New Mammo-On-Wheels Bus On The Go

SATA CommHealth’s Mammo-On-Wheels bus was given a new lease of life with two additional services: Audiometry and Diabetic Retinal Photography (DRP). Minister-of-State for Health, Dr Amy Khor, launched the new Mammo-On-Wheels bus at an official ceremony at its corporate headquarters on 21 March 2012.

‘Besides the fear of knowing one’s condition, a barrier to breast cancer screening is ‘inconvenience’ - such as the time taken to travel to screening centres. I believe the roving Mammo-On-Wheels bus can help encourage more women to come forward for screening by bringing the service directly to their doorsteps,’ Dr Khor commented at the official launch of Mammo-On-Wheels bus.

Mammography was first introduced to SATA CommHealth’s fleet of mobile buses in October 2008. The original Mammo-On-Wheels bus reached the end of its statutory life by the end of 2011. In order to continue providing the convenience of mobile breast screening services, SATA CommHealth purchased a new bus which was delivered in January 2012.

New screening devices - an audiometer and a retinal camera were also installed in the new vehicle to provide more comprehensive health screening services to the community. The audiometry facilities allow hearing tests to be carried out on the elderly while the DRP service monitors eye conditions and detects eye problems that can lead to blindness for diabetic patients.

‘With an ageing population, these additional services will help us to support healthy ageing for our senior citizens,’ said Dr K Thomas Abraham, Chief Executive Officer of SATA CommHealth.

The Mammo-On-Wheels bus and the four SATA CommHealth medical centres together conducted more than 3,000 Mammographies each year. SATA CommHealth has the capacity to conduct up to 25,000 mammograms per year.

Breast cancer, which is the most common cancer among women in Singapore, can be detected early through regular screenings. However, the National Health Survey (2010) has shown that only about 40% of the target population have attended mammography screenings in the last 2 years. This is low compared to OECD countries. Screening and early detection can decrease breast cancer mortality. Hence, it is essential to raise awareness on the value of early detection and intervention, which results in less invasive treatment and better survival, Dr Amy Khor, Minister-of-State for Health

With the new Mammo-On-Wheels bus, mobile Mammography, Audiometry and DRP services can be conducted on-site to enhance accessibility and affordability for the community.
FEATURE

SATA CommHealth’s Six Decades of Anti-TB Advocacy

As the world commemorates World TB Day on 24 March, SATA CommHealth continued its strong advocacy against this once deadly disease. This day was so designated to mark the discovery of tuberculosis (TB) in 1882 by Dr Robert Koch. At the time of its discovery, TB claimed one in every twenty seconds from contracting TB.

SATA CommHealth’s advocacy against TB began with the establishment of the Singapore Anti-Tuberculosis Association, or SATA, in 1947. It adopted a holistic three-pronged approach to prevent, treat and rehabilitate TB patients in Singapore. To prevent the spread of TB, it organised TB talks, health exhibitions and quizzes to educate the public. It also leveraged on the prevailing mass media by telecasting an anti-TB film on TV and broadcasting similar message on three radio programmes in 1960.

SATA CommHealth started treating TB patients in a three-room hut located next to the St Andrew’s Mission Hospital at Tanjong Pagar. To meet the rising patient volumes and to improve its treatment facilities, it expanded and relocated to the Royal Singapore Tuberculosis Clinic at Shenton Way (present location of MAS Building) in 1952. Its inclusive approach to treat as many TB patients as possible could saw the formation and roll out of its Mobile Treatment Service in 1955. This service brought on-site diagnosis and treatment to patients who were unable, physically and / or financially, to visit its Shenton Way clinic for treatment.

While the incidence of TB has declined substantially in recent decades, our strong advocacy continues in various forms. We partnered with the Health Promotion Board and Tan Tock Seng Hospital’s TB Control Unit to raise TB awareness and facilitate TB treatment respectively (see SATA CommHealth’s TB community initiatives on page 3). Although SATA CommHealth has progressed to promoting lifelong health in the community, the original intent of the founders to totally eradicate TB is still imprinted in its DNA.

SATA CommHealth’s Six Decades of Anti-TB Advocacy

SATA CommHealth Scholarship

To help needy and academically-inclined students to realise their career aspirations in the healthcare industry, SATA CommHealth is offering three scholarships in:

- Diploma in Physiotherapy (tenable at the Nanyang Polytechnic)
- Diploma in Diagnostic Radiography (tenable at the Nanyang Polytechnic)
- Diploma in Nursing (tenable at the Nanyang Polytechnic)
- Diploma in Health Sciences (Nursing) (tenable at the Ngee Ann Polytechnic)

DIPLOMA IN PHYSIOTHERAPY

This 3-year course is designed to offer students a comprehensive learning and practical experience to function as fully competent physiotherapists on graduation. Through lectures, tutorials, practical sessions and clinical education, the course will equip the students with the knowledge of body mechanics, health promotion, biological and behavioural sciences of disease process and physiotherapy concepts to manage disability. (Please refer to Nanyang Polytechnic website for full details of this diploma programme.)
Community Initiatives Against TB

1 DOT & Shop

To encourage the low-income TB patients to complete their TB treatment under the Directly Observed Therapy (DOT), SATA CommHealth jointly initiated the DOT & Shop Voucher programme with the TB Control Unit (TBCU) of the Tan Tock Seng Hospital in 2009.

TB patients who qualified for the DOT & Shop initiative will receive grocery vouchers, tenable at selected supermarket chains and convenience stores, worth a total of $300 over six months (or $450 over nine months) if they complete the entire course of DOT treatment.

Beneficiaries of the DOT & Shop initiative are assessed and qualified to be eligible by TBCU’s Medical Social Worker and would have to comply with the DOT attendance and treatment requirements before they are given the grocery vouchers.

2 “Stop Tuberculosis” On The Road

To better educate the public on the detection and treatment of TB, SATA CommHealth, in partnership with the Health Promotion Board, has launched a “Stop Tuberculosis” mobile advertisement beginning from 1 December 2011.

Listed on both sides of two SBS buses (services number 15 and 174) are the common symptoms of TB such as coughing with blood, fever, weight loss, night sweat and loss of appetite. In addition, the importance of seeking treatment early and completing the DOT treatment regime were also emblazoned to drive home these key messages on TB to the presumably uninformed or misinformed public.

The TB awareness mobile advertisement was displayed on the two buses which separately ply the heartland and commercial routes to maximise its exposure to both vehicular and human traffic. The six-month mobile advertisement campaign is expected to attract over 320,000 viewings and hopefully impart vital information on TB to the public.

In the wake of reported TB infections among the student population, SATA CommHealth conducted a TB Awareness Talk and distributed informational brochures to students and staff at the Bedok Town Secondary School in January 2012.

The TB Awareness Talk, delivered by SATA CommHealth’s resident doctor to more than seven hundred students and staff, sought to impart factual information and to correct any fallacies relating to TB. The Talk-cum-Question and Answer session helped to allay previously held misgivings following the TB outbreak.

Dr K. Sunitha Razu, our resident doctor, delivered a TB-talk at the Bedok Town Secondary School.

DIPLOMA IN DIAGNOSTIC RADIOGRAPHY

This 3-year full time programme combines theory and practice to train students to competently operate a range of diagnostic imaging systems and equipment to enhance the diagnostic accuracy of disease and other abnormalities in patients. (Please refer to Nanyang Polytechnic website for full details of this diploma programme.)

DIPLOMA IN NURSING / DIPLOMA IN HEALTH SCIENCES (NURSING)

These 3-year full-time programmes will equip students with the fundamental but essential nursing knowledge and skills to competently care for patients as registered nurses. The clinical attachment in these programmes provide real-world experience to give students a head-start in their nursing career. (Please refer to Nanyang Polytechnic and Ngee Ann Polytechnic websites for full details of these diploma programmes.)

Eligibility

- Singapore Citizens or Singapore Permanent Residents
- GCE ‘A’ Level from Science Stream for Diploma in Physiotherapy and Diploma in Diagnostic Radiography
- GCE ‘O’ Level qualification for Diploma in Nursing and Diploma in Health Sciences (Nursing)
- Applicants must have gained admission on their own merit before applying for the scholarship
- Priority will be given to applicants from low-income family with good academic results

Recipients are required to fulfill 3 years of uninterrupted full-time employment at SATA CommHealth upon graduation. Interested applicants should return their duly completed Application Form (downloadable from www.sata.com.sg/partofus-career.asp) to recruitment@sata.com.sg. Only shortlisted candidates will be notified.
Towards Service Excellence

SATA CommHealth is embarking on the Service Excellence Programme to fulfill its mission of promoting lifelong health and serving the community. Here’s an excerpt of an interview with Mr Kevin Ng, Quality Management Manager and Chairman of the Service Excellence Committee.

HealthLine: What is a Service Excellence Programme?
Kevin: The Service Excellence Programme is an initiative by SATA CommHealth to cultivate an organisation-wide culture of customer-centric service. It encompasses focused training for staff, improvement of processes and system to be executed, and a reward system to recognise staff who have gone the extra mile to deliver outstanding service to our patients.

HealthLine: When was the Service Excellence Programme rolled out?
Kevin: The programme was officially rolled out in January 2012.

HealthLine: How will the programme benefit the customers?
Kevin: With the Service Excellence Programme in place, we will align our workflow(s) to be more efficient and effective. Therefore, customers can look forward to service deliverables that are comparable to or better than industry practices.

HealthLine: How do you prepare the staff to embrace service excellence in your organisation?
Kevin: Staff will undergo training in areas such as managing difficult customers and teamwork to better equip them with skills for service excellence. Regular dialogue sessions between staff and management will also be held to instill the culture of service excellence.

HealthLine: How will the staff be recognised under this programme?
Kevin: To recognise staff for their services, we will award outstanding staff with the Achiever Award every quarter based on customer feedback. Staff who receive the Achiever Award at least twice in a year will be awarded the Service Star Award and outstanding staff who deliver high quality services may receive the CEO Service Award.

Under this programme, we are not forgetting supervisors or managers who have made an effort to instill service excellence within their departments. A Champion for Excellence Award is awaiting nominees for promising supervisors and managers who see the value-add of service excellence.

New Call Centre to Serve You Better
On 2 April 2012, SATA CommHealth will commence operation of its new in-house call centre. This centre which will be known as Customer Service Centre will enhance the service experience of our customers with its experienced customer service officers. Besides booking of appointments and responding to enquiries, the centre will also follow up on health screening schedules with customers.

Father’s / Mother’s Day Packages
(Available from 1 May to 30 June 2012)

Father’s Day health screening package at $260 and Mother’s Day Health Screening Package 1 (incl. ECG, Ultrasound and Mammography) at $260 and Package 2 at $170 are available from 1 May to 30 June 2012. Call 6244 6688 to make an appointment.

We are Open at Night
To serve you better by offering greater convenience, SATA CommHealth Ang Mo Kio Medical Centre extended its operating hours in the evening from 6 pm to 9 pm (Monday to Friday), with effect from 15 February 2012.

Address: Blk 715 Ang Mo Kio Avenue 6 #01-4008 / 4010 S(560715)
Hotline: 6244 6688

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