



# GP online services promotional toolkit

For CCGs, CSUs and NHS trusts

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**Document Status**

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## Welcome

We have developed this promotional toolkit to help you to promote GP online services to your patients and encourage them to register for GP online services.

The aim of this toolkit is to help you to:

- promote GP online services to the public
- increase patient awareness so that they are able to use GP online services

You can use this toolkit by tailoring the information so that it is relevant to your practice.

A separate toolkit has been produced for GP practices, which can be downloaded from [www.england.nhs.uk/materialsforpatient/](http://www.england.nhs.uk/materialsforpatient/)

This toolkit will support you to raise awareness, providing template articles for your website, social media posts and digital assets for websites such as Facebook and Twitter and a press release for use with your local media.

You can order a variety of promotional materials (more information on page five) from the Publications Orderline at [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk). You can also phone your order via our publication order line - 0300 123 1002. The posters are all available in A4 or A3 sizes, and with or without a white box at the bottom for you to add your own details.

Please note that Patient Online has been rebranded as “GP online services” for public facing activities only, the reason for this is that we have found that many people do not identify themselves as patients unless they are in a hospital.

The benefits that this publicity aims to get across are that GP online services are:

- quick – you can use the service anywhere, anytime
- easy – easy access for people who want to contact their GP practice online
- secure – available only to patients who signed up for it and received their log-in details

By making it more convenient for people to make, and keep, appointments with their GP, we can help to prevent unnecessary visits to an A&E or minor injuries unit.

To get in touch with Patient Online, you can email the team via [england.patient-online@nhs.net](mailto:england.patient-online@nhs.net)

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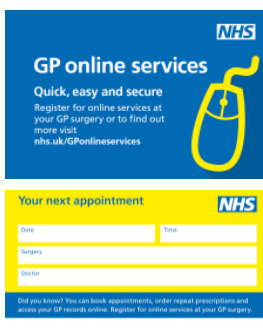

Your local Engagement Support Manager can give you further advice on publicising GP online services.



South	Katrien Lindemans	<a href="mailto:katrien.lindemans@nhs.net">katrien.lindemans@nhs.net</a>	07736 484 353
London	Natalie Henshall	<a href="mailto:natalie.henshall1@nhs.net">natalie.henshall1@nhs.net</a>	07730 375 543
Midlands and East	James Blanchard	<a href="mailto:jamesblanchard@nhs.net">jamesblanchard@nhs.net</a>	07730 371 177
North	Jennie Smith	<a href="mailto:jennie.smith9@nhs.net">jennie.smith9@nhs.net</a>	07730 374 635



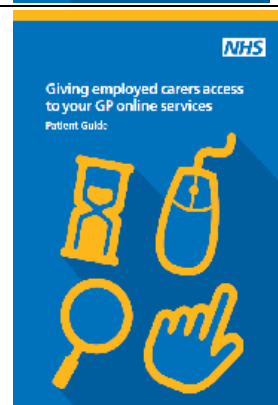
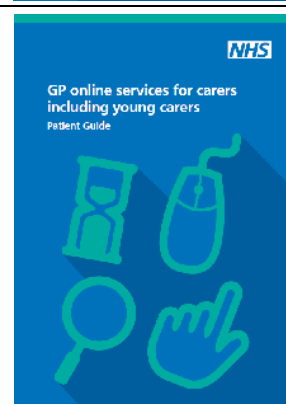



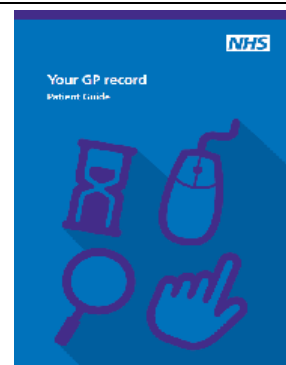
## Toolkit resources

You can order these resources for free from the Publications Orderline at [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk). You can also phone in your order via our publication order line - 0300 123 1002, quoting the reference numbers below. The posters are available with a textbox for you to add your own information.

 <p><b>Click and easy</b> GP online services</p> <p>You can now book appointments, order repeat prescriptions and even access your GP records online. It's quick, easy and your information is secure.</p> <p>Register for online services at your GP surgery or to find out more visit <a href="http://nhs.uk/GPonlineservices">nhs.uk/GPonlineservices</a></p>	<p><b>Poster one</b> A3 with textbox GPPCEA3WB A3 no textbox GPPCEA3 A4 with textbox GPPCEA4WB A4 no textbox GPPCEA4</p>	 <p><b>A helping hand</b> Order your repeat prescription online</p> <p>You can now order repeat prescriptions, book appointments and even access your GP records online. It's quick, easy and your information is secure.</p> <p>Register for online services at your GP surgery or to find out more visit <a href="http://nhs.uk/GPonlineservices">nhs.uk/GPonlineservices</a></p>	<p><b>Poster three</b> A3 with textbox GPPHHA3WB A3 no textbox GPPHHA3 A4 with textbox GPPHHA4WB A4 no textbox GPPHHA4</p>
 <p><b>Why wait?</b> Book your appointment online</p> <p>You can now book appointments, order repeat prescriptions and even access your GP records online. It's quick, easy and your information is secure.</p> <p>Register for online services at your GP surgery or to find out more visit <a href="http://nhs.uk/GPonlineservices">nhs.uk/GPonlineservices</a></p>	<p><b>Poster two</b> A3 with textbox GPPWWA3WB A3 no textbox GPPWWA3 A4 with textbox GPPWWA4WB A4 no textbox GPPWWA4</p>	 <p><b>See for yourself</b> Access your GP records online</p> <p>You can now access your GP records and check test results online. It's quick, easy and your information is secure.</p> <p>Register for online services at your GP surgery or to find out more visit <a href="http://nhs.uk/GPonlineservices">nhs.uk/GPonlineservices</a></p>	<p><b>Poster four</b> A3 with textbox GPPSYA3WB A3 no textbox GPPSYA3 A4 with textbox GPPSYA4WB A4 no textbox GPPSYA4</p>
 <p><b>GP online services</b> Quick, easy and secure</p> <p>You can now book appointments, order repeat prescriptions and even access your GP records online. It's quick, easy and your information is secure.</p>	<p><b>Leaflet</b> A5 Leaflet GPPL</p> <p>Leaflet dispenser GPLD</p>	 <p><a href="http://nhs.uk/GPonlineservices">nhs.uk/GPonlineservices</a> NHS</p>	<p><b>Display material</b> Bunting GPBNT</p> <p>Stand-up cardboard display GPSC</p>
 <p><b>GP online services</b> Quick, easy and secure</p> <p>Register for online services at your GP surgery or to find out more visit <a href="http://nhs.uk/GPonlineservices">nhs.uk/GPonlineservices</a></p> <p><b>Your next appointment</b></p> <p>Date: _____ Time: _____</p> <p>Surgery: _____</p> <p>Doctor: _____</p> <p><small>Did you know? You can book appointments, order repeat prescriptions and access your GP records online. Register for online services at your GP surgery.</small></p>	<p><b>Appointment cards</b> Single GPAC</p> <p>Pack of 100 GPAC100</p>	 <p><a href="http://nhs.uk/GPonlineservices">nhs.uk/GPonlineservices</a> NHS</p>	<p><b>Balloons</b> Mouse GPBALM</p> <p>Pointer GPBALPH</p> <p>Timer GPBALT</p> <p>Magnifying glass GPBALMG</p>

## Patient guides

We have created a new set of patient guides. These can be downloaded in colour or black and white and printed at your practice. You can also order the patient guides in colour, either online via the Publication Orderline [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk) or by calling 0300 123 1002, quoting the reference numbers below.

	<p><b>Getting started with GP online services</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGGS</b></p>		<p><b>Giving another person access to your GP online services</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGEC</b></p>
	<p><b>Giving employed carers access to your GP online services</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGEC</b></p>		<p><b>GP online services for carers including young carers</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGCYC</b></p>
	<p><b>Protecting your GP online records</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGPR</b></p>		<p><b>What you need to know about your GP online records</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGNTK</b></p>
	<p><b>Young people's access to GP online services</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGYP</b></p>		<p><b>Your GP record</b></p> <p>Download <a href="#">Colour</a> <a href="#">Black and white</a></p> <p>Order <b>GPGYGR</b></p>



## Websites

Your website is a good place to promote GP online services, as people who visit it will already have the skills to make use of them. You can also link directly to a list of the practice websites in your area, and to the information on the NHS Choices website. Further information and links to the websites of the clinical system providers used by your local practices can also be included here. The number of smartphone apps that work with these systems is growing. For an up-to-date list of these, check the website at [www.nhs.uk/GPonlineservices](http://www.nhs.uk/GPonlineservices). You can put links to download the apps that are right for your practices on your website too.

You can get the best result from your website by following these steps:

- Include a message or link on your home page with information about GP online services.
- Display the GP online services web banner (download on page 10) if you use an image carousel on your website.
- Include GP online services in your news section.

Every website is different; consider which pages are the most visited on your practices' website and signpost people to GP online services from there.

## Template web article

### Keeping well over winter, how GP online services can help

It's important to look after yourself, especially over the winter months. The cold weather can be bad for your health, particularly in children, the elderly and for people with long-term health conditions such as diabetes or heart diseases. There are lots of things you can do to keep you and your family well this winter.

GP online services are available at surgeries across [insert CCG/CSU name] to help people better manage their health this winter. These services enable patients to book GP appointments and request repeat prescriptions via their computer, smartphone or tablet at a time that suits them, anywhere, anytime – 24 hours a day, seven days a week.

Patients who require repeat prescriptions can request these from the comfort of their own home, rather than venturing out in the cold or wet weather to drop their request off at the surgery. You will also be able to review which medication you should be taking, the dosage and when it should be taken – helping to improve your understanding of your medication.

If you want to register for GP online services you will need to fill out a form at the surgery and show two forms of ID one of which should have a photo (such as a UK passport or driving licence) and the other should have your address (such as a council tax bill). If you don't have photo ID or anything with your address on it, it doesn't mean you will not be able to use online services, our practice staff may be able to help.

To register for GP online services, drop in and ask your GP practice, or to find out more visit the NHS Choices website at [www.nhs.uk/GPonlineservices](http://www.nhs.uk/GPonlineservices)



## Social media

Social media is increasingly being used by all generations, so can be used to reach more than just younger people in your area.

You can get the best results from social media by following these steps:

- When you have staff that use Twitter, Facebook and other social media platforms, encourage them to share your messages too.
- Follow other local NHS bodies and professionals, the local council and local politicians, and the local media, and encourage them all to follow you back.
- Make use of topical events – whether this is simple things such as winter, Christmas, Easter, the end of school holidays, or reacting to health stories in the news.
- Include a link to as many of your social media posts as possible, this can be to [www.nhs.uk/GPonlineservices](http://www.nhs.uk/GPonlineservices) or you could link to a page on your own website.
- Use the hashtag #GPonlineservices. Hashtags are simple phrases which begin with the # symbol. Twitter and some other social media platforms highlight these phrases and this makes them easily searched for.
- Tweets or posts with images or videos have a higher level of engagement as they are more eye catching.

A tweet can only contain up to 140 characters, including spaces. Web addresses, such as <http://www.nhs.uk/GPonlineservices>, will be automatically shortened by Twitter to a t.co address of 23 characters, leaving 117 for the rest of your message. You can use other web addresses, these will also be processed as 23 character addresses – even if the original would be shorter.

## Example tweets

These tweets have been written for Twitter but can also be used on any other social media platform, such as Facebook.

1. Be prepared as winter draws in. Use #GPonlineservices to make appointments or request your repeat prescription online
2. Too cold or wet to go outside? Use #GPonlineservices to make appointments or request your repeat prescription online
3. Get your repeat prescription before your pharmacy or GP surgery closes for Easter with #GPonlineservices nhs.uk/GPonlineservices
4. Busy at work or uni? Sign up for #GPonlineservices to make appointments with your GP whenever it suits you nhs.uk/GPonlineservices
5. Don't wait needlessly in A&E, you can book a GP appointment online by signing up for #GPonlineservices nhs.uk/GPonlineservices
6. Patient's carers can use #GPonlineservice to book & cancel appointments, order repeat prescriptions & view their GP records
7. Want your carer to order repeat prescriptions for you? Using #GPonlineservices this can usually be set up for you nhs.uk/GPonlineservices
8. Register for #GPonlineservices in four easy steps. Ask your GP surgery or find out how at nhs.uk/GPonlineservices
9. Chances are if you're reading this, you're pretty clued up with the internet, right? Ask your GP surgery about #GPonlineservices

The following materials are available for you to download and use. The web banner can be used on your website or in email newsletters.

- [GP online services web banner](#)
- [Digital icons for Twitter and Facebook](#)

## Press releases

This press release can be used as a template to add your own information and details. You can use it either for an individual practice in your area, or to promote the service across the surgeries in your area. You should change the text marked in red before you send it out to your local journalists.

A space has been left for quotes from a GP, someone from your CCG or trust, and a patient. You can find case studies and videos of other GPs and patients talking about their use of GP online services at [www.nhs.uk/GPonlineservices](http://www.nhs.uk/GPonlineservices), which you can use as examples for your own staff and patients – feel free to quote from one of these but please let us know if you do this. You will need to get written permission from any patient who is mentioned or photographed in your press release, the patients in our case studies have already approved this though.

The Patient Online team can always help you to find an appropriate case study, with a quote or other media advice around the programme. You can contact us on [england.patient-online@nhs.net](mailto:england.patient-online@nhs.net)

## Template press release

# OVER TEN MILLION REPEAT PRESCRIPTION REQUESTS NOW MADE ONLINE

[date]

An ever increasing number of people across England are embracing the digital revolution and going online to request their repeat prescriptions - with over ten million repeat prescription requests now made via GP online services.

GP online services allows people to book and cancel appointments, order repeat prescriptions, and access parts of their GP record online. It's quick, easy and all information is secure.

This time saving alternative to calling or visiting the surgery allows people who require repeat prescriptions to request them from the comfort of their own home. It also gives them the ability to review the medication they are taking; along with the dosage and frequency it should be taken – leading to an improved understanding of their medication.

The number of repeat prescriptions requested online has steadily increased since the online service was launched across England in April 2015 and is expected to increase further as people move away from traditional methods and discover the benefits of online services.

[Named GP] said: “The service is making a huge difference, not only to our patients who are using it to order repeat medications online, but also to GP surgery staff who work incredibly hard and are extremely busy throughout the day. It offers our patients the choice of how they can order a repeat prescription with online requests complimenting the more traditional methods.”

[CCG/CSU representative] said: “Ordering repeat prescriptions online will improve patient safety as patients have more control and understanding of their medication. It puts patients more in control of their health and well-being.”

[Named patient], a patient at [name of surgery] said: “[insert a quote here from a patient]”

You can register for GP online services by visiting your GP surgery, or find out more by logging on to the NHS Choices website at [www.nhs.uk/GPonlineservices](http://www.nhs.uk/GPonlineservices)

**END**

**Editor's Notes**

[Insert your contact details here]