

KKH- Online Birth Registration

Admissions & Birth Registry Department

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BACKGROUND

In line with the Government Directive towards Smart Nation, the Moments of Life (MOL) – Rebranded as LifeSG (19th August 2020) online birth registration for SingPass Account Holders was introduced by the Public Service Division (PSD) on 29th June 2018 to allow eligible parents to use this application to register for their Singaporeans' Newborns online.

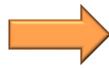
AIM

To integrate with government digital services which provides a seamless and convenient experience for parents on birth registration of their children at KKH.

29 June 2018



MOMENTS OF LIFE
Families



19 August 2020



Welcome to **LifeSG!**
LifeSG offers a simplified experience across government services. For new parents, the app can help make your parenting journey hassle-free, with parenting services right at your fingertips when you need it.

METHODOLOGY/DESCRIPTION

Transform Service Delivery

With full support from Deputy Secretary from PSD & KKH Chief Nurse, Admissions & Birth Registry team had many discussions with stakeholders on reviewing different locations and identified the marketing material & publicity posters suitable for distribution and display at the different locations

PSD designed collaterals (step-by-step guides) to convey key messages and benefits to eligible parents.

MOL Website Publicity in KKH website was completed in October 2018.

Team promoting MOL online birth registration to eligible parents at Information counters with MOL user guides & tablets

Team approached Obstetric Nursing Team to cease the issuance of the hard-copy Birth Registration Report Form (BD13) to eligible mothers in the Wards which was needed for manual Birth Registration in April 2019

A PSD Temporary staff stationing at the various touch points with tablets to bring awareness of MOL online birth registration to the eligible parents and public from August 2019.

By stopping the BD13 Form Issuance, Team had fewer challenges to promote e-Birth Registration unlike in the past, parents would refuse using the online application and found it too tedious to log in especially after completing the manual birth registration form.

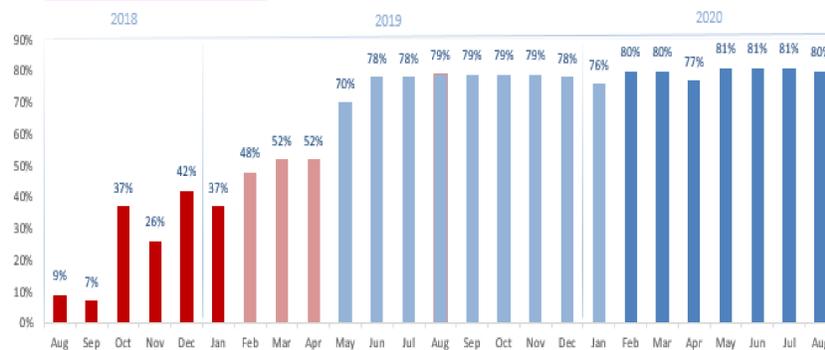
RESULTS & BENEFITS

Support Integrated Government Digital Services

- One stop access to government digital services
- One app login for 3 registration
 - Birth Registration
 - Government Baby Bonus – earlier payout
 - Children library membership

Before: 24%

After: 80%



Staff Deployment & Satisfaction

- The saving of 1 FTE (Full-time Employee) counter staff - **\$40,000** per year or **\$220,000** in 5 years has been re-assigned to promote the MOL & other KKH e-initiatives to the patients/public at Admissions Area.
- The expansion of staff's job scope from counter to floating staff to Admission area is well received by staff, patient, public as we move towards a smart nation directive.

Go Green

The decision to remove the hard-copy form (BD13) save printing time and save the Earth for being environmental friendly with **10,000** papers saved per year.



Patients' Satisfaction

- Less Hassle & improve patients' experience as only need to produce one NRIC for birth certificates' collection.
- Life@SG is also a 3 in 1 application where 1 login could register for:
 - Birth Registration
 - Government Baby Bonus
 - Child library membership

Saving Resources

Reduce from 2 to 1 walk-in counter as part of Smart Nation initiative to go counter less.



CONCLUSION

We are thankful to Public Service Division (PSD) for collaborating with KKH for this e-initiative. Credits to all level of staff from our Admissions, Birth & Death Registry Team, Nurses from Delivery Suite & Obstetric Wards, Representatives from Specialist Outpatient Clinics and Marketing Communication, who have relentlessly and willingly coming onboard to contribute to the success of this project.

To move towards a Smart Nation, KKH shall continue to promote all other KKH digital services such as:

- Use of mobile payment portal or internet banking for payment
- Use of Admission Buddy (AB) at Health Hub for quick peek of the Ward Charges and choose their choice of beds based on their affordability 24/7.