



Service Priorities and Programmes Electronic Presentations

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Submitting author: Dr W P PON

Post title: Resident Specialist, CMC, KWC

Clinic group photo shoot

Pon WP

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Introduction

Staff engagement committee of KWC FM and PHC has been working actively to engage staff of different levels by infusing positive energy and building team spirit at work, in a hope that every staff could work as a motivated and committed team member to deliver health care service with quality to the general public. Over these years, we have organised various activities in different clinics which the staff all enjoyed a lot, these include, Patient Appreciation booth with videos production, Create and design badge of our department, Design of appreciation cards, etc. Clinic group photo shoot has been an on-going activity since mid 2015 organised by the staff engagement committee of our department. The activity has been welcomed by staff of different levels. The final products were shared among our colleagues through our departmental website and has been used in various department events (e.g. annual dinner).

Objectives

To promote professional image, teamwork and friendship, sense of belonging to the team through this activity. By Engaging frontline staff and creating team spirit, frontline staff could communicate better and work smoothly hand in hand to achieve department values and goals together.

Methodology

Photographers: Doctors who are interested in photography (or member of Photo Interest Group (PIG)) and the named activity were recruited, staff are given foamboards during the shoot (designed by one of our photographer), advice on posing for self portrait and group photo were given with use of different lightings to create a sense of professionalism. The activity was carried out at our clinic area mainly at lunch hours. Digital photo copies were delivered to the in-charge nurse and doctor of different clinics soon after the event, personalised clinic monthly calendar were made in the past

Result

Over 15 clinics of our department had joined this activity from 2015-2016 and the feedback has been positive. The staff involved reported that they did enjoy it a lot and had a happy time during the shoot. Through this activity, the profession image, teamwork and friendship, sense of belonging to the team were promoted. The activity had received a lot of positive feedback in the past. Therefore, another episode of clinic group photo shoot was started in mid to late 2017 as a team building activity, clinics with new member or new appointed doctor-in-charge has priority to join.