

Content Playbook Briefing

For Content Partners

7 November 2023

Agenda

1. HealthHub (HH) Digital Transformation
2. Process and governance structure for content partnership
3. HH Content Playbook
4. Next steps
5. Q&A

Overall framework for HealthHub digital transformation



Uplift national digital health literacy through a trusted, relevant & personalised digital health platform for Singapore's resident population by 2025

To achieve our ambition, the HealthHub team is focusing on **People, Technology & Process** to co-create relevant, quality and timely health content

PEOPLE: Enabling close collaboration in creating harmonised and relevant health content

- Ongoing consultation and sharing with content partners
- Holistic content creation guidelines to support content co-creation

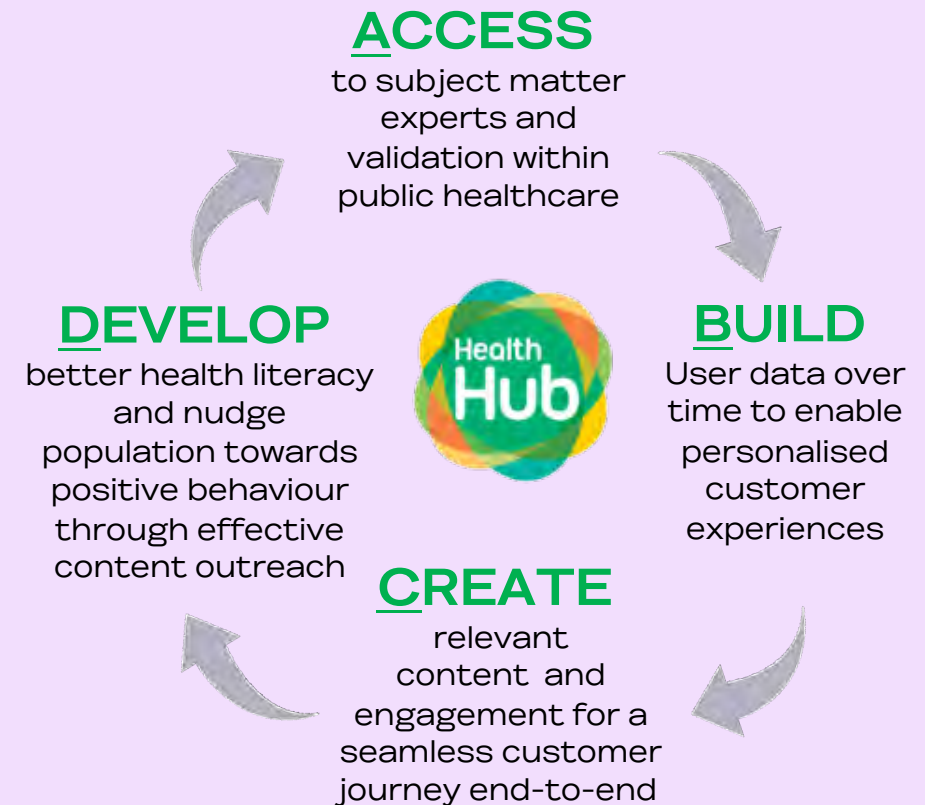
TECHNOLOGY: Leveraging Martech solutions to deliver a best-in-class consumer experience for digital health content

- New CMS to simplify asset management, accelerate content creation, and streamline processes for a 360° view of content that can be orchestrated across different touchpoints and frontends
- Website revamp, marketing automation and personalisation to improve user experience
- Better understanding of users through strengthening data collection and analysis from various engagement touchpoints

PROCESS: Formalising processes with clear roles and responsibilities

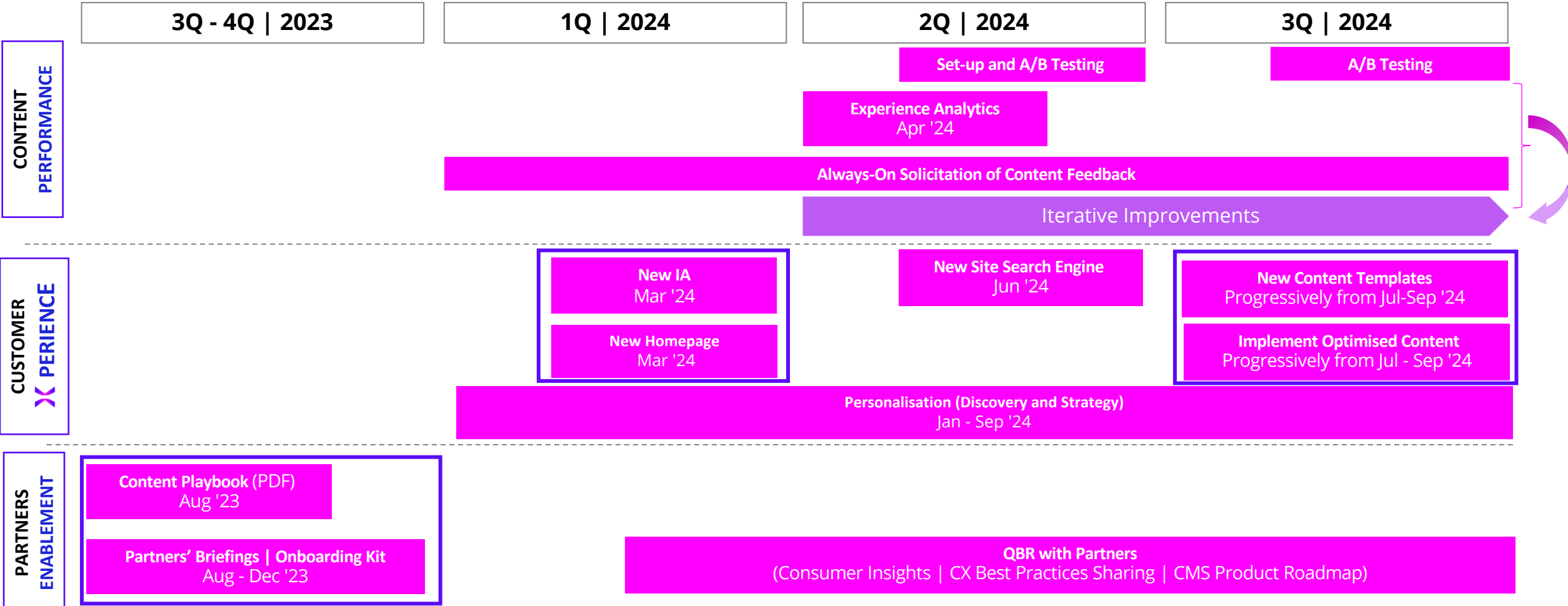
- Content governance framework to maintain content quality and consistency
- Content contribution framework that outlines the guidelines and processes

HH Content Co-creation



Key Milestones

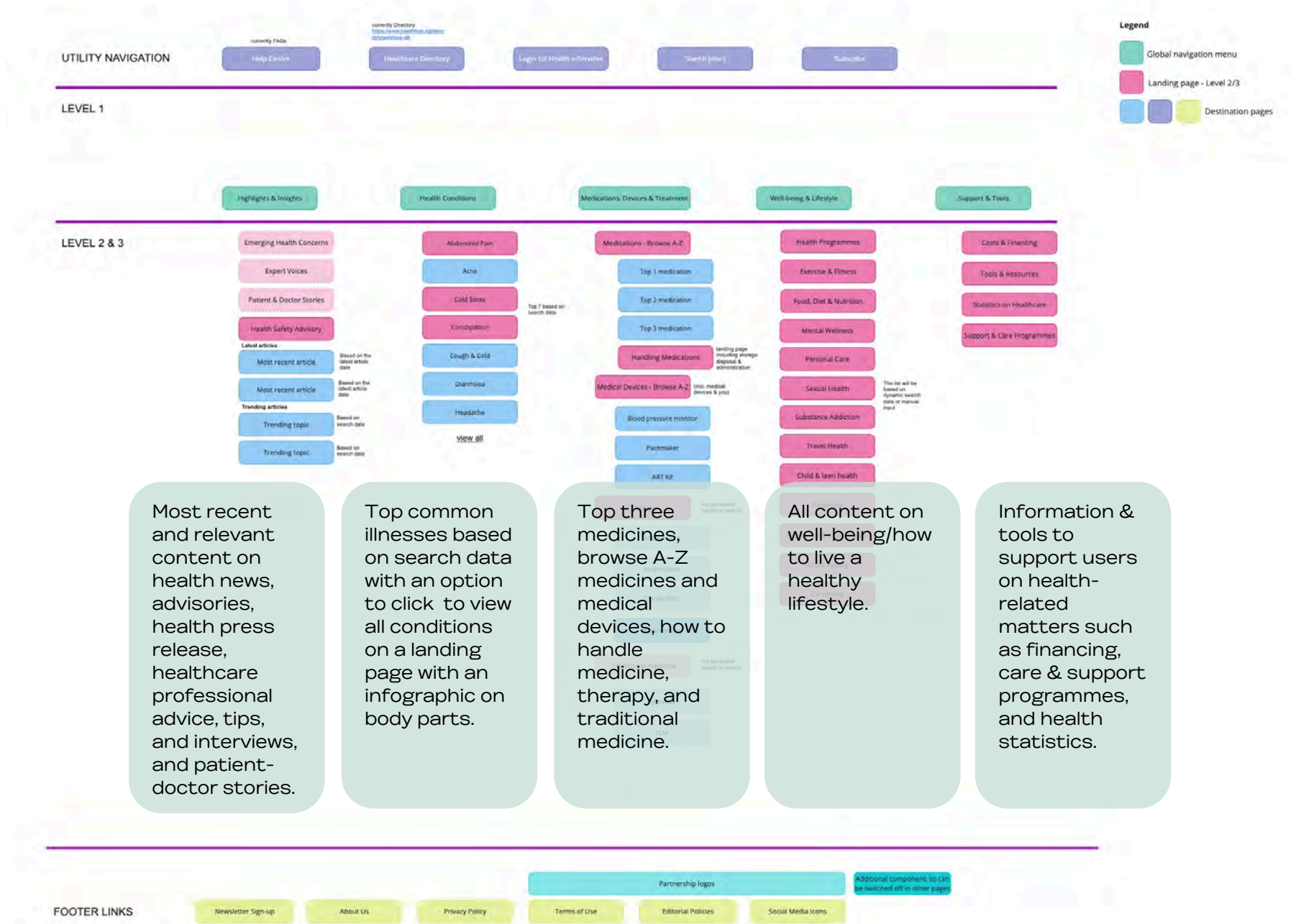
HH will be embracing **test-and-learn experimentation** and harnessing **data-driven insights** to continually optimise the customer experience for the content website, tech-enabled by the Sitecore digital experience platform.



Overview of Latest IA

LATEST IA

Through our comprehensive audit, extensive keyword research, and user testing, we have developed the information architecture (IA) that best aligns with our users' needs.



Content Strategy Framework

Content Strategy Statement

HealthHub

Health A-ZLive HealthyMental Well-BeingParent HubHealth ProgrammesHealth Services

Tetanus Vaccine

WHAT THE TETANUS VACCINE USED FOR?

WHO SHOULD RECEIVE THE TETANUS VACCINE?

WHAT PRECAUTIONS SHOULD I FOLLOW BEFORE RECEIVING THE TETANUS VACCINE?

HOW IS THE TETANUS VACCINE GIVEN?

WHAT ARE SOME COMMON SIDE-EFFECTS OF THE TETANUS VACCINE?

WHAT ARE SOME RARE BUT SERIOUS SIDE-EFFECTS THAT I NEED TO SEEK MEDICAL ADVICE IMMEDIATELY?

Vaccine Information Leaflet

What the Tetanus Vaccine Used for?

Who Should Receive the Tetanus Vaccine?

Type of Wound	Person Not/Partially Vaccinated Against Tetanus or Vaccination Status Unknown	Person Completely Vaccinated Against Tetanus (Time Since Last Booster)
Minor Clean	1 dose of Tetanus vaccine	6 to 10 years: No need for Tetanus vaccine More than 10 years: 1 dose of Tetanus vaccine
Major Clean or Tetanus-prone	3 doses of Tetanus vaccine*	1 dose of Tetanus vaccine

*Please consult your doctor for more advice on the number of doses required for

Influenza

CAUSES & RISK FACTORS

INFLUENZA SYMPTOMS AND SIGNS

COMPLICATIONS

SELF-CARE

TREATMENT

PREVENTION

FLU VACCINATION - WHO NEEDS IT?

FLU VACCINATION - FREQUENCY

FLU VACCINATION - WHERE TO GET IT AND COMMON SIDE EFFECTS?

SUBSIDIES AND USE OF MEDICINE FOR VACCINATION

Influenza (flu) is a respiratory virus which is highly contagious. Learn more about the symptoms and the influenza vaccine.



Update: You can book a flu vaccination appointment at a participating CHAS-GP clinic here.

Those who are at risk of serious flu complications such as those 65 and older, young children under the age of 5 and people with certain chronic conditions are strongly recommended to get their yearly flu vaccinations. Flu vaccination, also commonly referred to as a "flu shot", is the best way to prevent the flu.

Influenza, commonly known as the "flu", is a contagious viral disease that can affect anyone, including healthy people. It attacks the respiratory tract in humans (nose, throat, and lungs), causing inflammation of the here membranes.

It can be spread when an infected person coughs, sneezes, or speaks. The flu viruses are transmitted into the air through droplets, and other people can be infected when they breathe in the viruses. When these viruses enter the nose, throat, or lungs of a person, they begin to multiply, causing influenza symptoms. The viruses can also be spread indirectly when a person touches a surface with flu viruses on it (for example, a doorknob) and then touches his or her nose or mouth. Transmission can also occur when an infected person shares food with others during mealtime without a serving spoon.

- Flu is usually a more severe condition than the common cold.
- The disease can be deadly to some people who develop life-threatening complications like pneumonia (infection of the lungs).

Related: 8 Essential Hygiene Tips (How You Don't Want Make)

Related A-Z

Health Promotion Board

Hand, Feet, and Mouth Disease

Health Promotion Board

Depression

Health Promotion Board

Chickenpox: Symptoms and Treatment Options

Health Promotion Board

Hepatitis B

Agency for Integrated Care

Enhancement for Active Seniors (EASIS) by HDB

Create Your Own Exercise Music Mix

How do you hit at least 150-300 minutes of moderate-intensity aerobic physical activity weekly? By creating your own workout playlist full of songs that get you motivated to move your feet and exercise!



When it comes to staying in tip-top shape, you know the importance of eating right, exercising regularly, and avoiding nasty habits such as tobacco and alcohol.

However, sticking to healthy habits and staying physically active can be hard when other stuff gets in the way. An active party life, poor eating habits of friends and family, or a jam-packed work schedule can all derail your good intentions.

Thankfully, there are a lot of ways to stay motivated and stay on track, without relying on others for discipline, confidence, patience, or common sense!

Workout Music - A Form of Exercise Motivation

When it comes to getting active, not finding a pal to exercise with or not having a gym membership should not deter you from getting physical. Just go to your preferred music app and pop on your earphones!

In fact, listening to workout music while exercising is a fail-proof way to get into an exercise routine that feels good and doesn't feel boring or repetitive.

With your favourite tunes playing, the beat pumping, and the lyrics flowing, finding your rhythm couldn't be easier. Just remember to keep the volume down to prevent hearing damage!

Related Articles

Health Promotion Board

What is a Healthy Weight?

Health Promotion Board

5 Exercises to Prevent Chronic Diseases

Health Promotion Board

7 Reasons to Stop Sitting for Long Periods

Health Promotion Board

Step Right Up

Health Promotion Board

Health Benefits of Walking

+

WUNDERMAN
THOMPSON

10

Harmonise & Enhance National/ Evergreen Topics

HSG Program Enrolment/ Health Plans	3H: Diabetes/ Hypertension/ High Cholesterol	
Healthy Living (Nutrition/ Exercise)	Health Screening/ Preventive Care	Mental Wellness
Medication/ Minor Ailments	Seasonal & Others: Flu, Dengue Fever	Maternal & Child

Identify and Develop Potential New Content Topics

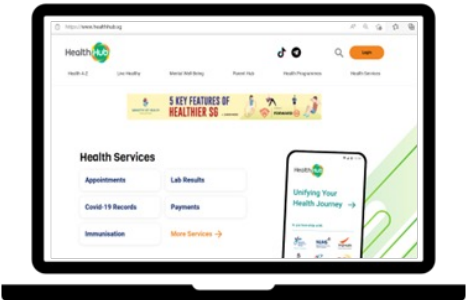
Healthcare Financing	Caregiving Tips / Support
Alternative Treatments	Self-assessment/ diagnostic tools
Health Product Safety and Advisories	Expert Insights / Doctors & Patients' Stories

Explore and Expand CDMP/Specialties

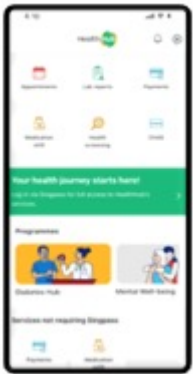
Possible focus areas:

- Eye and Optometry
 - Dentistry
 - Skin diseases
 - General surgery
 - Heart diseases
 - Oncology (cancer)
 - Haematology (blood)
 - Neurology (brain and nerves)
 - Gastroenterology (digestive systems)
- Urology (Urinary and reproductive system)
 - Transplant (heart, kidney, liver)
 - Bones, muscular, tissue
 - Palliative care (EOL) and services
 - Community health and services

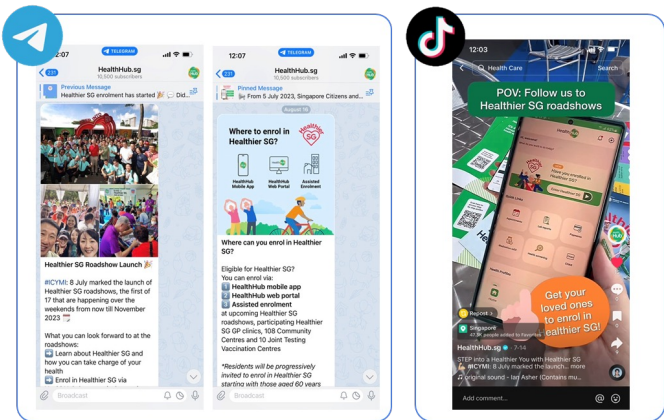
Website



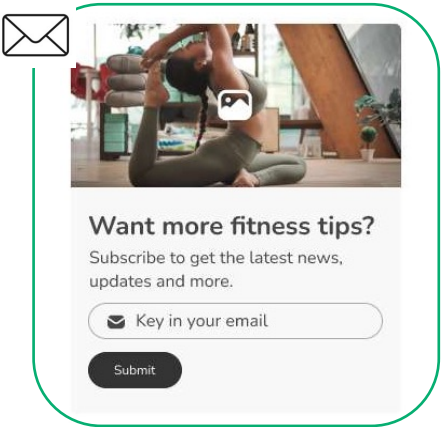
Mobile



Social/ Messaging



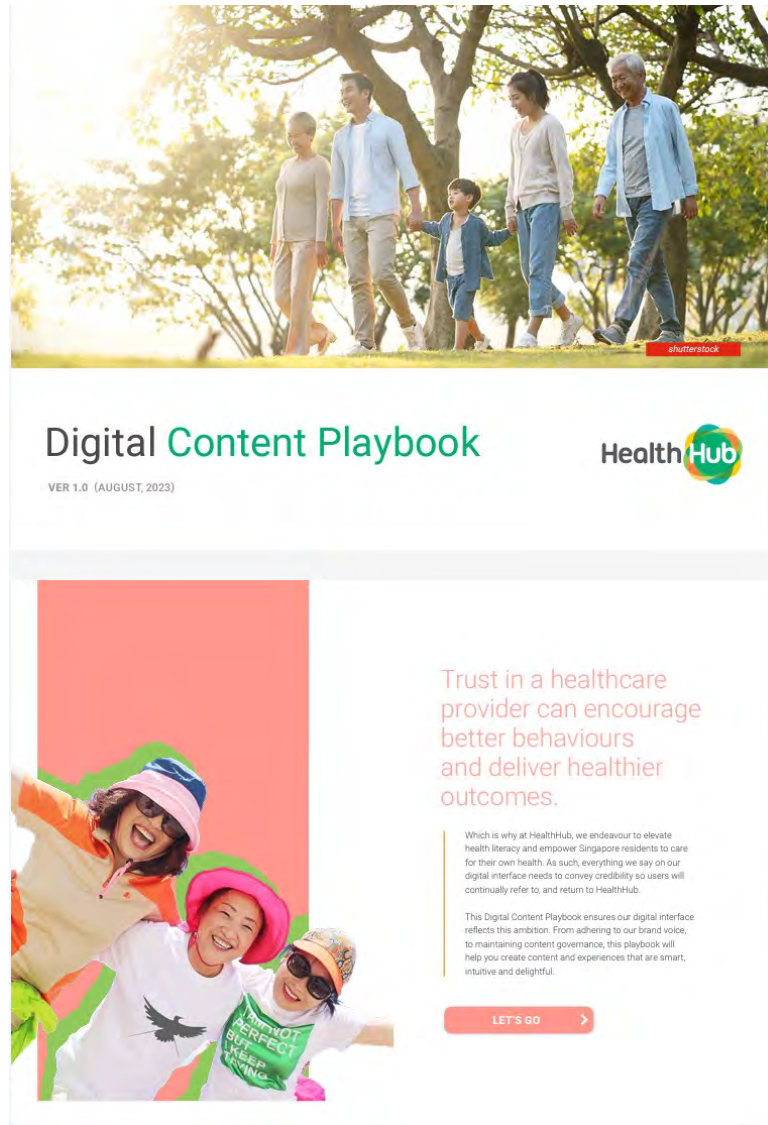
Email Marketing (2H24)



CONTENT

OMNI-CHANNELS

The HealthHub Content Playbook



We have created a Digital Content Playbook to guide all HealthHub content creators.

- The playbook is a **detailed, holistic guide** presented in a sequential/logical manner
- It touches on **all aspects** of content creation – writing style, visuals guidelines, brand’s personality and voice, personas, SEO, etc. – and what this means for the content creators
- It introduces the Content **Contributor** and **Governance** Framework, enhancing the efficiency of content partners in creating and submitting content.

Users of the Content Playbook

- Content creators from national healthcare organisations
- Healthhub team in Synapxe

Content Playbook Overview

HealthHub’s personality, voice, and personas	CHAPTER 1 Developing Content on HealthHub	PG 04	CHAPTER 5 Establishing Content Governance	PG 84	Roles and responsibilities of who should manage, review and publish content
Guidelines and processes for creating and submitting content	CHAPTER 2 Content Contributor Framework	PG 20	CHAPTER 6 Guidelines on Writing Style	PG 97	HealthHub’s writing guidelines
A step-by-step guide on how to create an article for different content pillars and how to submit an article	CHAPTER 3 How to Create an Article	PG 24	CHAPTER 7 Guidelines on Photography, Infographics and Illustrations	PG 120	Healthhub’s visual guidelines
SEO guidelines to create smart content	CHAPTER 4 SEO Best Practices	PG 69	CHAPTER 8 Design System	PG 131	Healthhub’s design strategy & guidelines

View the [HealthHub Content Playbook here](#)

HealthHub Brand Personality and Target Audience

Our brand personality and voice is defined to build credibility and confidence in our readers, the content we create and share must reflect Healthhub’s identity clearly and consistently.

APPROACHABLE

CRAFTED

PERSONAL

Our content needs to be comprehensive to meet our visitor’s diverse needs. We should sound approachable, warm and welcoming.

We create personalised content to address different concerns and needs.

We are always caring, sensitive, warm and tactful as we help visitors navigate their health matters.

PROGRESSIVE

OPTIMISTIC

We must stay current and relevant to ensure our content keeps up with evolving needs and expectations with our visitors.

We evoke positivity and hope whenever possible to motivate our visitors to take control of their health and start living healthy

We have also carefully categorised our visitors into specific personas to help you understand them better and write content more tailored to their specific needs.



Wellness Enthusiast



Planning for Family



Established Family



Mental Wellness



Caregiver



Chronic Patient

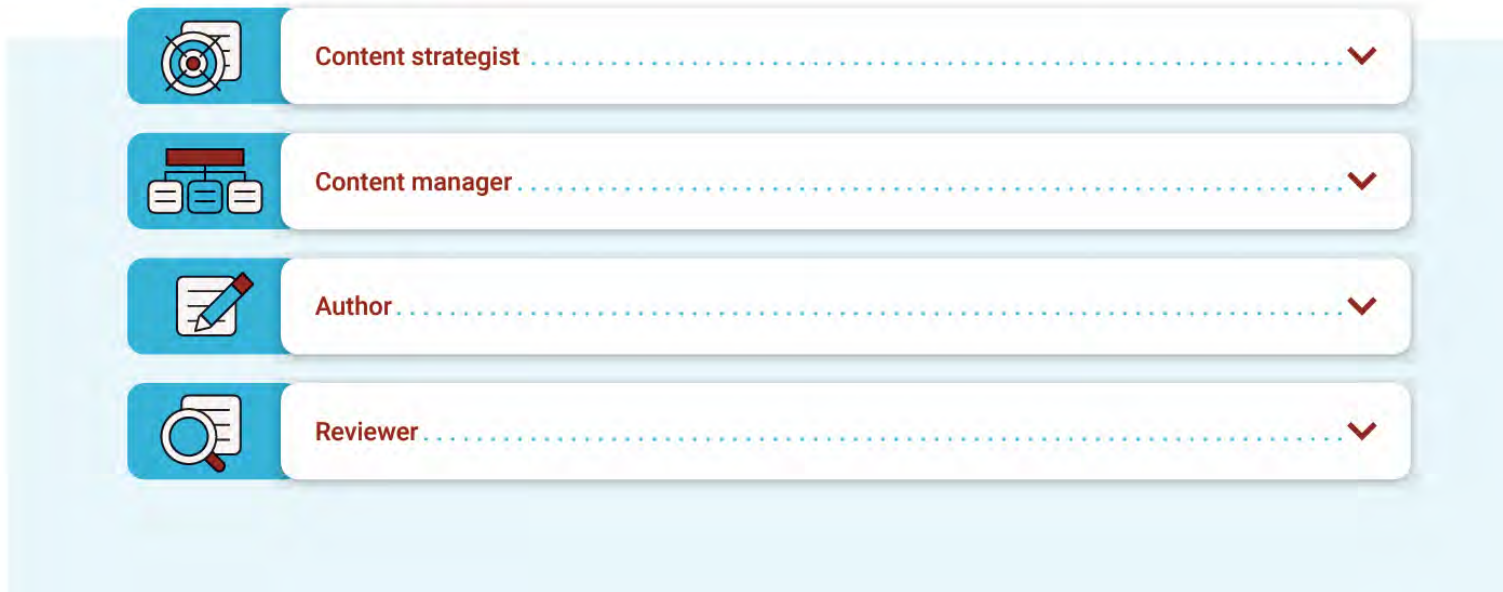


Occasional Patient



Suddenly Ill

Content Governance Framework



What is this framework?

Outlines the roles and responsibilities of HealthHub and content partners. Understanding this framework is important for efficient collaboration and maintaining the quality and consistency of content across HealthHub's platforms.

Why have we created this?

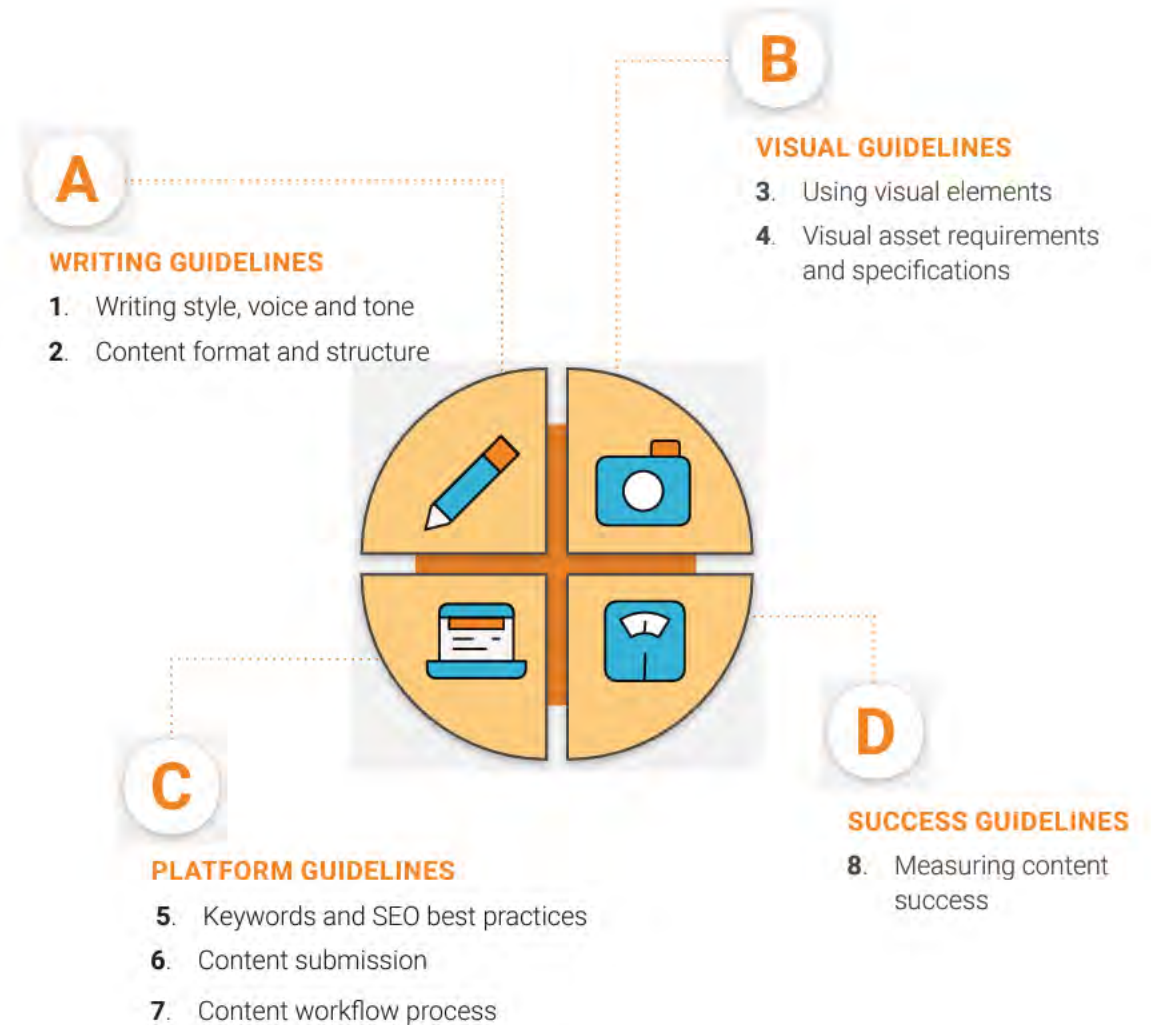
- Ensure everyone understands their contributions from ideation to analysis
- Enhance collaboration so team members can work together more effectively
- Instil a sense of ownership and accountability

What is this framework?

A set of guidelines and processes that will help you create and submit content.

Why have we created this?

- Streamline process to ensure efficient content creation, review, submission and publication
- Provide content partners with a structured framework that encourages their active contribution of content
- Ensure a consistent level of quality across all contributed content to maintain HealthHub brand reputation and audience trust



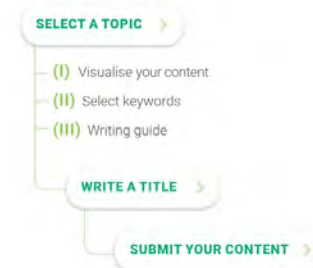
Overview

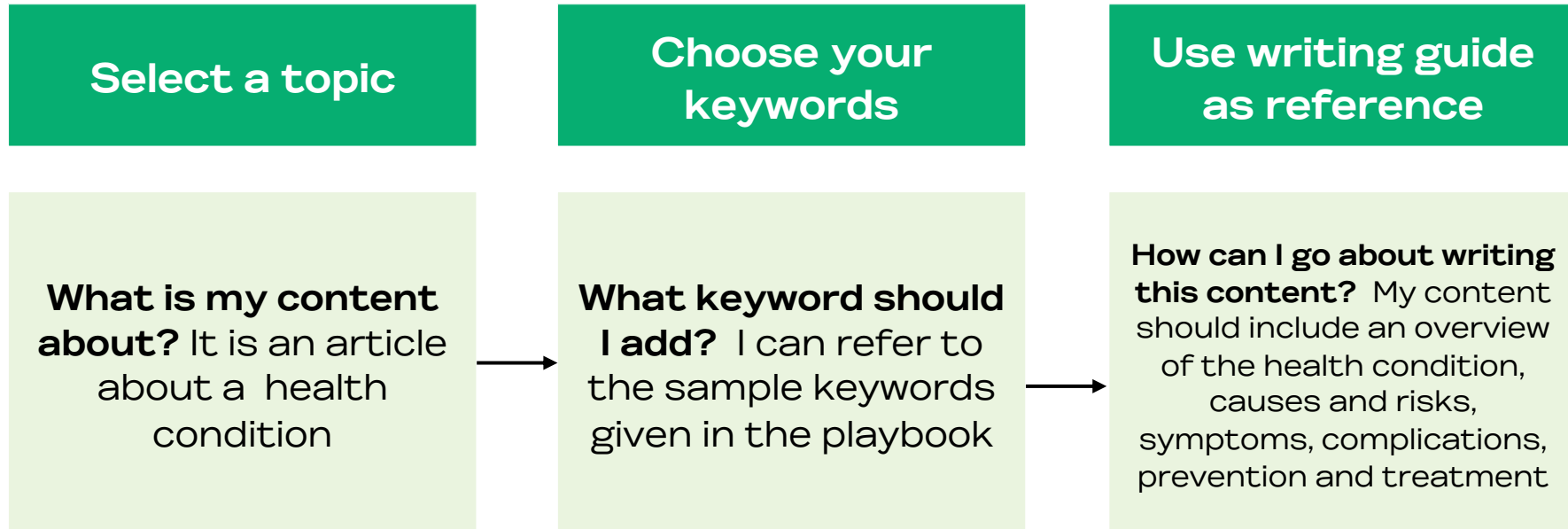
This chapter provides a step-by-step guide on how to create engaging articles for the different content pillars and how to submit them. By following this guide, content creators can cater to the diverse interests of our audience and deliver valuable content that resonates with them.

Key takeaways:

- Learn the structure of your content with the provided templates
- Know the list of recommended keywords for each content pillar
- Learn the details to include for each topic under every pillar
- Learn how to write better with practical examples of what to do and what to avoid when writing
- Learn how to write an effective title
- Learn how to submit content

3 How to create an article





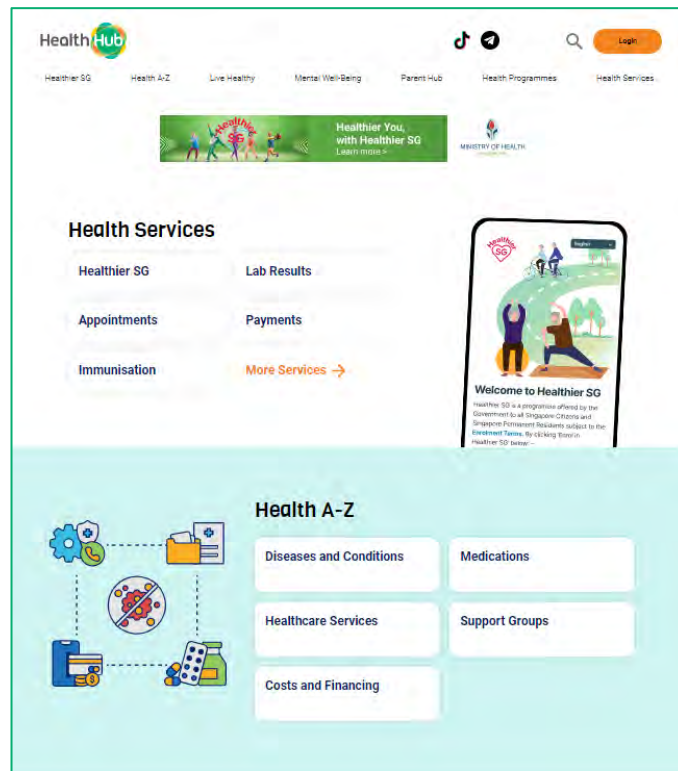
New UI/UX

New Homepage + Selector Tool (WIP)

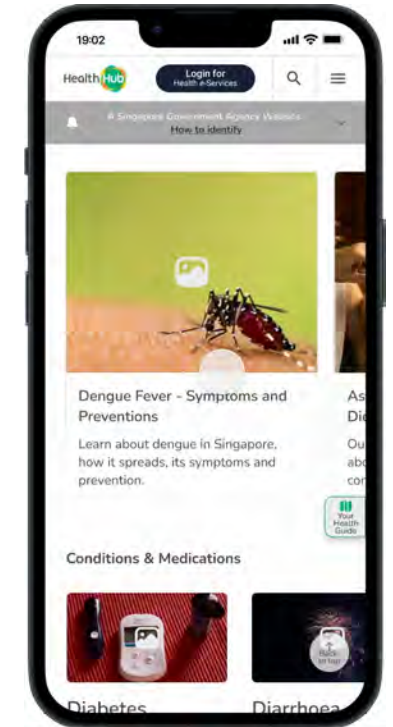
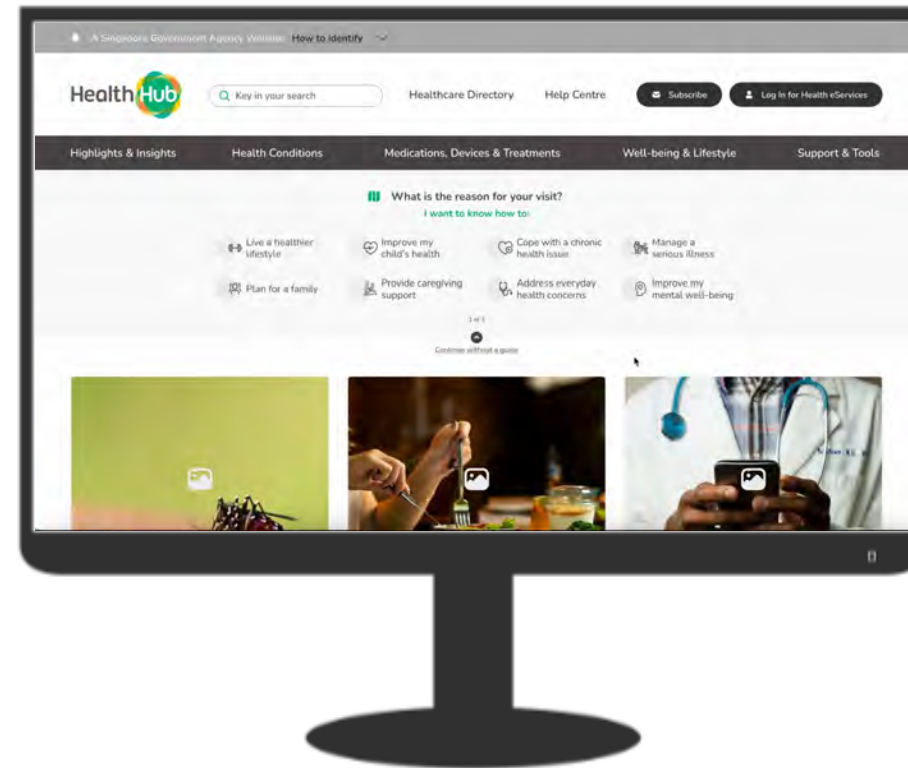
Purpose:

To refresh HH.sg homepage design to position health content as one of HH key product offerings
To improve usability and better guide visitors to find relevant information via HH.sg homepage

Current (e-Services focus)



To-Be (Content focus for HH web)



Content Creation - Templates

1

Health Condition



2

MIL Simple



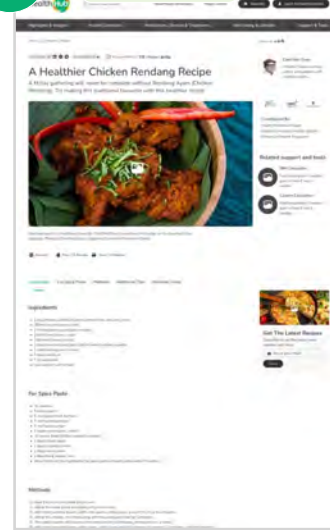
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MIL Step-by-step



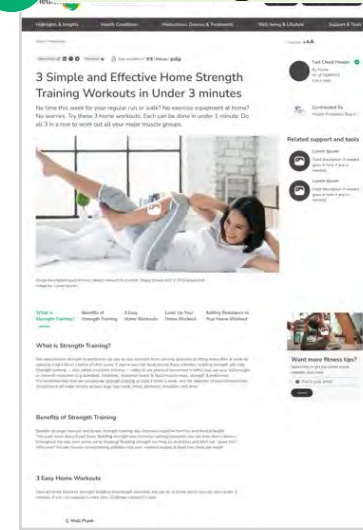
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Recipe



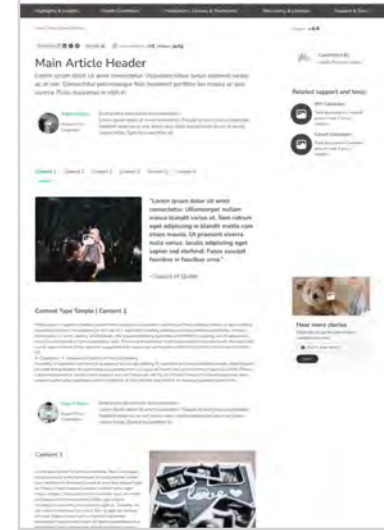
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Step-by-step exercise guide



6

Patient & doctor stories



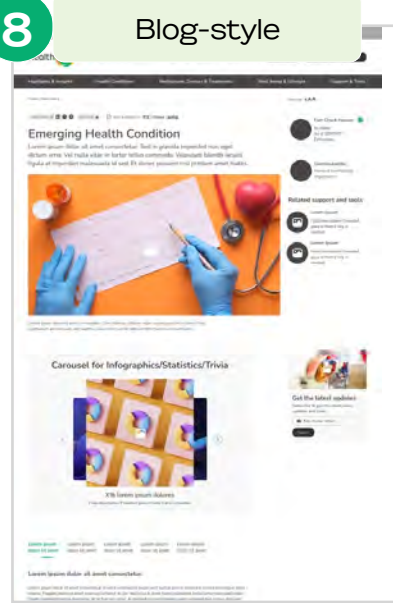
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Expert voices



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Blog-style



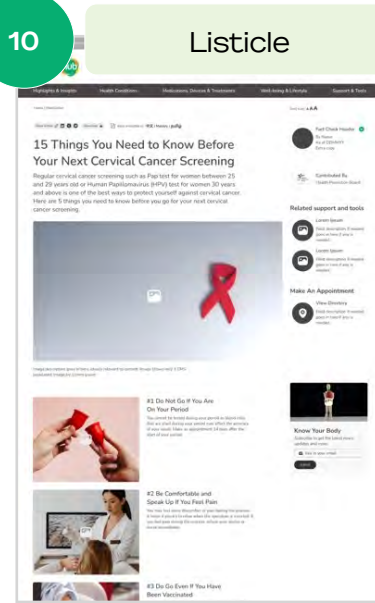
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Support & care programmes



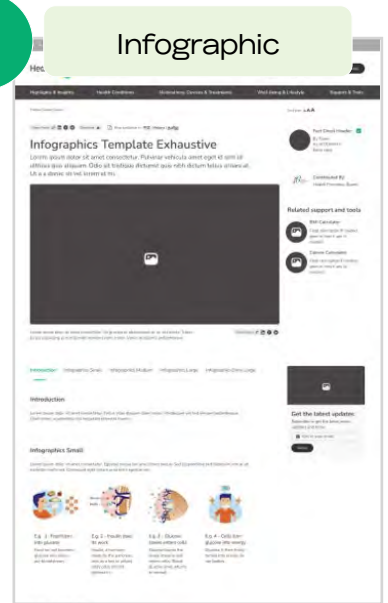
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Listicle



11

Infographic



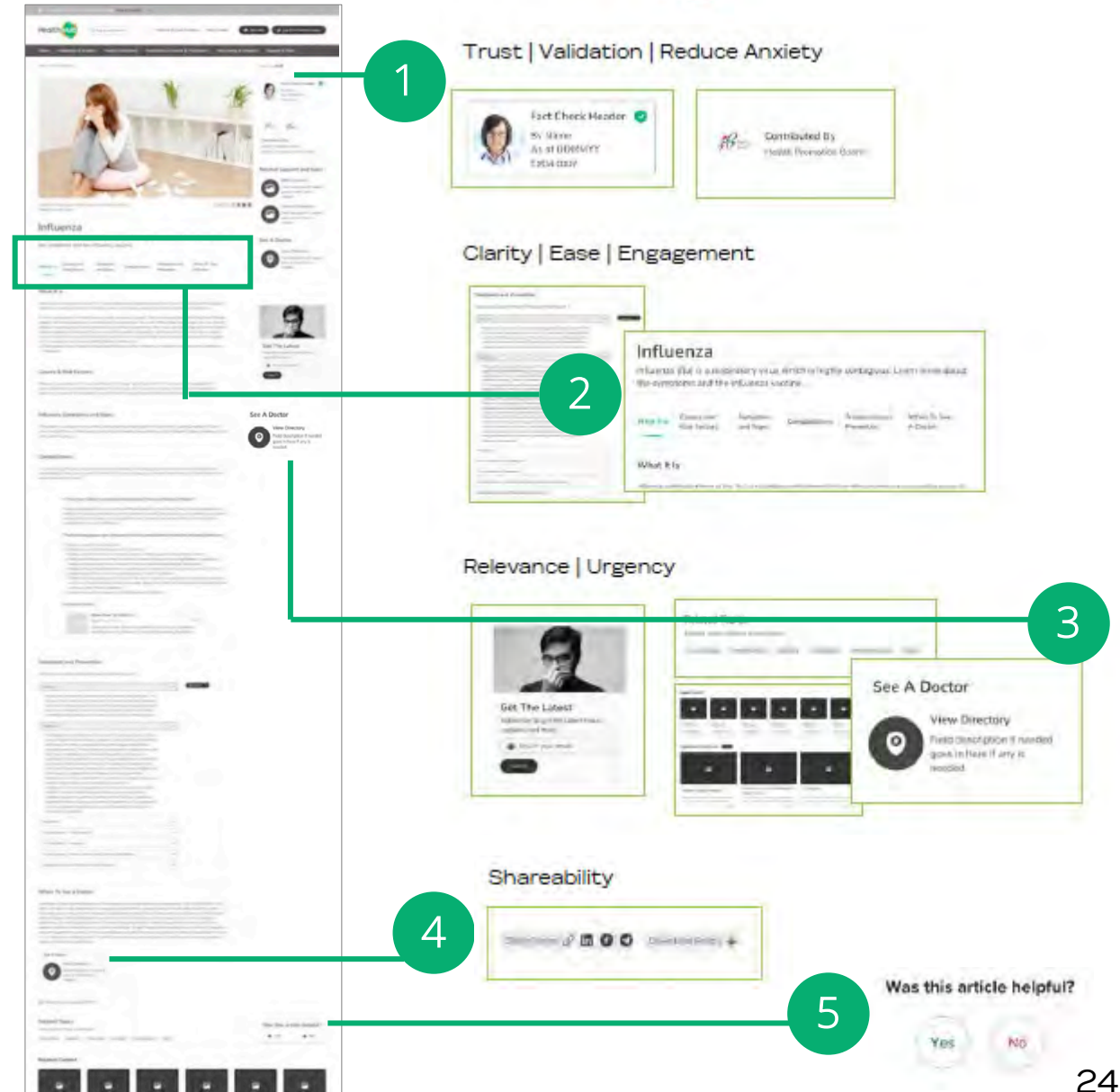
New Content Templates (WIP)

Purpose:

To provide content **consistency** by presenting information in a visually appealing layout that signals **credibility** and drives better **actionability**

Key improvements:

1. Visual cues for credibility
2. Anchor links to provide content clarity
3. CTA for e-Services (See a doctor) and newsletter subscription
4. Social sharing function for content amplification
5. Solicit content feedback from readers by allowing them to rate usefulness of articles
6. and more...





Next steps

Join us in uplifting our digital health literacy

New Content

- **Content strategising**
Discuss on potential health topics that you'd like champion with the HH team.
- **Content creation**
Start your content creation with the support of the HH content playbook.
- **Content publish**
Gain access to the new CMS when it is launched from end Sep 23.

Existing Content

- **Content prioritisation and optimisation (TBC)**
Review existing content that has been optimised based on new content template and writing guidelines
 - Combine few articles into 1 and optimise
 - Optimise standalone article
- **SEO keywords implementation**

Q & A



Thank you!