Introduction
Introduction The 21st century is an era of instant communication. The use of mobile technologies changes daily life and human behaviour from finding one's way in a hospital to maintaining a healthy lifestyle. In the wake of modernizing the organisation, the Hospital Authority (HA) has embarked on a journey to capitalise on mobile technology through engaging the general public via real time delivery of important information on mobile devices. The project team of developing mobile app ‘Hospital Authority’ consists of members of Corporate Communication Department and HAITS (Network Team, Health Informatics Team and the Office for Information Security & Privacy (CISPO)) – Kenneth Chan, Michael Mok, Gilbert Chan, Cammy Lam, Dickson Wong, Karen Ling, Kristine Lai, James Tan, Erik Lau, Raymond Chow and Linda Shu.

Objectives
Objectives The mobile app ‘Hospital Authority’ projects a corporate image of professionalism, accountability and transparency. The objectives of the corporate mobile app are multi-fold. Through push-and-pull strategy, timely alerts of emergency news are pushed to end users through mobile devices anytime anywhere. In addition, the app provides four major categories of information which synchronise with the HA corporate website, namely news, useful numbers of hospitals and clinics, fees and charges and waiting time of elective surgery and SOP new case booking. Other than direct dial and map launching function, the app also serves as a one-stop portal with links to other mobile apps published by HA, namely TouchMed, Finding Patient Groups and Fall Prevention. Notifying people of the latest emergency news in public hospitals can also help clarify rumours and enable them to stay alert of issues of public concern in HA hospitals.
**Methodology**
Methodology  A multi-disciplinary team project management approach has been adopted in the development of the app ‘Hospital Authority’. Contribution of HAITS colleagues is critical and essential to the project. With specifications drawn up outlining content, features, content management system and technical requirements of the mobile app, a contractor of mobile app development was commissioned for the development of the app. Guidelines stipulated by CISPO were followed to ensure that intellectual property rights of HA is safeguarded and service agreements on privacy policy were incorporated. Design prototypes were endorsed by Mobile App Task Force (Public and Staff Engagement), HAHO Directors’ Meeting, and Corporate Communication Committee.

**Result**
Result and Outcome  Available on iOS and Android platforms, the mobile app ‘Hospital Authority’ is scheduled to be launched on Apple Store and Google Play Store in 2Q2015. Meanwhile, the potential of applying new media tools will be continuously assessed to strengthen relationship with both internal and external stakeholders and enhance effectiveness of services.