# Flu Season

Increasing Patient Online Registrations Can Help

Patient Online Webinar
12, 20 and 25 October 2016

Today's objectives

- A recap of the GMS contract and the responsibilities of practices

- Hints and tips for increasing patient registrations and promoting online services

- How you can use flu season to help increase patient registrations

- How using online transactional services can increase your practice's productivity

- Example of a practice who are already benefiting from increasing their use of online transactional services
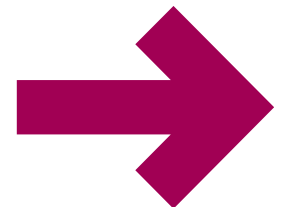
Recap of the 2015/16 GMS contract commitments and ongoing responsibilities of practices

"(2A) A contractor must promote and offer to its **registered patients, in circumstances** where the **medical records of its registered patients** are held on the contractor's computerised clinical systems, the facility for any such patient to access online all information from the patient's medical record which is held in coded form unless –

(a) in the reasonable opinion of the contractor, access to such information would not be in the patient's best interests because it is likely to cause serious harm to –

      (i) the patient's physical or mental health, or

      (ii) the physical or mental health of any other person;

(b) the information includes a reference to any third party who has not consented to its disclosure; or

(c) the information in the patient's medical record contains a free text entry and it is not possible under the contractor's computerised clinical systems to separate that free text entry from other information in that medical record which is held in coded form.";
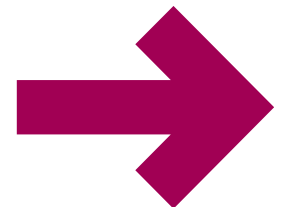
Patient online 2016/17

At least 10% of registered patients to be using one or more online service by 31 March 2017. These are:

- Online access to booking appointments
- Online access to requesting repeat prescriptions
- Online access to their medical record

- Practice list size of 3000, with only 50 patients registered for online services means:
  - An additional 250 patients required by March 2017
  - 50 per month, 13 per week
- Patients registered for online services that do not log in and activate their account, will not be counted toward the 10%
- Nurses can vouch for the patient if the patient is known to them, which supports the practice reaching their 10%

NHS England
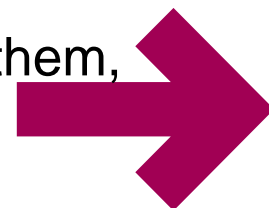
Hints and tips for increasing patient registrations and promoting online services

Staff Promotion

NHS England

Staff Promotion

- Face-to-face encounters at the reception desk
- When speaking to patients over the telephone
  - Are you registered for online services, did you know you can book your appointment online?
  - Did you know you can now review your results online, all you needs is access to the internet or a smart phone or tablet.
- At the end of a consultation by a GP or practice nurse
  - How did you book your appointment today, did you know you can book your appointment online?
- When seeing a patient with long-term condition(s)
- Where the patient is housebound and relies on visits from practice clinicians

Practice Promotion

NHS England

Practice Promotion

- Prominently displayed posters in public areas within the surgery reception and waiting room notice boards

- Utilise existing electronic display boards and TV screens in waiting areas

- Online Services promotional message on the right-hand side of prescriptions

- Raise awareness by including details on print outs of patient test results, or include in the footer of any practice letters templates

- Include details of Online Services on answerphone messages or automated systems. Did you know?

- Create a practice message on patient self-arrival systems

Practice Promotion (cont.)

- Add a section about Online Services to the Practice Leaflet
- Include Online Services registration form in new-patient registration pack & encourage patients to complete
- Promote all of your Online Services on your practice website.
  - Include a link on the home/landing page
  - Promote online services on other pages such as appointments, prescriptions and results pages
  - Move online services to the top of other pages and include icons for patients to visualise the website or app they will be using
  - It is also helpful to provide the links to the app store location for patients to know where they can download the app from

Practice Promotion (cont.)

- On the practice website you could also mention access to Detailed Coded Records, and promote the Google Translate plug-in for patients whose first language is not English or have different access needs

- Advertise on social media e.g. Twitter & Facebook

- Promote online services at your practice through local chemists or the practice dispensary

- Running a promotion/launch event in the practice to encourage increased registrations

- Including regular articles about Online Services in practice Newsletters or other regular patient updates

Patient Specific Promotion

NHS
England

Patient Specific Promotion

- Email patients if you have their email addresses, and send SMS text messages to those patients mobile numbers you have stored. Target those patients with long term conditions or on repeat medications

- Identify those patients with different access needs, those that are visually impaired, autistic or physically disabled

- Are your PPG members registered for online services and engaged? Do they see the benefits and promote Online Services?

- Are your staff registered themselves for Online services? Have they downloaded the app? This could benefit them when discussing online services with patients.

How you can use flu season to help increase patient registrations

How you can use flu season to help increase patient registrations

- Include online services promotion with your flu clinic campaign

- Are your flu clinic patients registered for Online Services?

- Make flu clinic appointments available online for booking

- Promote online services by reception and nursing teams to each flu clinic patient

- Have online service registration forms available at reception and in the consultation room for flu clinic patients

How using online transactional services can increase your practice's productivity

NHS England

PATIENT ONLINE

NHS England

	Enter the average minutes taken to process *in the box below*	Enter the average number each day *in the box below*
Appointment bookings	4	70
Appointment cancellations	2	15
Repeat prescriptions	5	30
Test results	5	20

Appointment bookings

	Time saved	
	hours : minutes	working days*
Day	04:40	0.6
Week	23:20	3.1
Month	100:20	13.4
Year	1204:00	160.5

Appointment cancellations

	Time saved	
	hours : minutes	working days*
Day	00:30	0.1
Week	02:30	0.3
Month	10:45	1.4
Year	129:00	17.2

Repeat prescriptions

	Time saved	
	hours : minutes	working days*
Day	02:30	0.3
Week	12:30	1.7
Month	53:45	7.2
Year	645:00	86.0

Test results

	Time saved	
	hours : minutes	working days*
Day	01:40	0.2
Week	08:20	1.1
Month	35:50	4.8
Year	430:00	57.3

* based on a 7:30 working day

How many *DAYS* could Patient Online save your practice?

# Patient Online could save you this much time with online appointments, repeat prescribing and test results

Working days saved

	Time saved	
	hours : minutes	working days*
Day	09:20	1.2
Week	46:40	6.2
Month	200:40	26.8
Year	2408:00	321.1

* based on a 7:30 working day

PATIENT ONLINE

Example of a practice who are already benefiting from increasing their use of online transactional services
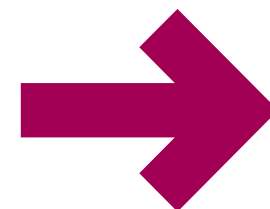
The Swan Practice in Buckingham

- To trial online access to test results, the practice decided to open it up to a selected group of patients first. "We initially only offered it to patients when they came in for their test results," GP Rebecca says. "The take-up was good and we are now offering it to all patients who register. It is nice to see that patients are really using this online service, and our stats show that 70 to 120% of patients with access are viewing their results online."

- A week's worth of monitoring phone calls showed that:

- the practice does approximately 50 tests in an average day, which equals the potential for 50 follow-up phone calls from patients wanting to know their results.

- Each phone call takes approximately 2 minutes, but can take longer if a patient wants additional information.

Final top tips for online services and where to get help and support

Final top tips

- Ensuring you have policies and procedures in place for Online Services

- Develop and maintain an Online Services Registration Form that includes all the online services you offer

- Ensure ALL staff receive training on what Patient Online services are available and how they should respond to requests for access

- Appointing a staff Champion for Online Services

- If you haven't already, cease to offer telephone repeat requests to patients as this has been shown to be clinically unsafe

- Regularly reviewing the number of appointments offered online to ensure they meet the needs of patients registered for Online Services

Help and support links

1. https://www.england.nhs.uk/ourwork/pe/patient-online/support/patient-material/

2. https://www.england.nhs.uk/patient-online

3. http://elearning.rcgp.org.uk/patientonline

4. Email help: england.patient-online@nhs.net

Direct link to resource guide

https://www.england.nhs.uk/wp-content/uploads/2015/11/po-support-resources-guide.pdf