

Project: StraitsGeriatrics

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

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

Date: 13-Jan-2026

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

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

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.

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](#)

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](#)

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

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.

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](#)

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.

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

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

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

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

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.

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

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.

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

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.

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

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.

7.2 Content Categories (CMS-Friendly)

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

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

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.

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

8.4 Final CTA

Ready to Speak with a Specialist?

Call to Action: Book an Appointment