ANNEX E

FACTSHEET

Moments of Life

Moments of Life – one of the Strategic National Projects in Singapore's Smart Nation initiative – places citizens at the heart of digital government services at key life moments. Moments of Life is a suite of services which support citizens' needs at key junctures by integrating and bundling services across Government agencies.

Moments of Life supports families with young children

The initial features of the Moments of Life mobile application were first launched in June 2018 and were designed to support families with young children on their journey of raising a child from birth. As of May 2019, the application has been downloaded over 30,000 times and has facilitated:

- Electronic registration of births at all public and private maternity hospitals by end-May 2019;
- Convenient 24/7 application for three services (birth registration, Baby Bonus and child library membership) via the Birth Registration service, with more than 4,000 births registered via the app;
- On-the-go access to child immunisation and health records; and
- Convenient geolocation search and indication of interest for preschools.

Supporting other life moments

Moving forward, Moments of Life will be expanded to include new services that cater to other key life moments of citizens. For instance, the next iteration of Moments of Life will integrate relevant information and services that encourage seniors to lead active and engaged lives, reinforcing the Government's commitment to create more seamless and easy to use digital services for citizens.

Moments of Life is a citizen-centric platform. It was developed based on feedback from citizens who shared their pain points and needs, and will be progressively enhanced through co-creation between Government and citizens. As citizens' needs will evolve over time, this iterative process will continue, to further improve user experience and the suite of services offered.

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