

**Project:** StraitsGeriatrics

**Website:** <https://www.straitsgeriatrics.com.sg/>

**Prepared by:** <https://sklentr.com/>

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## **1. HOME PAGE CONTENT**

### **1.1 Hero Section**

**Headline (H1):** Specialist Geriatric Care Supporting Healthy Ageing in Singapore

**Subheading:** Comprehensive medical care for older adults — helping patients and families navigate complex health needs with clarity and confidence.

**Primary Call to Action:** Book a Consultation

**Secondary Call to Action:** Call to Discuss Care

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### **1.2 Key Value Propositions**

#### **Why Choose Straits Geriatrics**

- Specialist-led geriatric medical care
- Holistic, whole-person assessments
- Clear explanations for patients and families
- Evidence-based, ethical clinical practice
- Care tailored to individual health goals

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### **1.3 Who We Help**

## **Older Adults**

Medical care designed for the complex physical, cognitive, and functional changes associated with ageing.

## **Families & Caregivers**

Professional guidance and clear communication to support informed medical decisions.

## **Community & Healthcare Partners**

Collaborative care planning with primary care doctors, therapists, and community services.

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## **1.4 Services Overview**

### **Our Core Services**

- Comprehensive Geriatric Assessment
- Memory & Cognitive Health
- Medication Review & Optimization
- Falls, Frailty & Mobility Care
- Chronic Disease Management
- Preventive Health & Screening

**Call to Action:** [View All Services](#)

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## **1.5 Authority & Trust Section**

### **Specialist Care You Can Trust**

Straits Geriatrics is led by an experienced consultant geriatrician, providing personalised and evidence-based care for older adults across clinic, home, and telehealth settings.

**Call to Action:** [Meet Our Specialist](#)

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## 1.6 How It Works

1. Initial consultation and assessment
2. Comprehensive review of health concerns and medications
3. Individualized care plan and recommendations
4. Ongoing follow-up and coordination of care

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## 1.7 Final Call to Action

### Take the Next Step in Care

If you have concerns about ageing-related health issues — for yourself or a loved one — we are here to help.

**Call to Action:** Book a Consultation

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## 2. ABOUT PAGE CONTENT

### 2.1 Page Introduction

#### Headline (H1):

Dedicated Geriatric Care Focused on Quality of Life

#### Intro Text:

At Straits Geriatrics, we believe that ageing deserves thoughtful, compassionate, and specialized medical care. Our approach focuses on maintaining function, independence, and dignity at every stage of life.

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## 2.2 Our Philosophy of Care

### Whole-Person, Individualized Care

We look beyond single medical conditions to understand the full picture — physical health, cognition, function, social support, and personal goals.

Our care plans are:

- Personalized
- Evidence-based
- Practical for patients and caregivers

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## 2.3 Clinical Leadership

### Consultant Geriatrician-Led Care

Straits Geriatrics is led by a consultant geriatrician with extensive experience in managing complex medical issues in older adults.

Key areas of expertise include:

- Frailty and falls
- Memory and cognitive disorders
- Medication optimization
- Chronic disease management

**Call to Action:** [View Specialist Profile](#)

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## 2.4 Who We Serve

- Older adults with multiple medical conditions
- Seniors experiencing functional or cognitive decline
- Families seeking clarity and guidance

- Patients requiring coordinated, long-term care
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### 3. SERVICES OVERVIEW PAGE CONTENT

#### 3.1 Services Introduction

**Headline (H1):** Comprehensive Geriatric Services

**Intro Text:** We offer a full range of geriatric medical services designed to address the complex and evolving health needs of older adults.

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#### 3.2 Clinical Geriatric Care

##### Clinical Care Services

- Chronic disease management
- Frailty and falls assessment
- Mobility and functional decline
- Behavioral and psychological symptoms

**Call to Action:** [Learn More](#)

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#### 3.3 Geriatric Assessments

##### Comprehensive Assessments

- Physical and functional assessment
- Cognitive and memory evaluation
- Medication review
- Risk assessment and care planning

**Call to Action:** View Assessments

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### **3.4 Preventive & Screening Services**

#### **Preventive Health for Ageing Well**

- Geriatric health screening
- Vaccinations
- Early detection of health risks

**Call to Action:** Explore Screening Options

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### **3.5 Home & Telehealth Services**

#### **Care Beyond the Clinic**

- Home-based assessments
- Teleconsultations for suitable patients
- Continuity of care for mobility-limited seniors

**Call to Action:** View Home & Telehealth Services

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## **4. GERIATRIC ASSESSMENTS PAGE CONTENT**

### **4.1 Page Introduction**

**Headline (H1):** Comprehensive Geriatric Assessment

**Intro Text:** A geriatric assessment provides a structured evaluation of an older person's medical, functional, cognitive, and social needs.

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### **4.2 When Is an Assessment Helpful?**

- Frequent falls or unsteadiness
- Memory concerns or confusion

- Multiple medical conditions
  - Medication-related side effects
  - Decline in daily functioning
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#### **4.3 What the Assessment Includes**

- Detailed medical review
  - Cognitive and memory screening
  - Functional and mobility evaluation
  - Medication optimization
  - Individualized care recommendations
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#### **4.4 Outcomes You Can Expect**

- Clear understanding of health issues
- Practical recommendations for care
- Reduced health risks and complications
- Improved quality of life

**Call to Action:** Schedule an Assessment

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### **5. HOME & TELEHEALTH SERVICES PAGE CONTENT**

#### **5.1 Page Introduction**

**Headline (H1):** Geriatric Care at Home and via Telehealth

**Intro Text:** For patients who have difficulty travelling, we offer home-based consultations and telehealth services to ensure continuity of care.

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#### **5.2 Home-Based Care**

## Home Visits

- Comprehensive assessments at home
  - Suitable for frail or homebound patients
  - Reduced stress and travel burden
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## 5.3 Telehealth Consultations

### Remote Care When Appropriate

- Follow-up consultations
  - Medication reviews
  - Care plan discussions with families
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## 5.4 How It Works

1. Book a home or teleconsultation
2. Assessment conducted by specialist
3. Care plan discussed with patient and family
4. Ongoing follow-up as needed

**Call to Action:** Book Home or Telehealth Care

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## 6. COMMUNITY CLINIC PAGE CONTENT

### 6.1 Page Introduction

**Headline (H1):** Community-Based Geriatric Care

**Intro Text:** Our community clinic provides accessible specialist geriatric care close to home.

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### 6.2 Services Available

- Geriatric consultations



- Health screening packages
  - Chronic disease management
  - Preventive care
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### **6.3 Visit Information**

- Clinic location and accessibility details
- Appointment scheduling
- What to bring for your visit

**Call to Action:** Book at Community Clinic

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## **7. ARTICLES / BLOG PAGE CONTENT**

### **7.1 Page Introduction**

**Headline (H1):** Insights on Healthy Ageing

**Intro Text:** Our articles provide practical, medically accurate information to support older adults and caregivers in making informed decisions.

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### **7.2 Content Categories (CMS-Friendly)**

- Ageing & Wellness
- Memory & Cognitive Health
- Falls & Mobility
- Caregiving Guidance
- Preventive Health

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### 7.3 Article CTA

#### Need Professional Advice?

Educational content is not a substitute for medical care. Speak with our specialist for personalised guidance.

**Call to Action:** Book a Consultation

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## 8. CONTACT / APPOINTMENT PAGE CONTENT

### 8.1 Page Introduction

**Headline (H1):** Contact Straits Geriatrics

**Intro Text:** If you have concerns about ageing-related health issues, our team is here to help.

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### 8.2 How to Reach Us

- Phone number (click-to-call)
  - Email address
  - Clinic location(s)
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### 8.3 Appointment Information

#### What Happens Next

- Our team will respond to your enquiry
- Appointment details will be confirmed
- You will receive guidance on preparing for your visit

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#### **8.4 Final CTA**

**Ready to Speak with a Specialist?**

**Call to Action:** Book an Appointment