

Briefing for HPB's Call for Collaboration 2022

22 July 2022,
10am to 12pm

*We will start around **10.05am**.
You may test your audio with the background music.*



Before we start

1. HPB will upload a copy of this presentation deck on our CFC website within the next working day after this session on <https://hpb.gov.sg/partners/cfc2022>
2. We understand that there might be questions regarding the presented materials. We will run through the deck first, before hosting a Q&A session towards the end.
 - For the Q&A session, please kindly use the “raise hand” button in the sidebar chat box, before we call on you to un-mute your mic for your question.
 - You may also email your queries to HPB_CFC@hpb.gov.sg, and the team will target to respond in a timely manner.

Thank you for your kind understanding.

Today's Agenda

1. Introduction to HPB's CFC 2022
2. Background on Singapore's health ecosystem
3. CFC 2022's scope
4. Potential benefits to interested respondents / partners
5. Selection process & timeline
6. Key things to note
7. Q&A session

Introduction

1. HPB is issuing this **Call for Collaboration (CFC)** to invite proposals from companies and organisations to collaborate with public health organisations to harness technology, behavioural insights and analytics to help Singapore residents take better ownership of, and sustain improvements to, their health.

Some things to note:



This CFC is not a Government procurement exercise.

HPB does not intend to procure or purchase goods and/or services through this CFC.



This CFC is not a hackathon or innovation challenge.

There will not be any 'prize monies' or grants involved in this CFC.

2. Instead, HPB is looking for interested entities to establish **mutually-beneficial strategic partnerships**.

What we hope to achieve

**“Longer-term,
mutually-beneficial
strategic partnerships.”**

Seizing new opportunities to co-innovate, perform R&D and service delivery with public and private healthcare partners

Interested Entities

SG Government

Expanding and leveraging new opportunities by supporting industry partners to promote and deliver healthier lifestyle programmes at scale

Access to a range of new personalised programmes or pilots to drive achievement of better health outcomes

SG Residents

Proposals should aspire to be global-leading innovations beyond current solutions, and bring about positive impact to Singapore’s population health in a cost-effective manner.

What we have achieved from the previous CFC

An end-to-end illustration of the CFC process (using 2018 as an example):

Our 1st CFC in 2018 sought out innovative ideas to promote healthier living by different sub-groups:

“The Healthy”
“The At-risk”
“The Unwell”



Proposals were submitted around different healthcare challenges and solutions:

E.g.
“Smart wearables”
“Analytics Tools”
“Tech platforms”



Proposals were assessed by an inter-agency Evaluation Committee



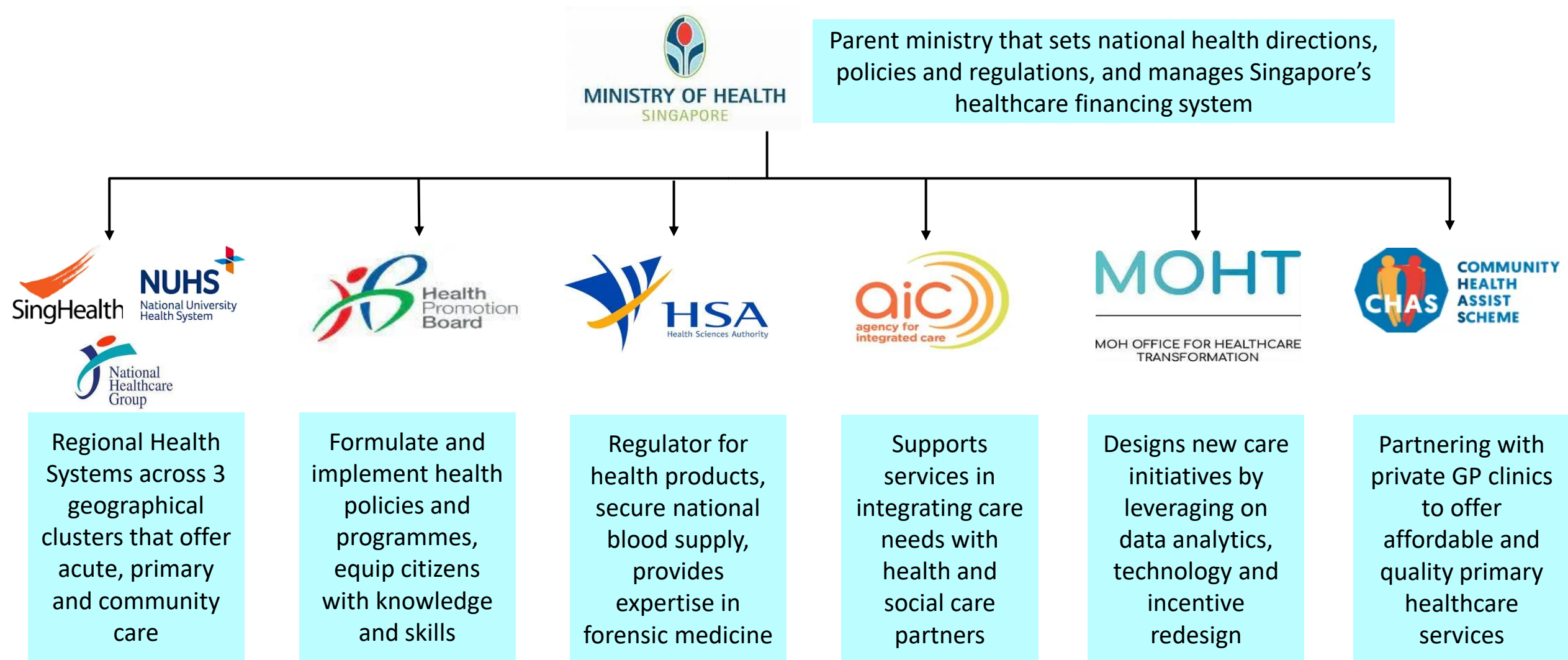
Examples of partnerships we had established from 2018's CFC:

LiveHealthy SG

LumiHealth

The new CFC will have a revised scope & new focus areas, which we will share in later slides.

Brief overview of SG's healthcare players



HPB's mission to empower citizens to lead healthy lifestyles



HPB is committed to promoting healthy living in Singapore. We seek to empower the public with knowledge and skills to **take ownership of their health** and live a **healthy lifestyle**, by providing **evidence-based health information** and **programming support** in various areas such as to promote physical activity, healthier eating, mental wellbeing and regular screenings.

At HPB, our vision is to see a nation of healthy people – “to live well, live long & with peace of mind.”

To achieve that vision, HPB has been working to:

- Uncover key health problems that affects the wider population (e.g. sodium/sugar intake, tobacco control);
- Leverage technology to get Singapore residents to take ownership & care for their own health; and
- Implement and promote programmes that include all ages as much as possible (see outreach examples below).



Schools



Partnerships with primary / secondary / tertiary institutions for education on healthy living and developmental screening



Workplaces



Collaborations with workplace clusters, landlords and developers, and companies to build healthier ecosystems at work



Community



Outreach efforts with various community partners, e.g. community clubs, shopping malls and parks to host workout sessions, offer healthy dining options, provide amenities to make healthy living more accessible

Examples of areas of interest (to MOH & HPB)



Maternal & Child Health



To enable **holistic family support programmes** that provide parental education on childhood nutrition, screen time, sleep etc. to foster good physical and emotional health for the family



Vaccination and childhood growth and developmental screening, assessment checks for young children, inculcating healthy lifestyle habits from young



Seniors



To empower seniors to take charge of their own physical, mental, and social health through **active ageing programmes and care services**, and foster active living while staying connected to loved ones and society via digital platforms and strong supportive community networks

**LIVE WELL
AGE WELL** 



Weight Management

To nudge public towards adoption of **healthier lifestyle habits** and reduce overweight/obesity prevalence, by:

- (1) Incorporating physical activity into their daily routine to reduce sedentary levels
- (2) Fostering greater awareness and nutritional quality of one's diet, reduce calorie intake

**LET'S
BEAT
DIABETES**



Mental Wellness

To normalize conversations about mental wellbeing, improve **public literacy** of mental health issues, strengthen health, social and employment services and family support

Emotional support and screening to facilitate earlier identification and **earlier interventions**



OVERALL STRATEGY: To refocus efforts on keeping individuals healthy by tapping on the network of GPs around Singapore, with **HPB leading upstream efforts for preventive health and early intervention.**



Family Physicians as the primary care provider for the family



Personalized health plans for one's care needs and health goals



Key preventive care actions, early address of **key risk factors** for delay of disease onset



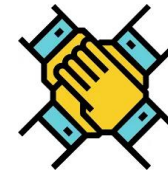
Continuity of care, from polyclinic or hospital to general practitioners/family physicians and allied health professionals



Network of General Practitioners



Agencies and community partners to collaborate in building **integrated ecosystem** for health programmes and services



HPB to continue to focus on:
(1) **preventive health** and fostering **health innovation** in **partnership** with private sectors; (2) provide residents with timely **feedback** of their health behaviour and health status data, and (3) supply GPs and care providers with a **holistic view of an individual's healthcare needs** and lifestyles

SCOPE FOR CFC 2022

2 focus areas for new collaborations

At HPB, our vision is to see a nation of healthy people – “to live well, live long & with peace of mind.”



“Health Promotion for All”

- We want to **continue advancing programmes within the “wellness space”**, to empower Singaporeans with the knowledge and skills to take ownership of their health and live a healthy lifestyle.
- **We are open to ideas on:**
 - **new programmes to cover more participants; and/or**
 - **enrich HPB’s datasets towards designing relevant interventions for our userbase within HPB’s reach.**



“Advancing Healthier SG Efforts”

- HPB intends to empower Singaporeans with timely feedback of their individual health behaviour to allow them to monitor and take ownership of their own health.
- On the national-level, coordination is required to pull together a 360° view on an individual’s healthcare needs, and coordinate suitable follow-up actions. This may include supplying GPs and care providers with a holistic view of their patients to enable early intervention of key risk factors.
- **We are open to ideas on how the above can be done effectively and efficiently.**

HPB intends to establish new strategic partnerships with the following objectives:

#1 – Covering more “BREADTH” across more individuals

- A large part of the population have yet to participate in HPB programmes (e.g. seniors, children)
- HPB is open to trial out new proof-of-concepts around certain segments (e.g. pre-frailty)
- **We are looking for partners who can create new programmes/ POCs that leverage technology to promote healthy habits across various domains to more Singapore residents.**

#2 – Covering more “DEPTH” of data for each individual

- HPB has been giving more attention to other domains such as mental health, frailty (especially detection of pre-frailty), and health coaching
- There are new algorithms which can predict health outcomes based on measured proxies (e.g. mental health wellbeing through stress levels & heart rate)
- **We are looking for partners who can collect lifestyle data through novel means, and/or analyse using algorithms to uncover unique insights to advance population-level interventions through HPB’s programmes.**

#3 – EMPOWERING individuals to manage their health

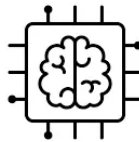
- As society ages, more people will go through the cycle of being healthy to needing medical care and attention, and timely feedback is required to help them take ownership of their health.
- **We are looking for partners to pilot tech-enabled solutions that can educate and empower individuals in managing their own specific health conditions/chronic diseases over time.**

HPB wishes to work with partners who can bring the following capabilities to the table:



Design and Gamification

- To work with HPB to co-design a healthy lifestyle programme using **gamification concepts**
- **Incorporate engaging mechanics** to inculcate healthier habits, modify user behaviors
- **Develop strategies to nudge and motivate users** towards completing health actions, e.g. step counts, food logs, mindfulness practices



Innovative Devices / New Capabilities

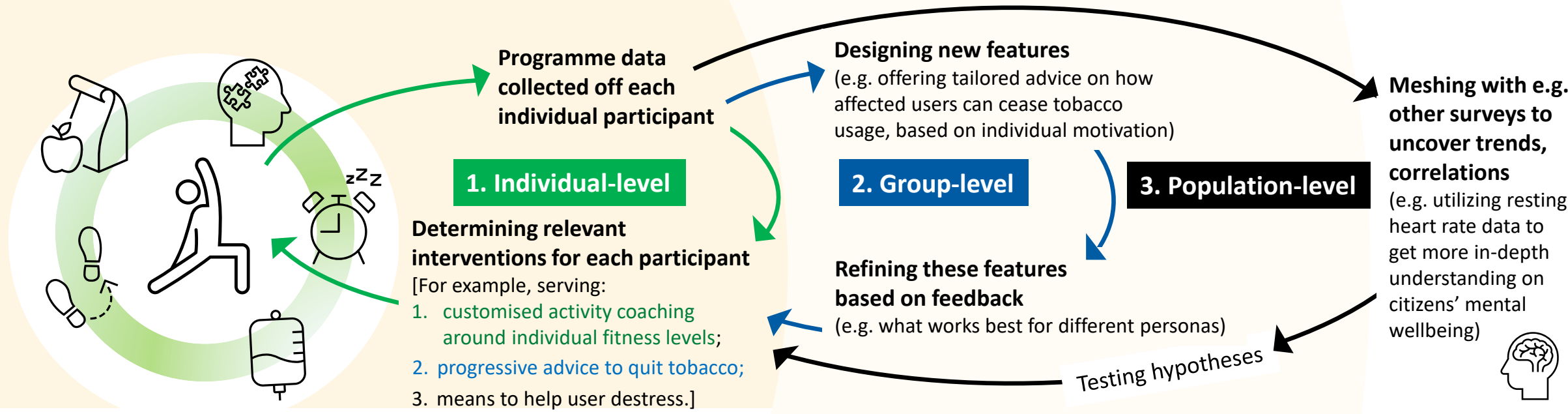
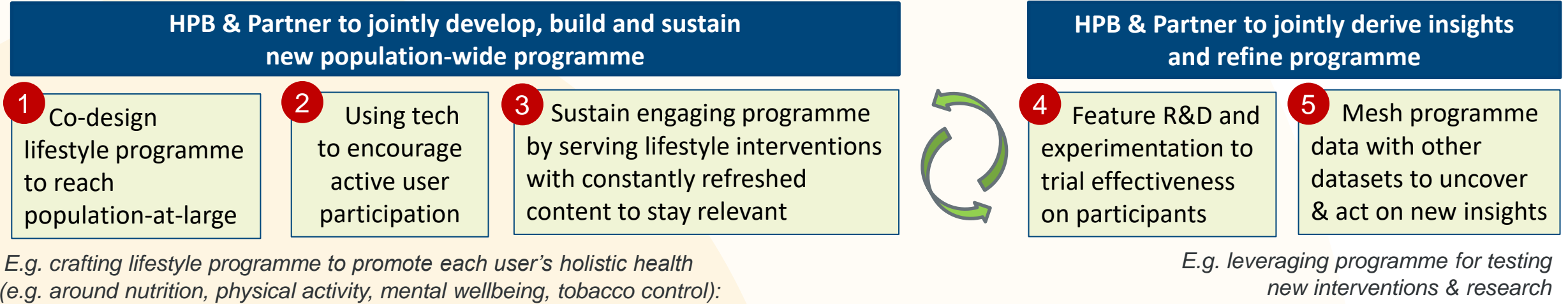
- Innovative proposals for **health data capturing** via wearable devices
- **Software / Artificial Intelligence capabilities** for faster and more accurate monitoring of one's health conditions



Contribution of Proprietary Lifestyle Data

- **Combining data from various sources** to provide a more holistic depiction of an individual's health, to allow for more precise and personalised approaches to healthcare





#1: Example of possible new population-wide partnerships – “building blocks” (2/2)

New digital lifestyle programmes may potentially leverage HPB’s existing “building blocks” across various domains

Mental Wellness

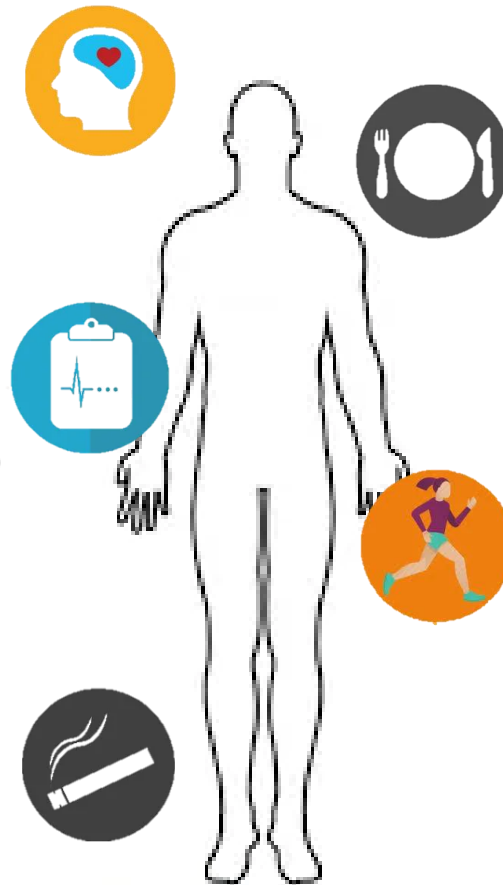
- HPB has **consolidated resources** (e.g. MindSG Portal) and **support helplines** to promote mental wellbeing
- HPB is attempting to collect **sleep data** through our programme & wearables (e.g. “Sleep Challenge”)

Health Screenings & Vaccinations

- HPB has set up a **nation-wide subsidised programme** (“Screen for Life”) to help users manage chronic conditions (e.g. diabetes, hypertension, hyperlipidaemia)
- Through **HealthHub**, Singapore residents are also able to perform various health services (e.g. book medical appointments, check lab results, make payments etc.)

Tobacco Cessation

- HPB has **customised programmes** and **support tools** (e.g. iQuit helpline) to offer personalized assistance in helping individuals quit smoking



Nutrition

- HPB maintains a **database of local F&B items**, which can facilitate food logging / tracking
- HPB has **extensive partnerships with F&B partners, supermarket chains & food manufacturers** to:
 - Curate list of **healthier dining options**
 - Curate F&B items with **Healthier Choice Symbol**
 - Collect **data on healthy consumption patterns** through our Eat, Drink, Shop Healthy Challenge

Physical Activity (PA)

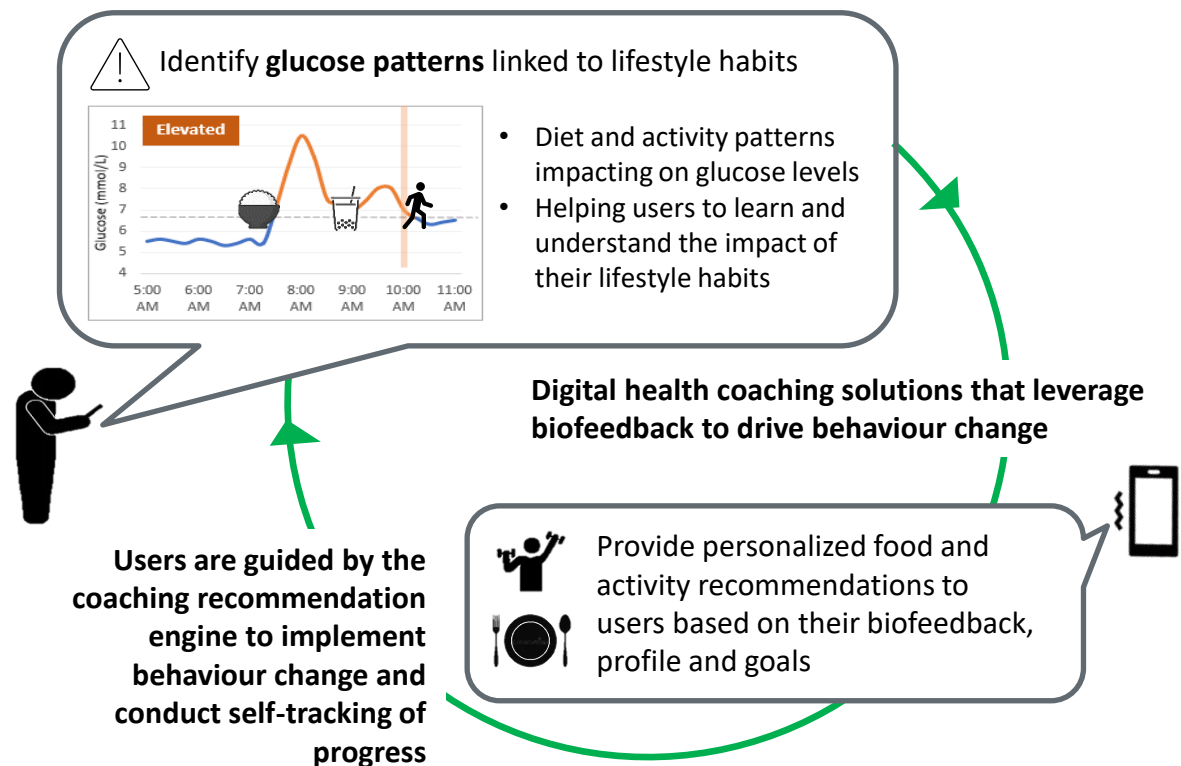
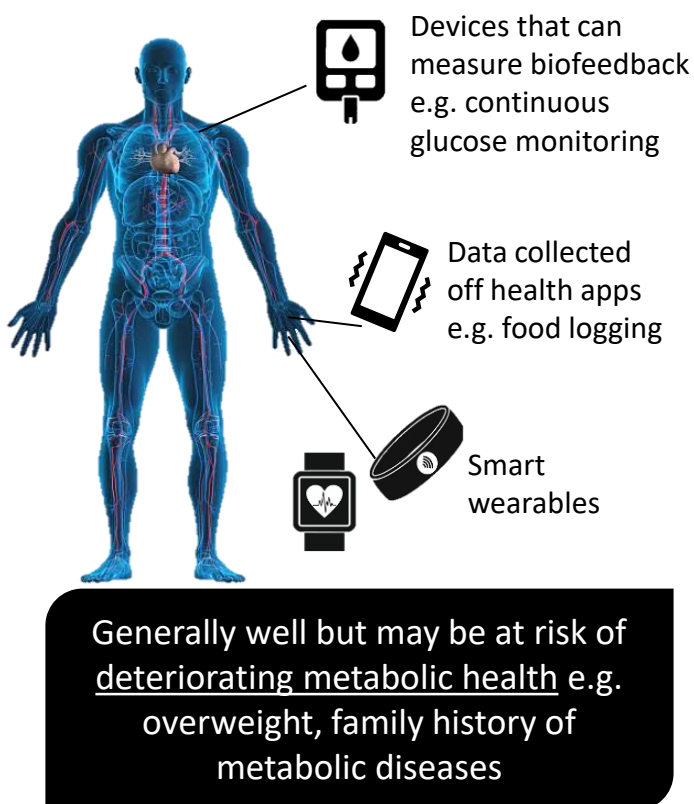
- HPB has issued **wearables** to Singapore residents, which **collects PA-related data** (e.g. steps count, exercise minutes)
- Our **H365 app** is able to ingest **PA-related data across different trackers from other apps/brands**
- HPB drives **national campaigns / events** to promote PA, e.g. National Steps Challenge, “Move It” programmes.

#2 Example of pilots for specific target groups – metabolic health

HPB & Partner to jointly deploy and administer small-scale pilot(s) with a view to scale

HPB & Partner to scale-up pilot(s)

- 1 Identify focus area(s) & target group(s)
- 2 Continuous data collection/ monitoring
- 3 Serve interventions & assess impact
- 4 Refine interventions to better help users
- 5 Expand reach to aid more participants



Pilot scale-up via outreach channels

New means of lifestyle interventions leveraging biofeedback and smart recommendations to prevent the onset of metabolic diseases



Family physicians



Workplace Settings



Community

Illustration of a possible pilot to improve metabolic health for citizens

#3 Example of pilots for specific target groups – functional health

HPB & Partner to jointly deploy and administer small-scale pilot(s) with a view to scale

HPB & Partner to scale-up pilot(s)

- 1 Identify focus area(s) & target group(s)
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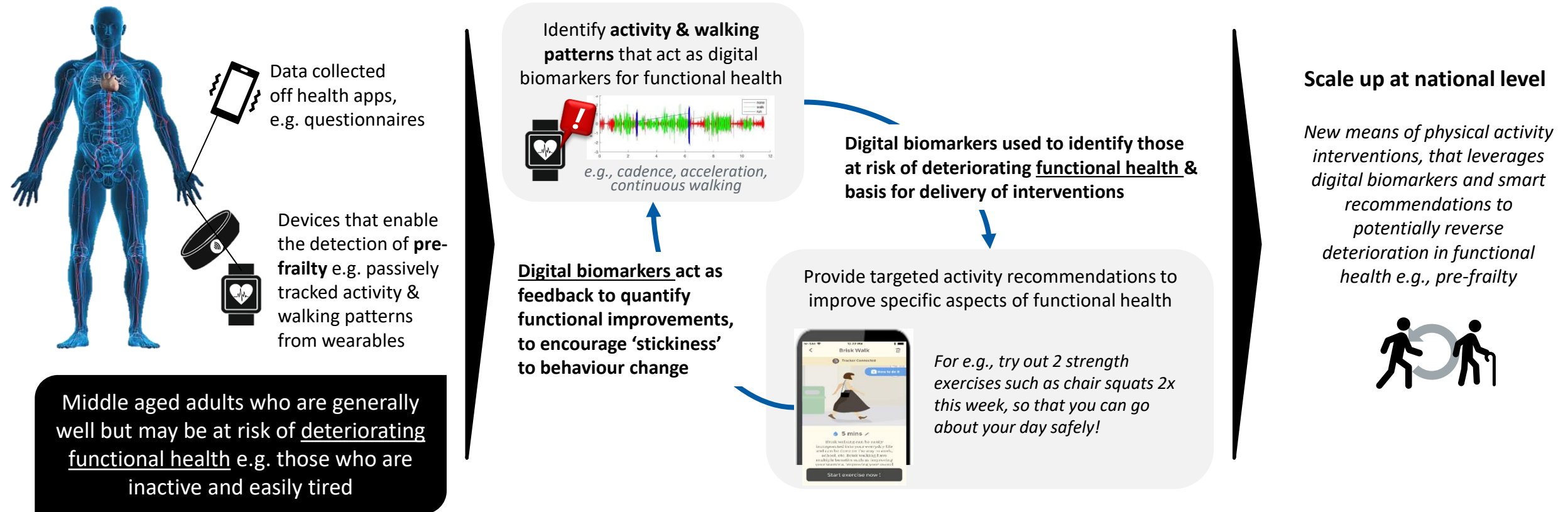


Illustration of a possible pilot to improve functional health for citizens

POTENTIAL BENEFITS TO PARTNERS

Who are we looking for?

We seek partner organisations who have capabilities in, and are keen to collaborate with HPB, including, but not limited to, the following areas below:

- **Co-creating new health programmes** to rope in more Singapore residents to participate, while equipping them with the knowledge and skills to lead a healthier lifestyle;
- **Enriching HPB's lifestyle datasets** (e.g. around nutrition, physical activity, mental wellbeing, sleep etc), so as to design relevant interventions for Singapore residents; and/or
- **Empowering Singapore residents to take better ownership of their health conditions** (e.g. chronic diseases), as they transit between being well to requiring care.

Potential benefit #1: HPB's expertise & outreach support

- HPB is a credible and authoritative source of evidence-based health information to empower Singapore residents to fully embrace life through our wide range of health promotion and disease prevention programmes.
- Respondents can tap on **HPB's subject matter expertise** and **support in promoting new programmes and service offerings to the public**.

HPB's subject matter expertise, e.g.:

Physical Activity



Nutrition



Mental Wellbeing



Active Aging



Substance Abuse



Health Screening



Examples of HPB's outreach efforts for our programmes to different groups



Reward system provides micro incentives for healthy behaviours and actions taken by participants of HPB's programmes

Potential benefit #2: Gathering insights from data

At HPB, we believe that the collected lifestyle data belongs to each individual, and data privacy and individual consent is paramount.

With participants' consent, partners may be able to tap on HPB's lifestyle data repository to: (i) refine programmes to better serve Singapore residents, and (ii) enable research to optimize health outcomes with other partners such as MOH, NUS-SPH, A*STAR etc.



National Steps Challenge

iOS (51%) & Android (49%) users
 >920,000 participants (Season 5)
 285k active users
 43% male; 57% female
 Appeals to 25 – 59 age group
 Median age of 47 years old

Examples of data:

- Daily step counts
- MVPA minutes
- Heart rate
- Sleep duration



Eat, Drink, Shop Healthy

iOS (51%) & Android (49%) users
 >940,000 participants
 289k active users
 39% male; 61% female
 Appeals to 30-59 age group
 Median age of 44 years old

Examples of data:

- Consumption of healthier products at various F&B settings
- Purchase habits of healthier products at grocery partners
- Orders off food delivery platforms & e-grocers



Health Insights Singapore

Available to iOS & Android users
 ~6,000 participants & active users
 49.5% male; 50.5% female
 Participation from 17-74 age group
 Median age of 37 years old

Examples of data:

- Daily step counts
- Heart rate (incl. variability)
- Sleep data
- VO₂ max
- Food logging for each meal
- Survey data on attitude & perception towards health topics



WOG Data (e.g. SportSG)

Available to iOS & Android users
 App is widely used by Singapore residents to book SportSG facilities, activities and events.
 Appeals to moderately active users who prefer higher intensity sports

Examples of data:

- Location of sports participation
- Frequency / type / intensity of preferred sports activities

Potential benefit #3: Opportunity for economic support

- Where there is significant capital and capability investments in Singapore, or substantive innovation, HPB can also facilitate discussions with economic agencies such as EDB, A*STAR and/or Enterprise Singapore etc. on potential support under existing economic incentive schemes.



- Connections to business partners, both locally and regionally
- Able to provide access to fast-growing markets in SEA
- Selective assistance to increase production capacity and build capabilities



- Enabler of research-driven initiatives to facilitate industry engagement and innovation
- Supports SME innovation and growth by offering programmes to enhance competencies, upgrade R&D capabilities

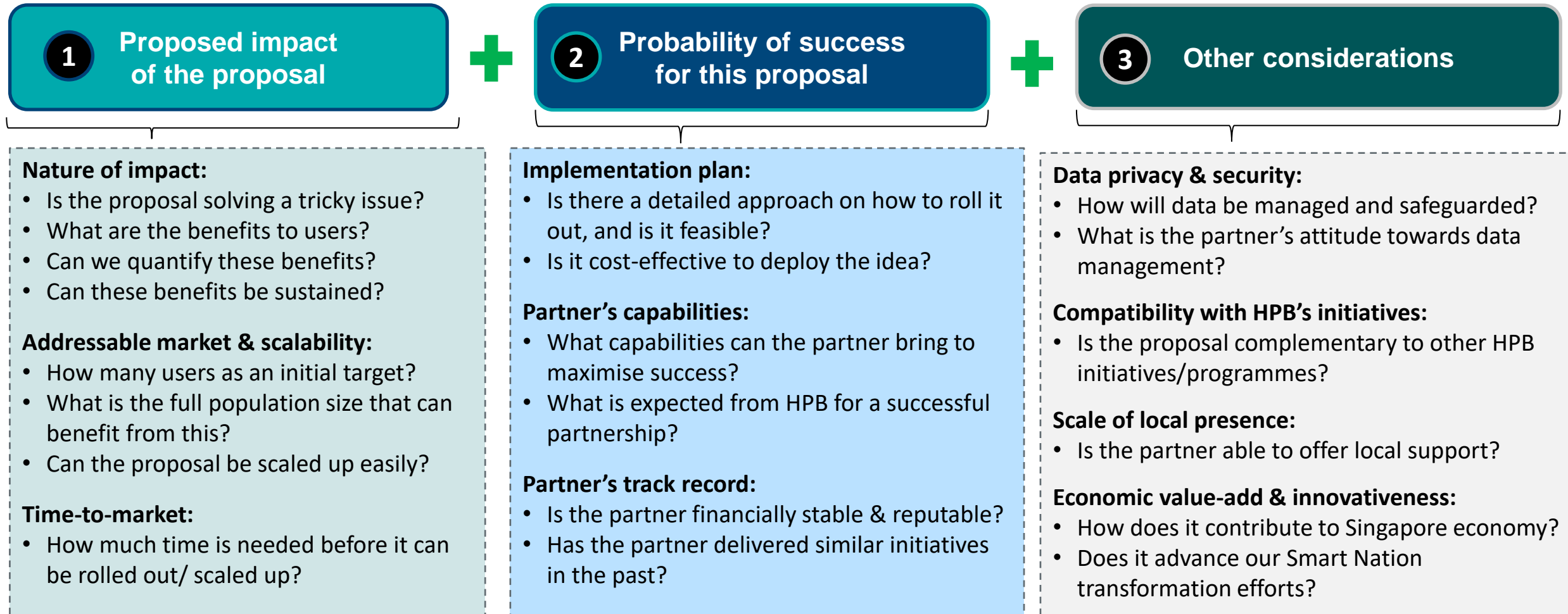


- Works with companies to build capabilities and internationalize, with focus on quality and standards in the firm's products/services
- Extensive network of local and overseas partners to support enterprise competitiveness

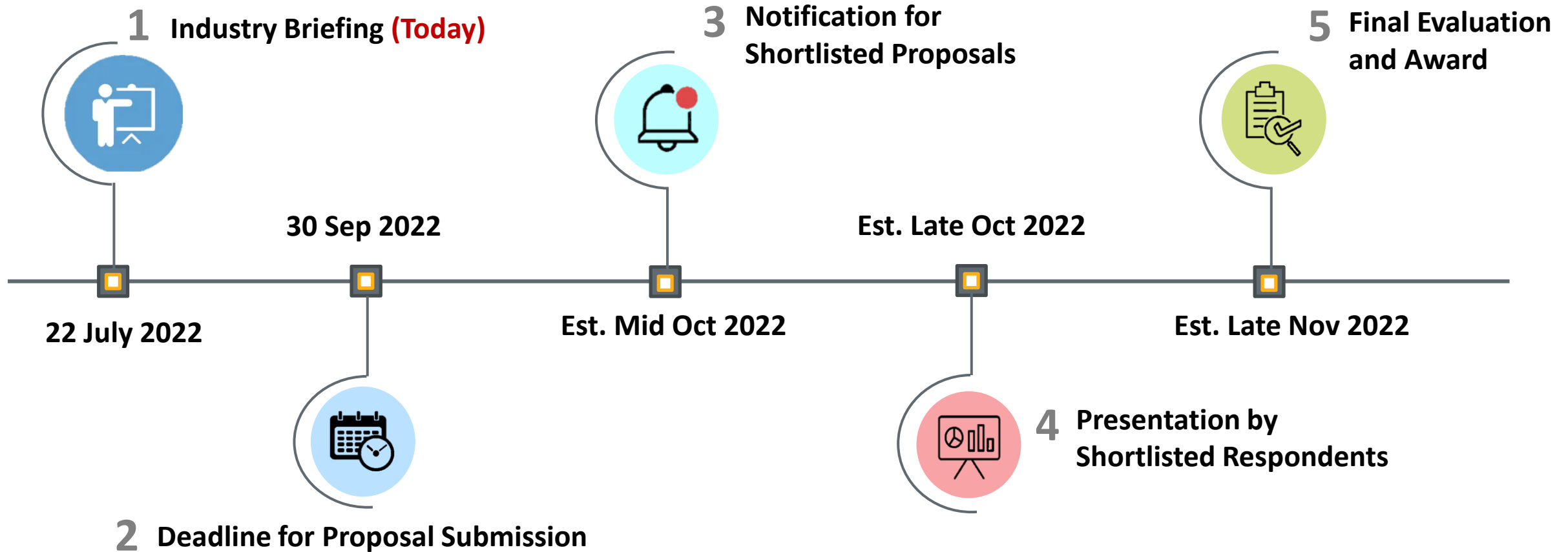
SELECTION PROCESS & TIMELINE

Evaluation considerations for this CFC

The Evaluation Committee will consider the following when evaluating received proposals:



Overall timeline

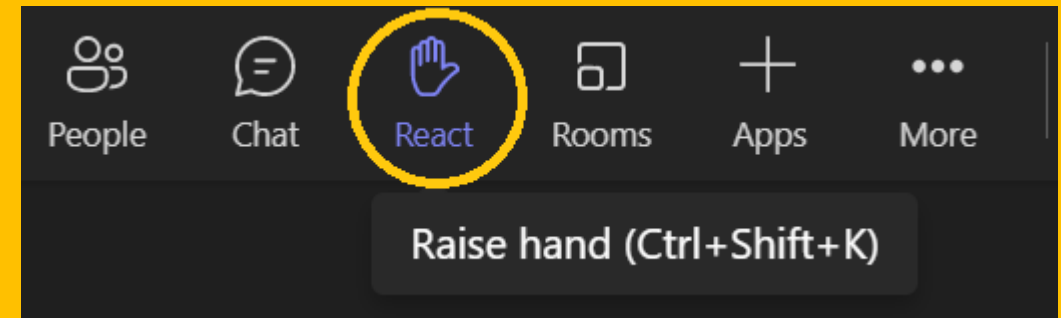


Key things to note

- 1) For more information on the CFC, please refer to <https://hpb.gov.sg/partners/cfc2022>
- 2) For additional queries and clarifications, you may email your query to HPB_CFC@hpb.gov.sg using the following subject header: “[Company Name] HPB CFC 2022 - Enquiry”
- 3) CFC proposal to be submitted to HPB_CFC@hpb.gov.sg by 30 September 2022, 2359 hrs

Q & A

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- You may turn on your video when asking questions.



Thank You.

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