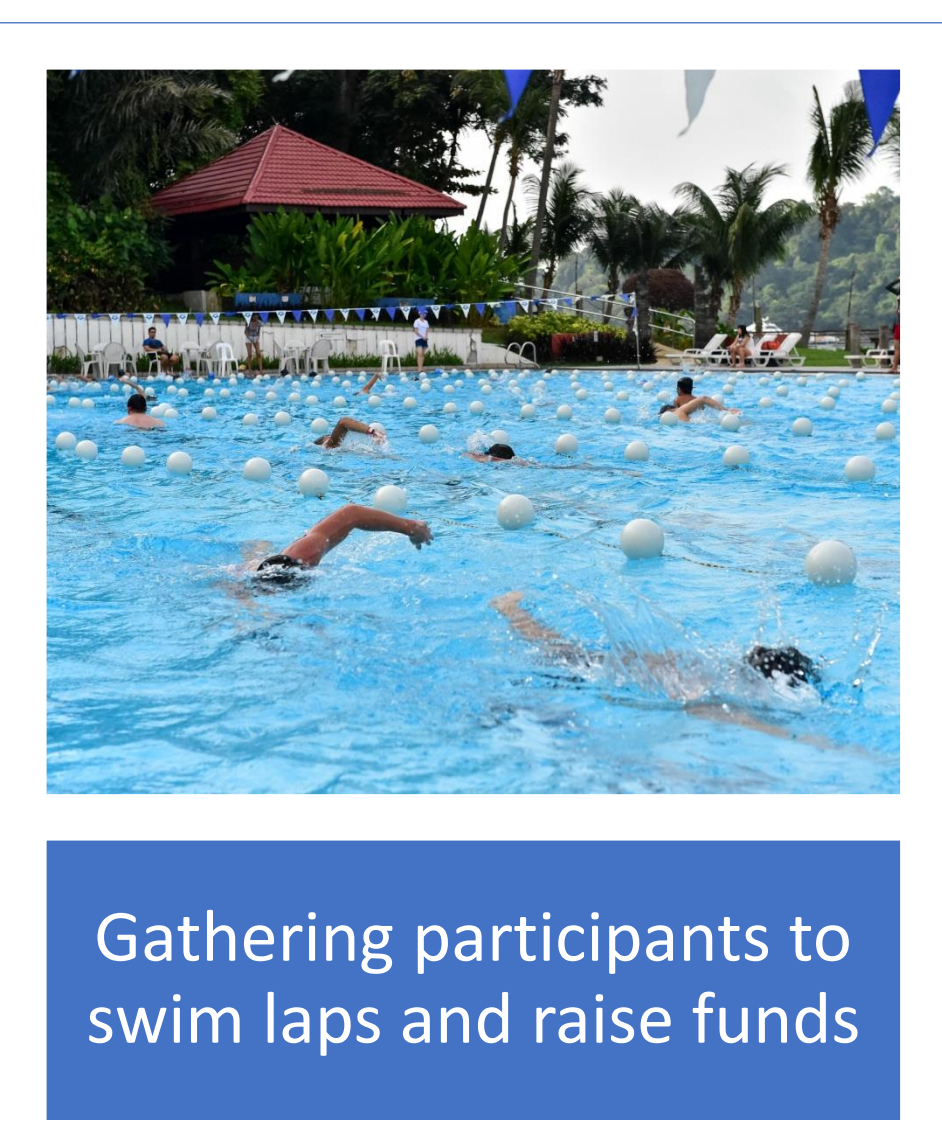
Working closely with SGH Development Office and SingHealth Fund, we developed:

- Administrative processes for the organising of fundraising events
- Various platforms for giving



2. Event Programmes

Programmes for the event include:



Gathering participants to swim laps and raise funds

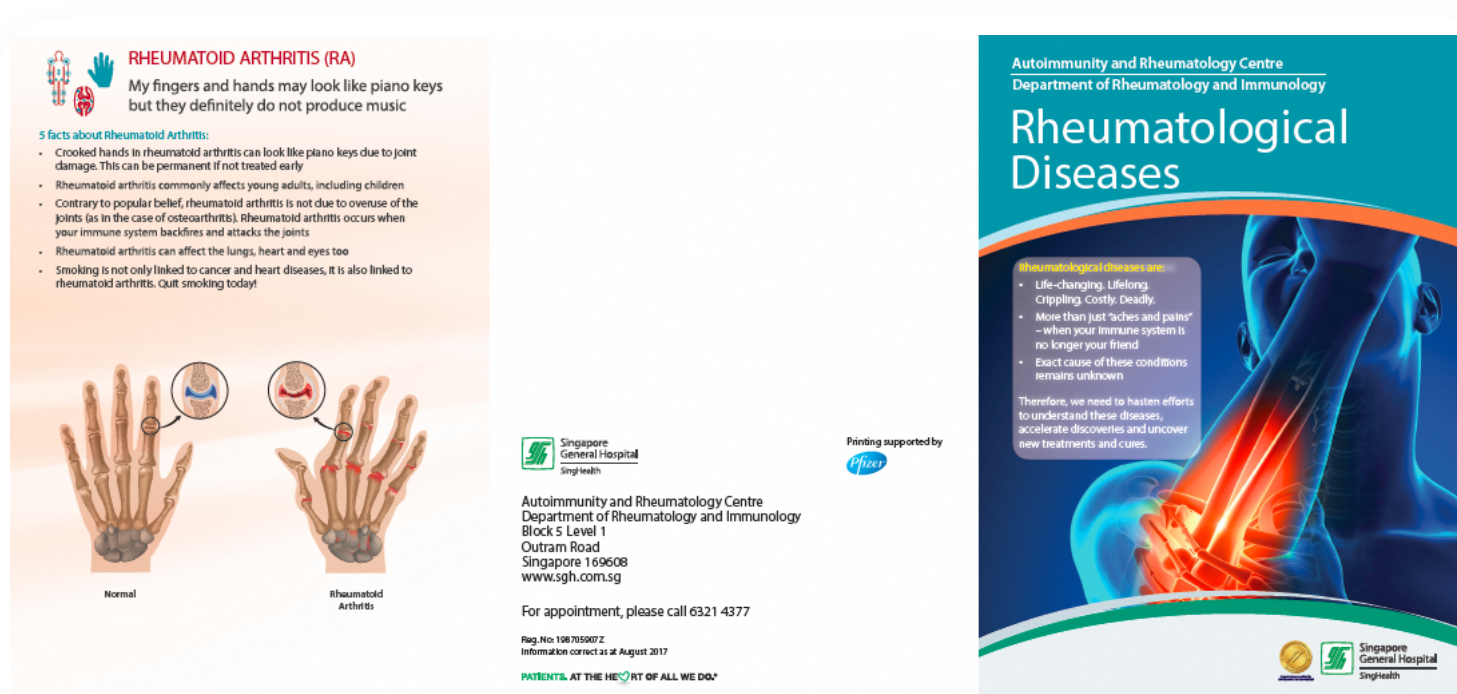


Sharing of patient stories on stage



Awareness booths to raise awareness on key Rheumatological diseases

3. Brochure on 5 key Rheumatological Diseases



A brochure, sharing facts and symptoms of 5 key Rheumatological diseases was produced for the event.

4. Staff / Patient Engagement and Participation

Engaged SingHealth and SGH staff, medical students and patients to volunteer and participate in the event through internal platforms such as mass emails and intranet.



5. Community and Corporate Partnerships

Partnered with schools (e.g. ACS and MGS), Keppel Club, Goldman Sachs and national swimmers for wider community outreach.



6. Event Publicity

Leveraged on print media, social media, and internal platforms to raise awareness and garner participation from public and staff.

Results & Outreach

128 swimmers swam **5,256 laps** at Keppel Club



Information on Rheumatological diseases, ongoing research initiatives, patient stories, and media coverage on the event were featured in print media, television and radio interviews, Yahoo news and SGH Facebook page.

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over **\$240,000** was raised for the Reverie Rheumatology Research Fund under Medicine ACP, exceeding our initial target of \$100,000

Conclusion

Swim For Rheumatology! not only raised awareness and funds for Rheumatology research, it also gave grateful patients the chance to give back and brought together our healthcare colleagues and patients, offering a meaningful opportunity to bond and work jointly towards a common cause.



The success of last year's event has paved the way for the next **Swim For Rheumatology! 2018, happening on 15 September 2018** in Methodist Girls' School. Access the QR code on the left to find out more!