



GP online services promotional toolkit

For GP practices

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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 CCGs, CSUs and NHS trusts, which can be downloaded from www.england.nhs.uk/materialsforpatient/

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

You can order a variety of promotional materials (more information on page five) from the Publications Orderline at 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:

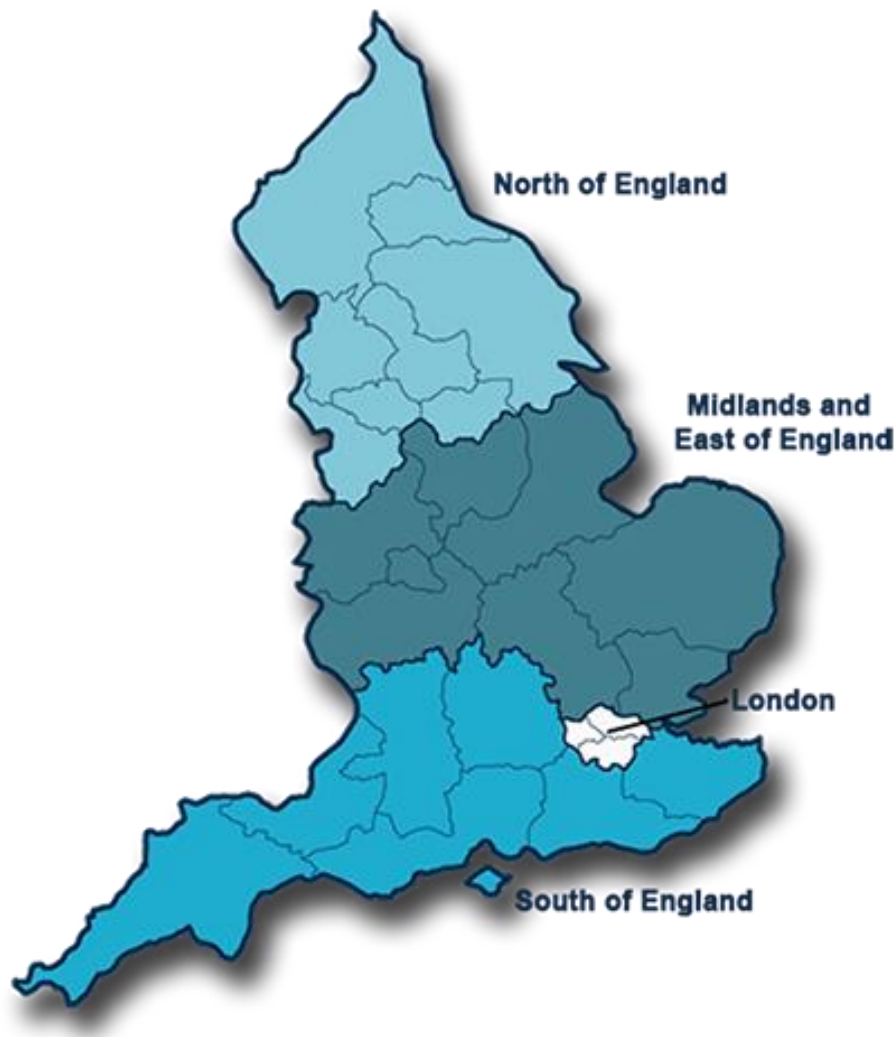
- quick – you can use the service anywhere, anytime
- easy – easy access for people who want to contact their GP practice online
- secure – available only to patients who signed up for it and received their log-in details

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

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Your CCG or CSU communications team may be able to give further advice on publicising GP online services. For additional assistance, you can also get in touch with a local implementation lead for your region.



| | | | |
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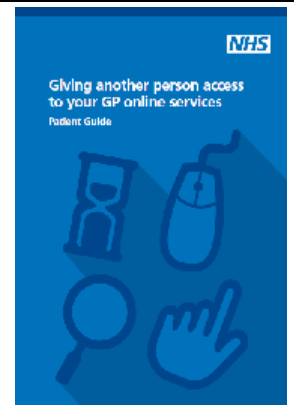
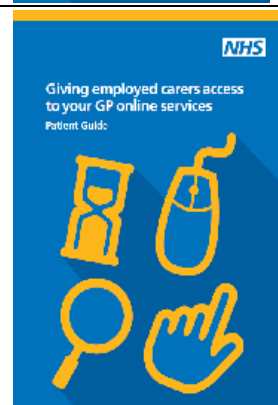
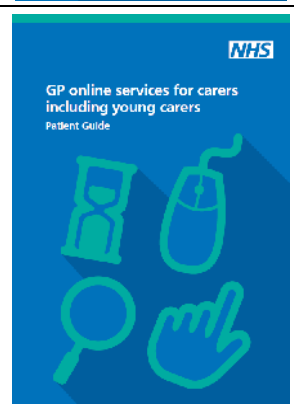

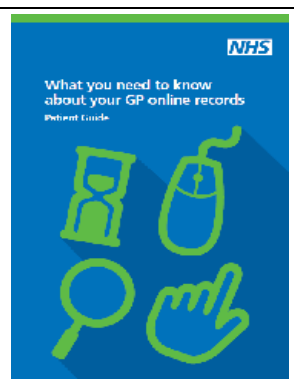


Toolkit resources

You can order these resources for free from the Publications Orderline at 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>Click and easy 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 nhs.uk/GPonlineservices</p> | <p>Poster one A3 with textbox GPPCEA3WB A3 no textbox GPPCEA3 A4 with textbox GPPCEA4WB A4 no textbox GPPCEA4</p> |  <p>A helping hand 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 nhs.uk/GPonlineservices</p> | <p>Poster three A3 with textbox GPPHHA3WB A3 no textbox GPPHHA3 A4 with textbox GPPHHA4WB A4 no textbox GPPHHA4</p> |
|  <p>Why wait? 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 nhs.uk/GPonlineservices</p> | <p>Poster two A3 with textbox GPPWWA3WB A3 no textbox GPPWWA3 A4 with textbox GPPWWA4WB A4 no textbox GPPWWA4</p> |  <p>See for yourself 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 nhs.uk/GPonlineservices</p> | <p>Poster four A3 with textbox GPPSYA3WB A3 no textbox GPPSYA3 A4 with textbox GPPSYA4WB A4 no textbox GPPSYA4</p> |
|  <p>GP online services 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>Leaflet A5 Leaflet GPPL</p> <p>Leaflet dispenser GPLD</p> |  <p>nhs.uk/GPonlineservices NHS</p> | <p>Display material Bunting GPBNT</p> <p>Stand-up cardboard display GPSC</p> |
|  <p>GP online services Quick, easy and secure</p> <p>Register for online services at your GP surgery or to find out more visit nhs.uk/GPonlineservices</p> <p>Your next appointment</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>Appointment cards Single GPAC</p> <p>Pack of 100 GPAC100</p> |  <p>nhs.uk/GPonlineservices NHS</p> | <p>Balloons 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 our publication order line www.orderline.dh.gov.uk or by calling 0300 123 1002, quoting the reference numbers below.

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

Websites

Your practice's 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 the page on your website for accessing the services, to the information on the NHS Choices website, and further instructions on the websites of your clinical system providers – such as EMIS, INPS, Microtest or TPP.

The number of smartphone apps that work with these systems is growing. For an up-to-date list of these, check the website at <http://www.nhs.uk/GPonlineservices>. You can put links to download the apps that are right for your practice 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.
- If you have a page on appointments, advise people know they can also make an appointment online.
- If you have a page on prescriptions, inform people that they can request their repeat prescription online.
- Display the GP online services web banner (download on page 11) if you use an image carousel on your website.
- Include GP online services in your news section (template article on page nine).
- Include information on GP online services on your registration page.
- If you have an online new patient registration form, include GP online services registration there.

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

Homepage

Save time – do it online!

GP online services gives patients the option to book appointments, request repeat prescriptions and view their GP records, using their computer, tablet or smartphone rather than having to phone or visit their practice.

Online services complement the existing ways patients can access appointments, prescriptions and their records. Our practices already have the facility to offer online access to records and transactional services for our patients.

If you are not already registered for GP online services please let a member of the practice team know you would like to use this service.

Appointments page

Did you know you can book your appointment online?

Using online services makes it more convenient for people at our practice, as there's no need to make a phone call or visit us. Computer, smartphone or tablet users can make or cancel an appointment at a time that suits them, even when the practice is closed.

If you are not already registered for GP online services please let a member of the practice team know you would like to use this service.

Prescriptions page

Did you know you can request your repeat prescription online?

The easiest, safest and quickest way to order your repeat prescription is online. There is no need to make a phone call or visit us; instead computer, smartphone or tablet users can request repeat prescriptions anywhere – 24 hours a day, seven days a week. You can also check what medication you should be taking and when.

If you are not already registered for GP online services please let a member of the practice team know you would like to use this service.

Test results page

Did you know you can request view your test results online?

Using online services is the easiest and quickest way to view your test results, as there's no need to make a phone call or visit us. Computer, smartphone or tablet users can view their test results anywhere – 24 hours a day, seven days a week.

If you are not already registered for GP online services please let a member of the practice team know you would like to use this service.

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 [insert practice 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 practice. 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 practice 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 us, or to find out more visit the NHS Choices website at 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 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 highlights these phrases and 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, such as for a practice or CCG website, 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 #GPonlineservices 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](#)