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Writing and reasoning (Singapore Management University)



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Assessment title/topic:	Assessment 3 – Business Proposal
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1. Executive Summary

In this business proposal, I will put forth two recommendations to effectively address CCS's concerns in reaching out to its targeted youths and lowering no-shows. These are fulfilled by a social media campaign and an appointment scheduling system that sends automated reminders. To highlight the feasibility of my recommendations, an operational plan will be presented. It comprises a timeline, an estimated cost that is within budget, and methods to measure success by gaining insight into CCS's posts using social media tools and surveying youths who attend their appointment.

2. Introduction

Care Corner Singapore (CCS) launched Carey, providing youths aged 13 to 25 with counselling sessions. Although Carey has been well-received, CCS faces the problem with a 25% no-show rate. Hence, I propose that CCS launch a social media campaign and adopt an improved appointment reminder system. With a social media campaign, CCS will effectively increase its outreach due to the high usage of social media among youths. Content created during the campaign will be tailored to reduce no-shows, and the automated reminders sent will encourage youths to show up or reschedule if necessary.

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3. Recommendation & Justification

3.1. Social Media Campaign

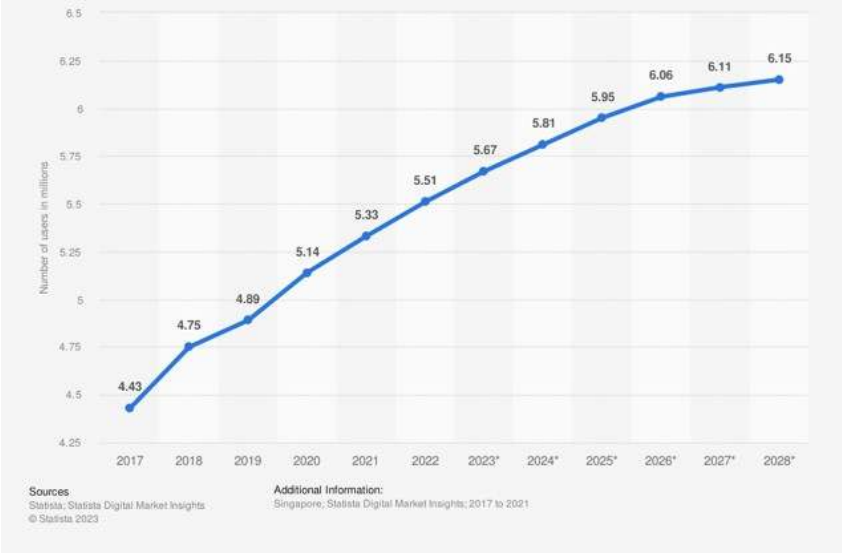
Firstly, CCS can launch a campaign on its social media platforms like TikTok and Instagram to widen its outreach to youths who have and have not booked an appointment. Additionally, CCS should include its socials on Carey's webpage. Content created will be released in phases during the campaign period to effectively lower no-shows for youths who have scheduled an appointment and prevent the potential rise in no-shows for those who have yet to book one. Content that raises awareness and educates about mental health will first be posted. Next, youths willing to share their experience using Carey, such as reasons that led to hesitation in showing up right before their appointment, will be invited to share. Lastly, content that addresses youths' concerns when deciding to go for appointments will be posted.

3.1.1. Justification for Social Media Campaign

Social media is a suitable platform to hold CCS's campaign as its usage in Singapore has seen an increasing trend as shown in Figure 1 (Statista, 2022).

Figure 1

Increasing trend of social media users in Singapore from 2017 to 2028



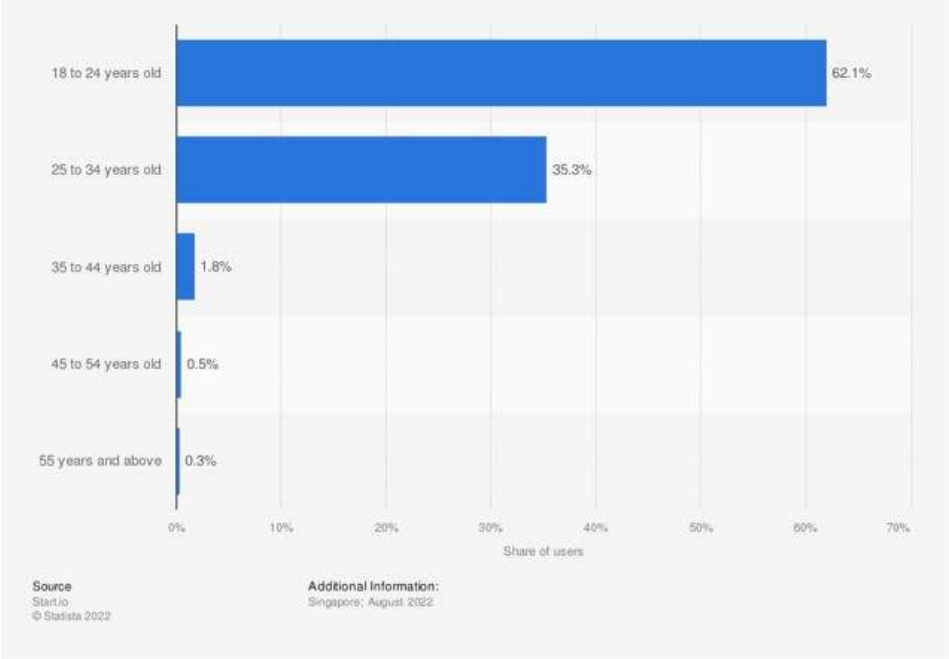
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Note. Rising social media users in Singapore from 2017 to 2022 and projected up to 2028 by Statista, 2022, (https://www-statista-com.libproxy.smu.edu.sg/statistics/489234/number-of-social-network-users-in-singapore/?locale=en). Copyright 2023 by Statista. Adapted with permission.

Leveraging TikTok will effectively reach out to CCS's target group since youths aged 18 to 24 account for the largest group of TikTok users as seen in Figure 2 (Statista, 2022).

Figure 2

Distribution of TikTok users in Singapore by age in August 2022



Note. Distribution of TikTok users as of August 2022 by age, by Statista, 2022, (https://www-statista-com.libproxy.smu.edu.sg/statistics/1337589/singapore-age-distribution-of-tiktok-app-users/?locale=en). Copyright 2022 by Statista. Adapted with permission.

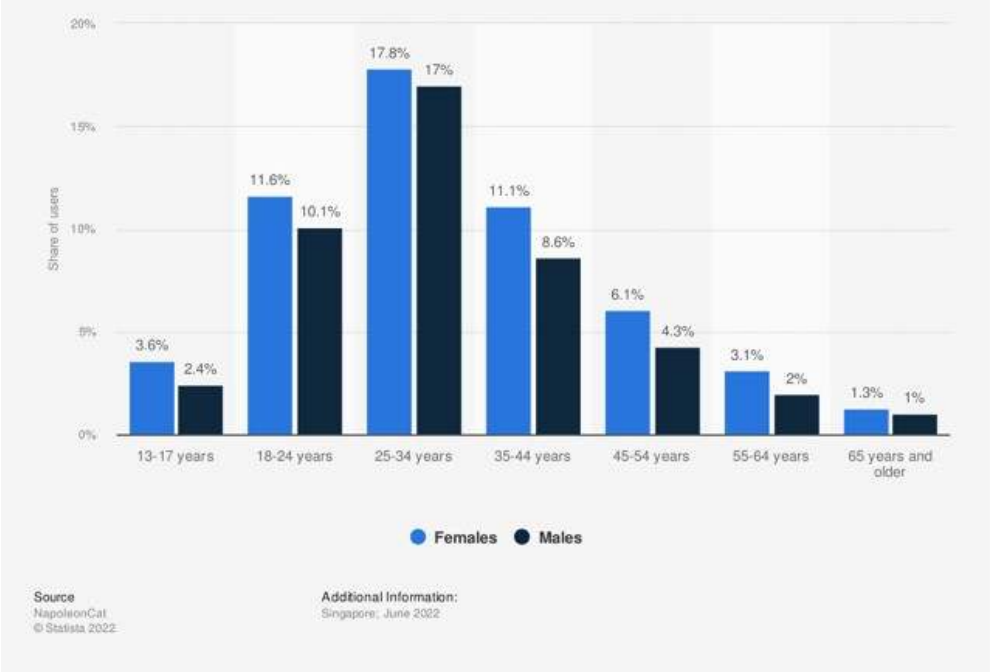
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Figure 3 also shows that Instagram is a commonly used platform, especially for youths aged 18 to 24 and 25 to 34 (Statista, 2022).

Figure 3

Instagram users in Singapore distributed by age and gender in June 2022



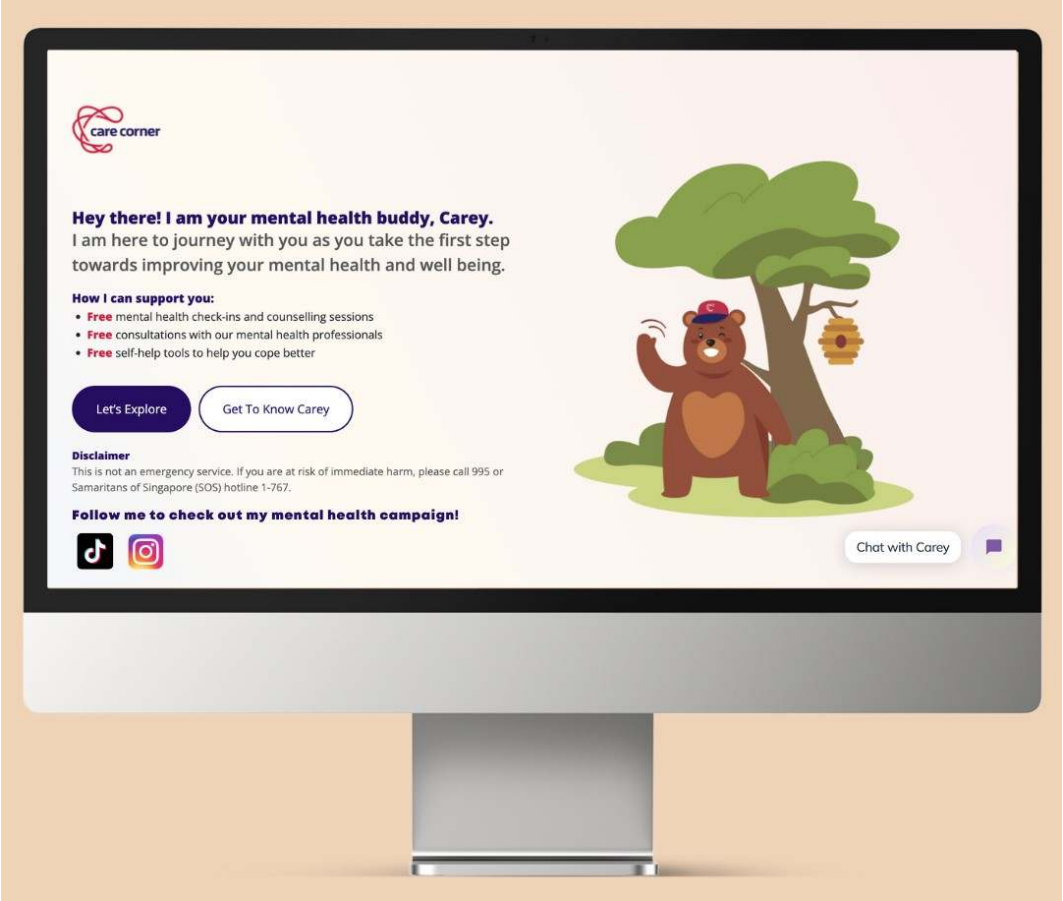
Note. Distribution of Instagram users by age and gender, by Statista, 2022, (https://www-statista-com.libproxy.smu.edu.sg/statistics/952815/instagram-users-singapore-age-gender/?locale=en). Copyright 2022 by Statista. Adapted with permission.

Hence, utilizing TikTok and Instagram to carry out CCS's campaign will effectively increase outreach to its targeted youths. As seen in Figure 4, having its socials on Careys' webpage will increase the chances of youths checking out CCS's Instagram and TikTok, thereby chancing upon CCS's campaign and increasing its outreach.

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Figure 4

Example of how CCS's social media platform can be included on Carey's webpage



Note. Carey's webpage redesigned to include CCS's TikTok and Instagram, that directs youth to its social media campaign when clicked. By X. H. Seah, 2023, Canva.

A study conducted among Singaporean youths has shown that mental illness is associated with shame, resulting in them getting stigmatized and not seeking treatment (Pang et al., 2017). Hence, the social media campaign should begin by educating about mental health as it is crucial to address reasons that hinder youth from seeking help right from the start. With content that raises awareness and targets misconceptions about mental health, the associated stigma is reduced, encouraging youths to book and attend appointments.

Having more youths who are willing to share their experience using Carey helps lower the no-show rate. A study revealed that sharing about mental health recovery allowed

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recipients of such narratives to experience "connectedness, validation, hope, empowerment, appreciation, reference shift, and stigma reduction" (Rennick-Egglestone et al., 2019, para. 3). Knowing that they are not alone, normalizing seeking help for mental health and reduced stigma will hence encourage youths to go for their appointment.

According to a study involving patients who failed to attend psychotherapy appointments, forgetfulness was not the main reason. Instead, the reasons given include a high level of anxiety nearing their appointments and being doubtful of the benefits despite viewing treatment as necessary, lowering their motivation to show up (Granas et al., 2022). Hence, content that directly targets reasons for no-shows in mental health appointments will be crucial in addressing youths' concerns and encouraging them to go for their appointments.

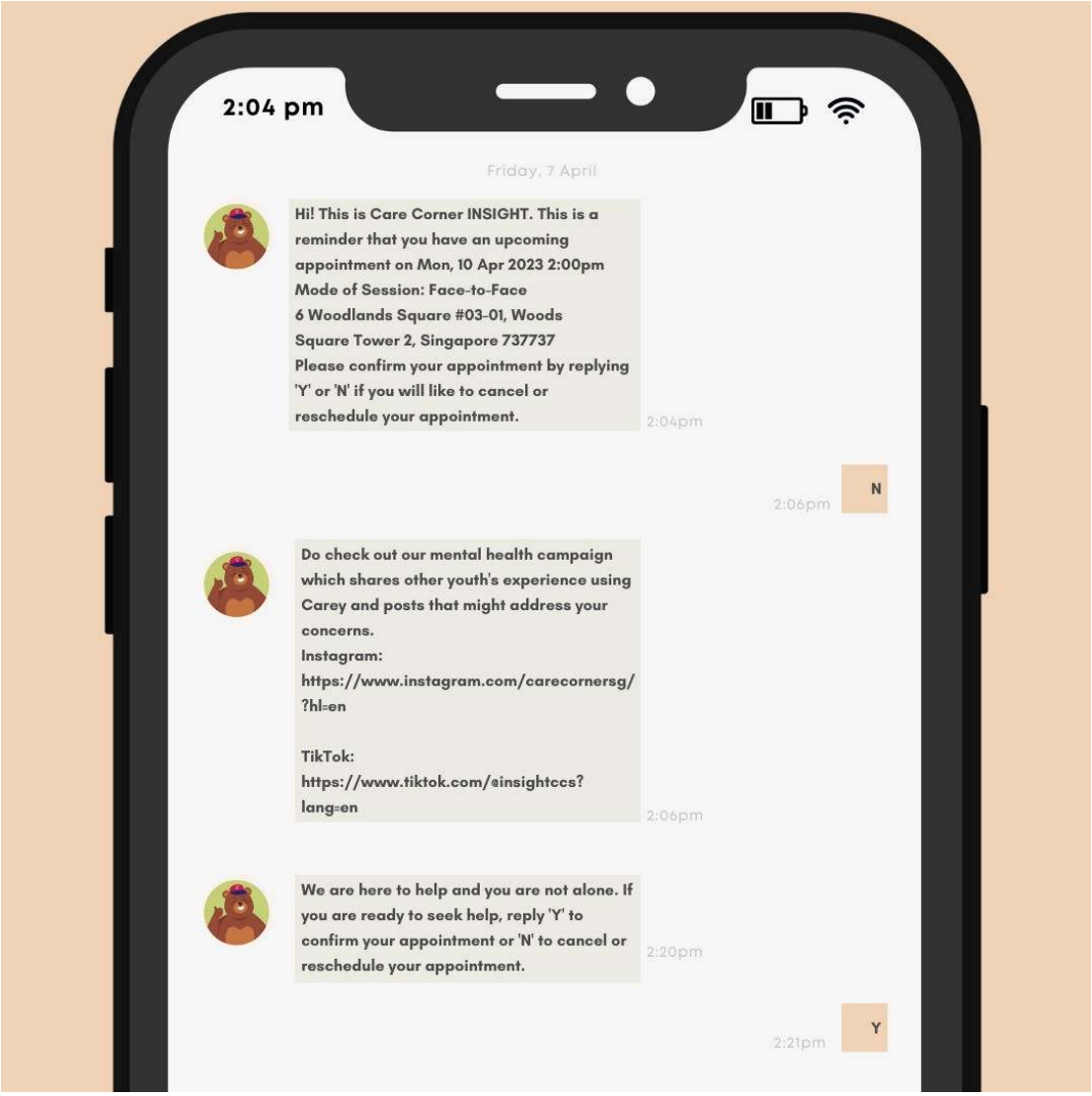
3.2. Improving Carey's System

For my 2nd recommendation, I propose that CCS adopt an appointment scheduling software that sends youths automated reminders of their appointment. Reminders received 3 days and 1 day before their appointment will explicitly ask youths to confirm or cancel their appointment. As shown in Figure 5, youths who reply 'N' will receive another message with links that direct them to CCS's social media campaign before providing an option to reschedule or stick with their original appointment.

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Figure 5

Example of automated messages that youths will receive if they reply 'N'



Note. An automated reminder that the youth will receive and the automated response that will be shown when youths reply. By X. H. Seah, 2023, Canva.

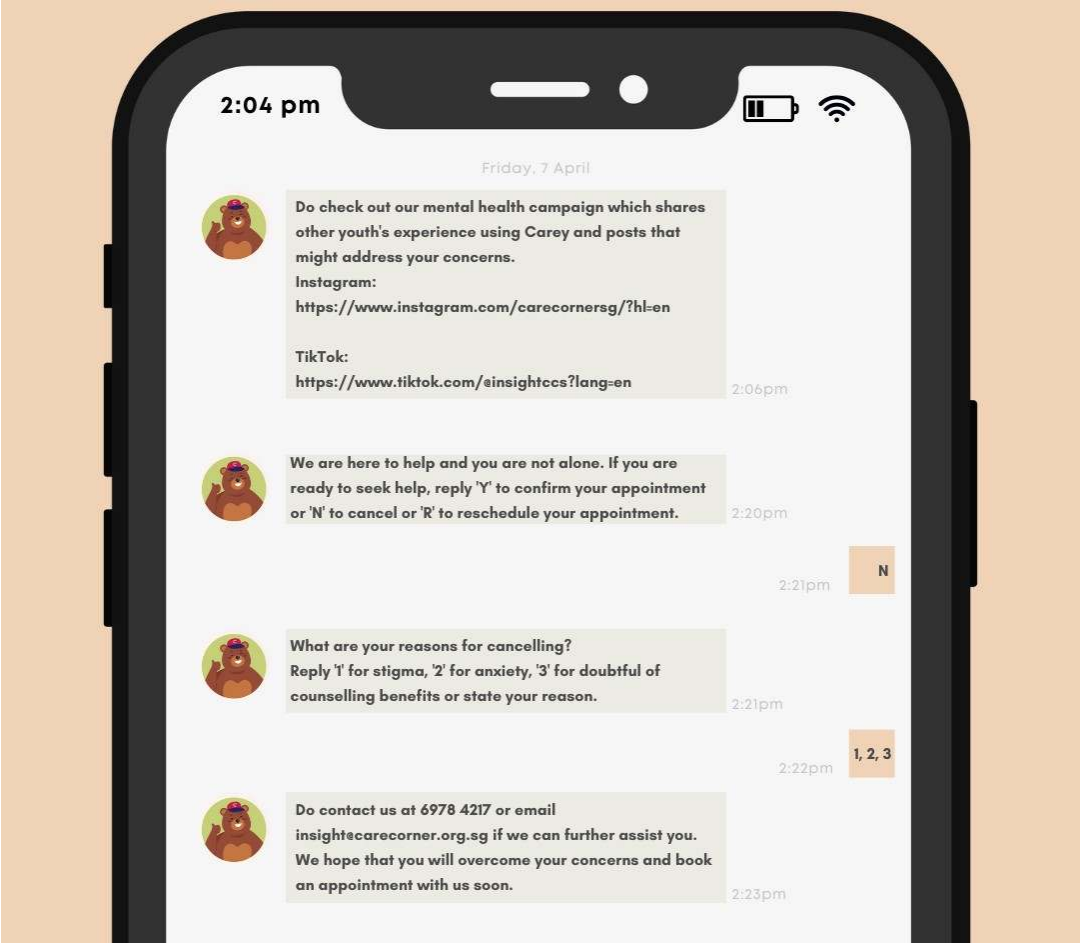
Youths who still opt to cancel their appointment must indicate the reasons for their decision shown below.

Figure 6

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Example of automated messages that youths will receive if they still reply 'N' after looking at CCS's social media campaign



Note. Automated messages that the youth will receive when they still choose to cancel their appointment and after stating their reasons for cancellation. By X. H. Seah, 2023, Canva.

3.2.1. Justification for Improving Carey's System

A scheduling software to send automated reminders was found to be practical, have high scalability, and is a low-cost method to improve the clinic's efficiency. These are due to the reduced burden of manually scheduling appointments, providing patients with more care, and timely rescheduling or cancellation also lowers no-shows (Boone et al., 2022).

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Instead of sending youths reminders that do not require them to respond, CCS's reminders should require a reply. Doing so notifies CCS about whether the youth is coming, cancelling, or rescheduling their appointment, lowering the no-show rate.

Cancelling an appointment can be attributed to concerns mentioned in section 3.1.1, including stigma, anxiety, and uncertainty. Hence, for youths who choose to cancel their appointment, CCS can leverage the content produced during its campaign to address their concerns and change their mind about attending counselling sessions.

Knowing the reasons behind the youth's decision to cancel their appointment is also crucial in allowing CCS to create more targeted posts on their social media platforms to lower no-shows in the future.

4. Operational Plan

4.1.Timeline

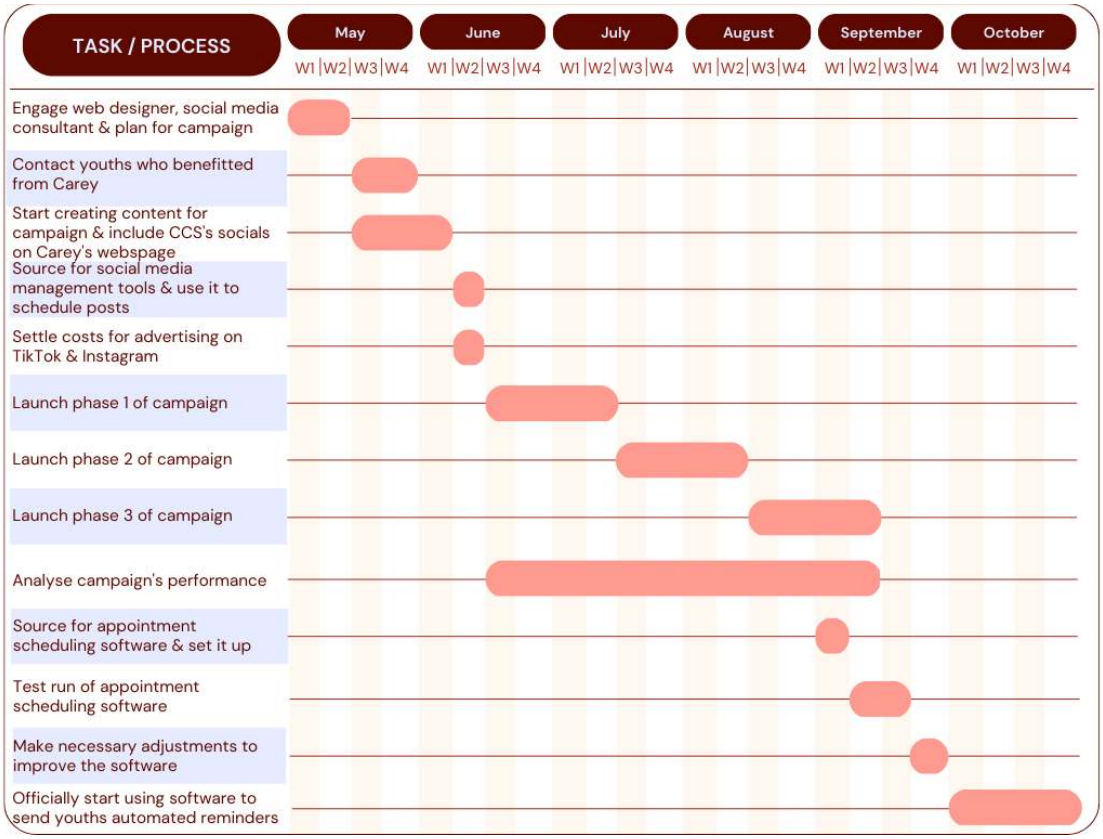
Figure 7 illustrates the feasibility of carrying out the proposed recommendations.

Figure 7

Gantt chart illustrating action plan for recommendations 1 and 2

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Note. Gantt chart showing the duration for each task for the social media campaign and appointment scheduling system with automated reminders. By X. H. Seah, 2023, Canva.

4.2. Estimated Costs

Engaging a social media consultant to create content that appeals to youths, a web designer to strategically place CCS's socials on its website, and paying for TikTok and Instagram advertisements will increase outreach. Additionally, appointment scheduling software allows for automated reminders, messages, and scheduling of appointments. The costs are shown below.

Table 1

Table showing the breakdown of estimated costs

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Business Proposal Budget Plan				
Recommendation	**Estimated Cost per Month**	**Estimated Quantity**	**Estimated Subtotal**	**Notes**
Social Media Campaign				Campaign lasts for 3 months
Social Media Consultant	$900 (Upwork, nd)	3	$2,700	
TikTok Advertising Cost	$500 (Dogtieve, 2023)	1	$500	Advertising cost is per campaign, hence quantity needed is just 1
Instagram Advertising Cost	$150 (Strikesocial, nd)	3	$450	
Social Media Management Tools	$12 (Buffer, nd)	3	$36	
Web Designer	$500 (Ng, 2021)	1	$500	Cost is per project, hence quantity needed is just 1
Social Media Campaign Costs Total			**$4,186**	
Improving Carey's System				
Appointment Scheduling Software	$300 (Helm, nd)	2	$600	
Improving Carey's System Costs Total			**$600**	
Estimated Total			**$4,786**	

Note. Table showing breakdown of costs and the estimated total of $4786 for carrying out the social media campaign and improving Carey's system. By X. H. Seah, 2023, Excel.

4.3. Methods for Measuring Success

To measure the success of the social media campaign in reaching out to youths, CCS can utilize the social media management tool to gain insights into its posts. If CCS observes a significant increase in new followers, engagement, and post impressions caused by its targeted youths, CCS is successful in its outreach.

Additionally, CCS can survey youths who attended its appointment to understand how the improved reminders and the content posted during its campaign have impacted their decision to show up. If the survey results indicate that the fall in the no-show rate by 15% was caused by those implementations, the proposed recommendations will be deemed successful.

5. Conclusion

In conclusion, CCS will benefit from carrying out a social media campaign and improving Carey's system since that allows CCS to effectively reach out to its targeted youths and lower the no-show rate. Hence, I propose that CCS consider implementing my recommendations due to their feasibility.

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