



Singapore Healthcare
Management 2022

Group Allied Health (GAH) LUNCHTIME WEBINAR SERIES

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BACKGROUND

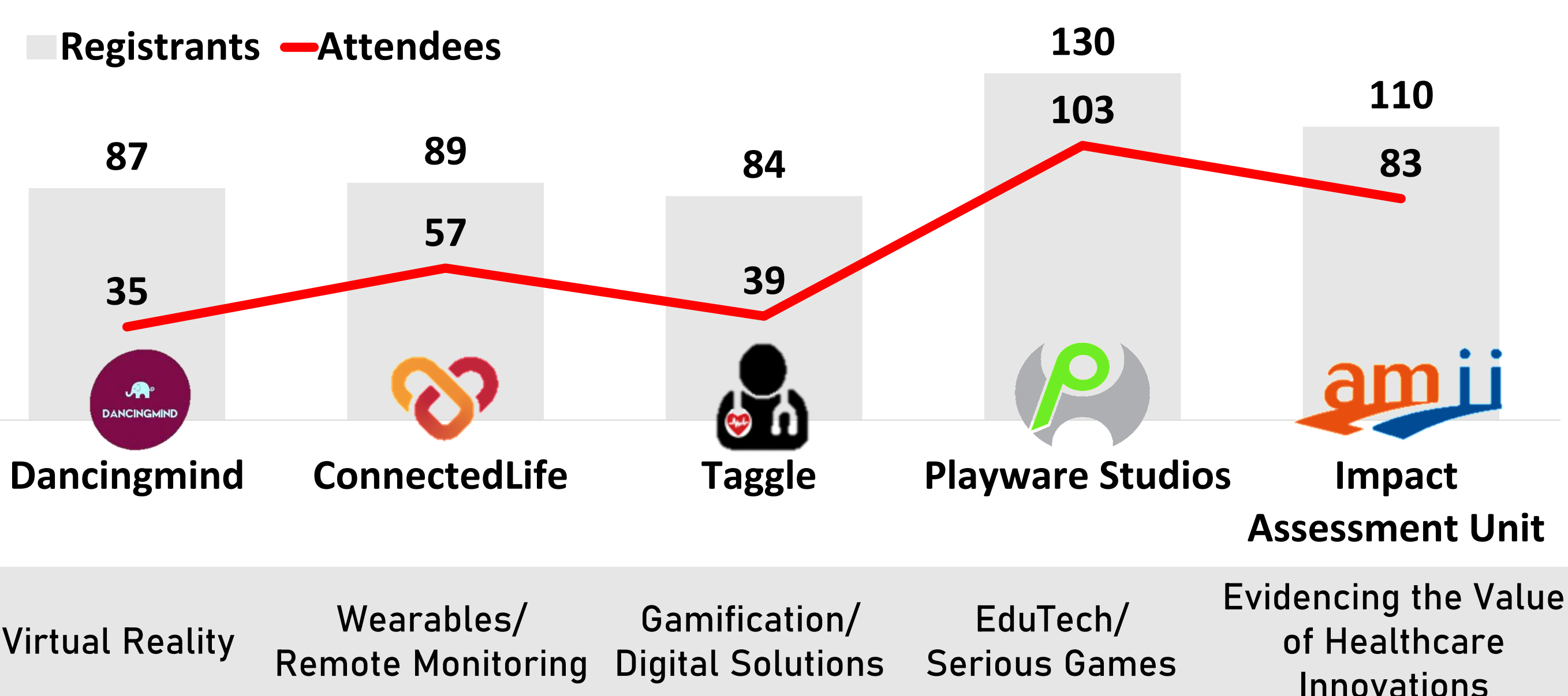
- In line with SingHealth's mission "Innovate to Advance", developing a strong and robust Allied Health (AH) innovation culture is a key focus area for GAH.
- Our SingHealth AH Innovation Culture Survey (October 2020) identified that AHPs have a strong desire to innovate, but required facilitative processes and resources to successfully execute their ideas.
- In response to these findings, GAH launched a series of initiatives to encourage and support innovation at all levels, One such initiative was the **GAH Lunchtime Webinar series**, which was conceptualized as a platform to facilitate collaboration between industry partners and AHPs.

METHODOLOGY & APPROACH

Unlike other webinars, the Lunchtime Webinars are specifically designed and targeted towards AHPs' interests and needs.

- KEY CONSIDERATIONS**
- Accessibility:** Webinars are conducted on Zoom (whitelisted on corporate devices) during the common lunch period so that all AHPs are able to participate regardless of time, space and physical constraints.
 - Themes:** AHPs' feedback is sought through interim trend analyses and dipstick surveys to identify key areas of interest such as digital solutions, remote monitoring, gamification, healthtech/medtech etc.
 - Track Record:** Companies are selected to present based on their portfolio of work, experience in healthcare projects and relevancy to AH services.

RESULTS & KEY FINDINGS



VERBATIM FEEDBACK:

Please keep organizing these tech-based healthcare solution webinars – it is very useful as we push forwards towards more integration.

Very interesting to learn how it can be applied to healthcare setting.

Very informative and clear presentation. Information shared is highly relevant.

CONCLUSION

The Lunchtime Webinars are effective in promoting interest, awareness and collaboration with prospective innovation partners.

KEY OBJECTIVES



AWARENESS & EXPOSURE

Keep AHPs up-to-date on novel solutions and emerging technologies.



ENGAGEMENT & NETWORKING

Create an interactive and accessible platform that allows AHPs to engage with solution providers.



COLLABORATION & PARTNERSHIPS

Provide opportunities for AHPs to collaborate and co-create transformative solutions with industry experts.

WEBINAR FORMAT – OPTIMISING THE HOUR



INTRODUCTIONS (10 MIN)

Broad overview of solutions, capabilities and portfolio of work.



CASE STUDIES (35 MIN)

Demonstration and sharing of past/ongoing healthcare projects applicable to AH services.



Q&A (15 MIN)

Questions and clarifications with audience.



FEEDBACK & LINK-UP (POST-EVENT)

GAH collects feedback for improvement and facilitates project discussions with interested parties.



THE GAH LUNCHTIME WEBINARS HAVE BEEN POSITIVELY RECEIVED.

- Between Jan – Sept 2021, five webinars were conducted, with an average of **100 registrants** and **60.8% turnout rate** per event. An average positive growth rate of **44%** was observed in the turnout.
- Analysis of post-event feedback gathered from over 60 attendees indicated that **96%** of respondents agreed that the sessions relevant, informative and useful.
- Each webinar yields approximately **4-5 project discussions** post-event with the invited external organisations.

PLANS – 2022 & BEYOND

As an initiative that is meant to be responsive to needs on the ground, GAH took into consideration feedback that AHPs would like more platforms for cross-sharing & learning.

Hence, the Lunchtime Webinars have been evolved into an **Innovation Hour series** to include project showcases and presentations by diverse Allied Health teams, key internal stakeholders in the SingHealth innovation landscape, and academic institutions.