

GP online services

Good Practice

Support and Resources Guide

second edition

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Dark grey boxes

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Depending on your internet connection speed, these links could take several moments to open.

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Introduction

The GP online services team is committed to sharing best practice to support you to implement and effectively promote online services.

This Support and Resources Guide provides a wide range of best practice examples from practices across England all of which vary in location, size, system supplier and demographics.

We invite you to use these examples to inform and develop your own local promotional plans.

The information in this guide was directly provided by practice staff, based upon their own experience of implementing GP online services and the benefits it has brought to their practice. Each example is unique.

Thank you to everyone who contributed, as this Support and Resource Guide would have been impossible without you.

If you have an example of best practice or an approach that worked for you, please share it with us to benefit other practices by emailing

england.patient-online@nhs.net



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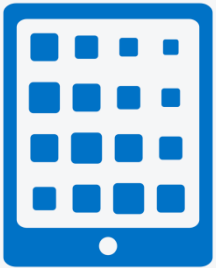
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Why patients want it



Patients have been telling us that they are ready and want the opportunity to take more control of their health and wellbeing.



Digital technology has the power to change the relationship between patients and their GP practice, just as it has changed relationships in other walks of life, such as managing finances or shopping.



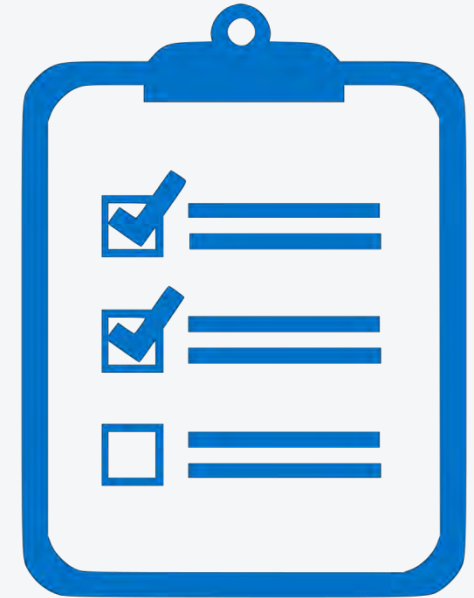
It can make services more convenient, personal and efficient.

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2018 GP Patient Survey

The 2018 GP Patient Survey was published in August 2018, with more than 750,000 people sharing their experiences of using primary care services. The next slide shows the findings related to GP online services.

Almost 84% of patients rate their overall experience as good. Most patients (94.2%) say they were able to get an appointment the last time they tried and over seven out of ten patients (70.3%) say it is easy to get through to someone at their GP surgery on the phone. The full countrywide findings – also available by CCG and GP practice – are now available on the NHS England [website](#).



Survey results

758,165 surveys
completed by patients

84% of patients described
their overall experience of
their GP practice as good

78.3% who used the GP
practice website found it
easy to do so

14.3% of patients used
GP online services to
order repeat prescriptions

50.6% of patients were
aware they could use GP
online services

13% of patients used GP
online services to book
appointments in the last
12 months

66% were satisfied with
the GP appointment times
available to them

Just over **two in three**
patients said their
experience of out of hours
NHS services was good

50.2% of patients saw or
spoke to their preferred
GP almost always

89%

of patients say
registering for
online services
was simple

*Source: 2016 NHS England survey by Patient Online
Data sample taken from 22,031 respondents who
are currently using online services





Younger people are more likely to use online services for **booking and cancelling appointments**

*Source: 2016 NHS England survey by Patient Online



Older people are more likely to use online services for **ordering repeat prescriptions and contacting their GP**

Data sample taken from 22,031 respondents using online services

How do **you** use online services?

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85%
say ordering
prescriptions
online is
straightforward



NHS
England

*Source: 2016 NHS
England survey by
Patient Online

Data sample taken from
22,031 respondents who
are currently using
online services

Ordering repeat prescriptions
is the most actively used online
service within all age groups.
60% of all people report
using this service.

90% of people
with long-term
conditions
believe that
ordering repeat
prescriptions
online is easy



“What benefits can be gained from giving patients online access to test results?”



The Swan Practice in Buckingham started offering online test results to their population of almost 20,000 patients in August 2015. It is saving the administration and clinical team lots of time and phone calls.



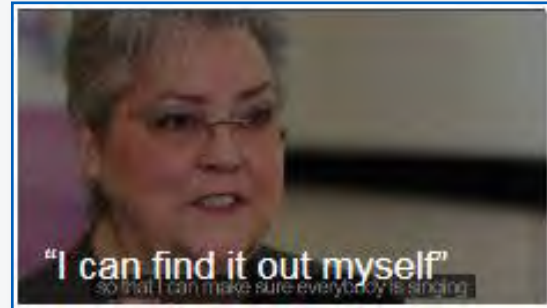
www.england.nhs.uk/savings-calculator

Patient case studies

In these short YouTube videos, patients explain how GP online services helped them to manage their health. Click an image to watch (requires internet connection).



These videos are available on the GP online services YouTube playlist and via the NHS Choices website



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Do you want ideas, inspiration or some tips to get your campaign off the ground? Or, do you simply want to take your campaign to the next level?

We have a range of case studies that illustrate how GP online services can be brought to life at a local level.

Duke Street Surgery

NHS Cumbria CCG

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Duke Street Surgery ran an intensive campaign to encourage patients to sign-up for online services. Having previously reduced the number of DNAs by issuing appointment text message reminders, the surgery decided to adopt an SMS text messaging campaign to promote GP Online Services.

A text message was sent to 3,000 patients and achieved a response rate of over 10% on the first day. The surgery also promoted GP Online Services on their website, social media channels and with a display in the waiting area and as a result the practice jumped from 3.5% of patients being registered for GP online services to 10% of patients in just one week.

June 2016 =
3.2 %

May 2018 =
38.9%

No. patients = 9,543

Deprivation scale = 2

Patients >75 years = 10.8 %

Patients ethnicity = 1.7 %

Region = North

Supplier = EMIS

Focus

- Increase patient registration numbers

Benefits

- Reduced administration pressure on staff, allowing them to focus on other tasks
- Increased patient satisfaction

Techniques

- SMS text message campaign
- Trained and briefed staff
- Displayed promotional material within the patient waiting area
- Signposted GP online services on the practice website and through social media

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The Allendale Road Surgery

NHS Ealing CCG

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The Allendale Road Surgery makes an effort to ensure patients are aware of the online services available to them, which patients have really appreciated.

First time mum, Minal, explains: "I was familiar with GP online services but it was during my pregnancy when I suffered from acute morning sickness that I realised the full benefits of ordering repeat prescriptions online. My morning sickness was so severe I was house-bound and required constant medication. Being able to order this online and have my husband collect it from the pharmacy removed any additional stress, allowing me to focus on my pregnancy and getting better".

Benefits

- Frees up the phone lines enabling reception staff to focus more time on helping patients that need their assistance
- Improves the patient experience by giving them more options to interact with the surgery

Techniques

- Displayed promotional material in the reception area
- Included promotion of GP online services within the new patient registration process
- Signposted GP online services on the practice website

June 2016 =
1.1%

May 2018 =
18.8 %

No. patients = 4,187

Deprivation scale = 8

Patients >75 years = 9.1 %

Patients ethnicity = 63.2 %

Region = London

Supplier = TPP

Focus

- Improve patient experience
- Improve patient access

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London Road Medical Practice

NHS Croydon CCG

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Having exhausted other methods of promotion, London Road Medical Practice, thought that a SMS text campaign would most suit the needs of their transient and ethnically diverse patient population.

Their SMS campaign targeted patients over 16 years of age, who didn't frequent the practice often, had given a mobile number and had not registered for GP online services. An SMS was sent to 1,597 patients, with a second SMS sent two weeks later.

Practice staff also gave a pre-printed registration form to every patient attending an appointment at the surgery and advised those requesting their repeat prescription via email, that they could do this online.

June 2016 =
3.3 %

May 2018 =
15.6 %

No. patients = 5,936

Deprivation scale = 3

Patients >75 years = 8.3 %

Patients ethnicity = 67.4 %

Region = London

Supplier = EMIS

Focus

- Increase patient registration numbers

Benefits

- Patients have more choice in how they book their appointment and in choosing their appointments as more appointments become available online
- Decreased pressure on reception staff as fewer people phone or come into the surgery to arrange an appointment, repeat prescriptions or change of address

Techniques

- Targeted SMS campaign
- Pre-printed registration forms
- Signposted online repeat prescription ordering to every person requesting a prescription by email
- Displayed promotional material in the reception area

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Tynemouth Medical Practice

NHS Haringey CCG

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When Sonia joined Tynemouth as the new Practice Manager the practice was already a success story, with 65% of patients registered for online services and 25% of appointments available online.

However, Sonia and her team quickly realised that the service levels on offer were inadequate. She felt that despite an impressive number of registered patients, online transactions, along with utilisation and benefits to patients and the practice, was at a minimum. One simple problem was that too few appointments were available to registered patients to book.

Tynemouth made a focused effort to open up their appointment book and in the process, doubled the number of appointments available online. The practice also started a successful campaign to increase their patient's awareness of the benefits of using GP online services.

June 2016
62.4 %

April 2017
61.6 %

No. patients = 10,320

Deprivation scale = 1

Patients >75 years = 3.9 %

Patients ethnicity = 55.6 %

Region = London

Supplier = EMIS

Focus

- Manage appointment book more effectively
- Improve patient experience
- Cost savings

Benefits

- The surgery has coped with an increase of 1,000 patients over 12 months without the need to recruit and train additional staff.
- Reduced administration pressure on staff, freeing up time to focus on other tasks.
- More convenient for patients to make appointments, increasing patient satisfaction

Techniques

- Online appointment book management
- SMS campaign
- Staff training and confidence building

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North End Medical Centre

NHS Hammersmith and Fulham CCG

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Working with The Hammersmith and Fulham GP federation and the CCG, North End Medical Centre has delivered a number of GP online services registration recruitment weeks.

In response to the growing number of patients registered, as well as positive patient feedback, North End Medical Centre continues to make more appointments available to book online. Staff ensure that to further promote uptake of the service, they regularly inform patients that they are releasing an increasing number of face-to-face and telephone triage appointments to book online.

June 2016
30.5 %

May 2018
48.0 %

No. patients = 19,698

Deprivation scale = 5

Patients >75 years = 2.9 %

Patients ethnicity = 34.3 %

Region = London

Supplier = TPP

Focus

- Manage appointment book more effectively
- Improve patient experience

Benefits

- The surgery has been able to manage an increasing workload with existing resources, which has been key within the reception team.
- The process of ordering repeat prescriptions online is far simpler than having to make a request for a repeat prescription through traditional routes

Techniques

- Hosted GP online services registration events
- Online appointment booking management
- Included promotion of GP online services within the new patient registration

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Lighthouse Medical Practice

NHS Eastbourne, Hailsham and Seaford CCG

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To encourage staff to proactively promote GP online services to patients, the practice launched a staff competition. “The admin that comes with registering patients can be seen as a drudge. That’s why we offered a bottle of champagne to the staff member who signed up the most patients in one month,” GP, Tim Caroe, says. “In one month we consented and verified the identity for 162 patients. The colleague who won the competition signed up 20 of them.”

The Lighthouse Medical Practice also drew on their active patient and virtual forum. The patient forum members were the first patients at the practice to register and access online services. “We introduced them to online services a few years ago and asked them to try it and to let us know how it feels to use online services,” said practice manager, Amanda. “Their feedback was used to promote online services in the forum newsletter and on social media.”

June 2016
14.0 %

May 2018
24.9 %

No. patients = 15,994

Deprivation scale = 5

Patients >75 years = 19.8 %

Patients ethnicity = 5.6 %

Region = South

Supplier = EMIS

Focus

- Increase patient registration numbers

Benefits

- Patients have quicker access to appointments and are able to book them throughout the day
- Easy way for patients to view test results once they have been viewed by the GP
- Creates a clear audit trail

Techniques

- Involve your PPG
- Create in-house competitions to get staff to be proactive in their promotion
- Use social media to raise awareness of the service, it's benefits and how to use it

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The Swan Practice

NHS Buckinghamshire CCG

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Averaging about 50 tests a day, most of them a blood test, the practice decided to encourage patients to go online to access their results. This has proved particularly beneficial to patients that have a long term condition, such as asthma, diabetes or Crohn's disease.

"If they come to see me for a follow-up appointment and they have access to their results, they usually have a good idea of what they would like to address," practice nurse, Helen, says. "Having access to their available results has given them ownership of their illness. It has revolutionised their self-care."

June 2016
21.9 %

May 2018
39.6 %

No. patients = 29,862

Deprivation scale = 10

Patients >75 years = 7.5 %

Patients ethnicity = 5.8 %

Region = South

Supplier = EMIS

Focus

- Increase patient registration numbers
- Promote self-care

Benefits

- Fewer phone calls in the morning from patients asking about their test results, which saves time
- Reduction in receptionists having to engage in clinical conversations as GPs can add comments to the test result explaining what it means or next steps
- Improved convenience for patients who have a one-off test and want a quick reply, as well as for patients with long term conditions

Techniques

- Displayed promotional material in reception
- Signposted GP online services on their practice website
- Targeted promotion of GP online services to patients with long term conditions

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The Street Lane Practice

NHS Leeds North CCG

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Street Lane Practice has always tried to involve patients in their own health and believes online record access is the right way forward. To get staff on board, the practice organised a training session. "We gathered everyone together and explained how it works and what the benefits are. We did a few tests with dummy patients to show how easy it was to use," explained John, deputy practice manager.

"To get our patients to use the service, we do what we can to promote them including displaying posters in the waiting room, offering it to new patients at registration, running it through our patient forum and promoting it at our flu clinic."

When a patient regularly needs blood tests or is suffering from a long term condition, GPs offer detailed coded record access to the patient straight away.

June 2016
20.4 %

May 2018
26.4 %

No. patients = 13,707

Deprivation scale = 9

Patients >75 years = 12.4 %

Patients ethnicity = 21.0 %

Region = North

Supplier = TPP

Focus

- Promote self-care

Benefits

- Opening up health records online means that patients need to come to the practice less often as they can view their records at home, saving them time and money, and at the same time, freeing up time at the practice for staff to see other patients
- Online access is not just one-way access, it really works both ways, for patients and staff

Techniques

- Displayed promotional material in reception
- Signposted GP online services on their practice website
- Targeted detailed coded record access at patients with long term conditions

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Hulme Hall Medical Group

NHS Stockport CCG

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Hulme Hall Medical Group GP, Steve Hastings, is very clear about the benefits of GP online services. “It’s revolutionised our practice. If you can stop the phones from ringing, even for a minute, by shifting work online, that has to be a good thing.”

The practice, having already implemented online appointment booking and prescriptions, turned to online record access when the functionality became available. They started off slowly by offering it to the twenty members of the Patient Participation Group and to those patients who would really benefit from it – allowing everyone to get used to the system and ensure the correct policies were in place before rolling it out more widely.

Benefits

- By reading about their health, patients become more aware of, and more involved with, their care
- Allows patients to report any errors in their records, ensuring that they are more accurate
- Allows patients to access the right information anytime that they need it
- Shifts work online, freeing up staff administration time

Techniques

- Involved their PPG in the process
- Ensured that correct policies were in place to support online access
- Ensured that staff understood Patient Online and detailed coded record access before opening them to all patients

June 2016
16.6 %

May 2018
26.3 %

No. patients = 11,097

Deprivation scale = 9

Patients >75 years = 12.1 %

Patients ethnicity = 8.8 %

Region = North

Supplier = EMIS

Focus

- Promote self-care

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Boughton Health Centre

NHS West Cheshire CCG

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To prepare for the roll-out of Detailed Coded Records (DCR) access to patients, Boughton Health Centre employed rigorous planning, a neat flow chart and regular training sessions. This ensured that clinicians and admin staff were clear on their part to play in the process.

“We had separate training sessions for clinicians and the admin team,” said practice manager, Rachel. “The clinical team trialled online access to DCRs with ‘test patients’ to master what to do and understand what patients could see. Admin and reception staff got special training too.”

To keep staff updated, the practice has regular coffee mornings and feedback sessions where they discuss DCR access. Making the most of other available guidance was key to implementation, says Rachel. “Talking to other practice managers that already had detailed record access in place, made it more manageable and achievable for myself. They happily shared their information.”

June 2016
25.6 %

May 2018
43.1 %

No. patients = 12,842

Deprivation scale = 8

Patients >75 years = 10.6 %

Patients ethnicity = 3.3 %

Region = North

Supplier = EMIS

Focus

- Promote self-care

Benefits

- Helped to reduce telephone demand and visits to the practice to book appointments
- Patients with access to their detailed coded records, tend to already know what they want to talk about, making their consultations more efficient

Techniques

- Involved their PPG
- Staff had training and refresher courses
- Planned how they were going to implement access to DCRs
- Made sure that staff are clear on their role in promoting the service
- Made the most of all the guidance and best practice available

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Apex Medical Centre

NHS Medway CCG

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Hayley, joined Apex Medical Centre as the practice manager in March 2016. At that time, only one patient had been registered for GP online services. Knowing she had an uphill, but worthwhile, battle ahead of her, she set about implementing GP online services and getting the team on board.

A promotional campaign was launched and as the team realised the benefits of GP online services, it became second nature to talk to patients about the service. Now the practice uses GP online services in two distinct ways - as an aid to give patients more choice and as an alternative to calling the practice - diffusing complaints regarding busy phone lines. Hayley, is honest about getting started. "For any practice at the beginning you just have to keep pushing it and pushing it! However, once it's going it just takes off and gives you something really positive to talk to patients about."

Benefits

- Gives patients more control, allowing them to use online services when it is most convenient
- Releases administration time, allowing staff to focus it on patients who need additional help
- Reduction in complaints about not being able to get through on the phone, increasing patient satisfaction

Techniques

- Displayed promotional material in the reception area
- Signposted GP online services on their practice website
- Included promotion of GP online services within the new patient registration process

June 2016
0.2 %

May 2018
39.1 %

No. patients = 6,695

Deprivation scale = 5

Patients >75 years = 8.4 %

Patients ethnicity = 9.3 %

Region = South

Supplier = Vision

Focus

- Increased patient registration numbers
- Improved patient experience

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The Maltings Surgery

NHS Herts Valley CCG

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The Maltings Surgery knew the best way to reach their patient population was to take a varied approach ensuring a number of implementation techniques were used while ensuring continuity across the campaign.

Certain things have become standard practice now, such as including online registration details in new patient packs and promoting online services on the website – where the practice has developed a range of videos including one explaining online access.

The PPG have also been very supportive in actively helping to introduce the programme to other patients and regularly feature GP online services in their newsletters and assist staff in promotional campaigns.

June 2016
33.2 %

May 2018
62%

No. patients = 18,772

Deprivation scale = 10

Patients >75 years = 8.1 %

Patients ethnicity = 13.2 %

Region = Midlands and East

Supplier = EMIS

Focus

Increase patient registration numbers

Improve patient experience

Benefits

- Reduces the number of phone call which means urgent issues are more likely to get through
- Allows patients to feel more in control and responsible for their own health
- Ensures patients can share information, such as test results, with other healthcare providers
- Appointments are available online six weeks in advance, allowing continuity with the same doctor

Techniques

- Signposted GP online services on their practice website
- Involved their PPG
- GP online services promoted within the new patient registration process
- Used patient GP online services case studies to resonate with other patients
- Made GP online services business as usual

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Hall Green Health

NHS Birmingham & Solihull CCG

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At Hall Green Health the team had seen natural growth in the number of patients registered for GP online services. However that growth had stalled and the team were concerned that they would not see the full benefits of GP online services if registration numbers didn't continue to increase.

The staff called on the assistance of the GP online services team who arranged for someone to visit the practice. During the visit, members of the administration, clinical and GP online services team discussed the different implementation techniques used and steps taken so far. Then expert advice on next steps was given – resulting in an action plan. This ensured that all members of the practice team were on board and understood their role in helping the practice to achieve it's target.

June 2016
8.3 %

May 2018
26.4%

No. patients = 25,608

Deprivation scale = 3

Patients >75 years = 9.3 %

Patients ethnicity = 48.0 %

Region = Midlands and East

Supplier = EMIS

Focus

- Increase patient registration numbers
- Manage appointment book more effectively

Benefits

- Reinvigorated the growth in patient registrations for GP online services
- Reinvigorated staff in continuing to proactively promote the service
- Reduced pressure of GP staff as more patients used online services
- Increased patient choice

Techniques

- Displayed promotional material in reception
- Involved their PPG
- Improved online appointment booking management
- Pre-printing of GP online services registration forms

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Richmond Lock Surgery

NHS Richmond CCG

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Richmond Lock Surgery has enjoyed a steady increase in patients registering for online services by simply incorporating it into everyday activities, making it business as usual. Patients have certainly appreciated this approach.

Natalie, who has been a patient at the practice for the last six years, finds it very convenient. "I have been accessing GP online services for the last year now and use it to book GP appointments. Prior to this I would have to telephone the surgery and at busy times would struggle to get through, or on occasions I would forget to call during opening hours. I saw GP online services being advertised at the reception desk and immediately signed up. I do my shopping, banking and manage so many other aspects of my life online – booking my GP appointments online just made sense."

Benefits

- Increased patient choice
- Increased convenience for patients
- Increased patient satisfaction

Techniques

- Displayed GP online services promotional material in the reception area
- Made promotion of the service 'business as usual'

June 2016
7.7 %

May 2018
24.9 %

No. patients = 8,003

Deprivation scale = 8

Patients >75 years = 5.6 %

Patients ethnicity = 21.7 %

Region = London

Supplier = Vision

Focus

- Increase patient registration numbers
- Improve patient access

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Holly Road Medical Centre

NHS Hounslow CCG

Holly Road Medical Centre has taken a proactive approach to increase the number of patients it has registered for online services, promoting them with pre-printed registration forms for patients due to visit the surgery that day. To do this, the team check future appointments to identify patients who are eligible, but not yet registered, for GP online services. Patients meeting this criteria are then pre-registered for online services, with their log in details kept securely at reception.

Upon arrival for their appointment, reception staff offer registration to these eligible patients, explaining the benefits of using online services. Patients who accept are then validated using identification documents already logged on the system from their initial new patient registration with the practice. Less than 1% of those pre-registered decline access, in which case, their online access is removed and the pre-registration form is shredded.

Benefits

- Less pressure on reception staff in terms of volume of phone calls
- Patients are encouraged to manage their own appointments, cancellations and alterations.
- Reduced DNA rate

Techniques

- Pre-printing of registration forms offered to patients who haven't yet registered for GP online services
- Staff explain the benefits to patients, face-to-face enabling questions to be asked and answered

June 2016	May 2018
2.6 %	34.4 %
No. patients = 4,244	
Deprivation scale = 7	
Patients >75 years = 10.1 %	
Patients ethnicity = 28.0 %	
Region = London	
Supplier = TPP	
Focus	
<ul style="list-style-type: none">• Increase patient registration numbers	

Persistence was the approach of The Grange team. Achieving over 17% of patients registered for GP online services didn't happen quickly, but the team knew that the benefits would be worth it. An SMS campaign was launched targeting two key patient groups. In the first, patients due for their appointment in the next 24 hours received a text message saying 'ask the receptionist about online access.' In the second group, patients on repeat prescriptions received a message that encouraged them to apply for online access to re-order their prescriptions. Aware that some patients would not be contactable this way, The Grange looked at ways to reach other niche groups of patients, such as those in local nursing and residential homes. This, along with the more traditional methods of displaying promotional material in the practice reception area and on the patient screens, has paid off and led to an increase in patient registration numbers.

June 2016
5.0 %

May 2018
17.4%

No. patients = 14,897

Deprivation scale = 2

Patients >75 years = 10.3 %

Patients ethnicity = 1.8 %

Region = North

Supplier = TPP

Focus

- Increased patient registration numbers

Benefits

- Patients booking appointments through online access had reduced phone calls
- Repeat prescriptions ordered online (removing telephone ordering) are quicker to do and are more accurate
- Reduced contact from nursing and residential home staff (by phone or fax) to order repeat prescriptions

Techniques

- Targeted SMS campaign
- Identified and worked to increase awareness of GP online services among niche groups of patients and those caring for them
- Displayed GP online services promotional material in the reception area

Monkspath Surgery

NHS Birmingham & Solihull CCG

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Monkspath Surgery knew it had an advantage to start with based on its patient demographics. “We don’t have a huge elderly population, our patient list is made up of mostly young professionals who have the technology knowledge to utilise online services,” explained practice manager Rachel.

The practice’s three social media accounts – Twitter, Facebook and Instagram – are all good channels for reaching their patient group to remind them of the benefits of online services.

Also, having a high patient turnover due to the transient nature of the local population, ensuring that the new patient registration pack includes GP online services material has been key to ensuring new patients get online. Rachel says: “It’s about being proactive, so rather than waiting for patients to come to us we get them to join from the start.”

June 2016
13.0 %

May 2018
22.5%

No. patients = 12,113

Deprivation scale = 10

Patients >75 years = 8.8 %

Patients ethnicity = 14.8 %

Region = Midlands and East

Supplier = Vision

Focus

- Increased patient registration numbers
- Improve patient experience

Benefits

- Patients have peace of mind and take more ownership of managing their health
- The more patients who are online, the less who need to contact the surgery, meaning they can give more time to the patients who do need their help on a one-on-one basis
- Reduces conflict from patients who cannot get through on the phone

Techniques

- Developed a promotional plan that was relevant to their patient population and high patient turn-over
- GP online services included in new patient registration process
- Social media campaign

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Connaught Square Practice

NHS Central London (Westminster) CCG

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Connaught Square Practice had an intensive four-step plan to increase the use of online services. With three steps complete - and the fourth soon to begin - the practice expects to continue to see its registration numbers soar. Step one was about building up a presence with promotional material and reminders on the call waiting message and automatic email reply etc. Step two involved educating staff during weekly and clinical meetings, ensuring they understood how online services can improve efficiency. Steps three was developed from the realisation that not everyone feels comfortable using a new online solution. As a result of this the practice organised several workshops for patients aged 60+ addressing a range of things including logging into online services and using all of its features. The final, and most ambitious step, will see the team create an 'online service walkthrough' video covering the same topics as the workshops but in a format that can be shared with a wider audience.

June 2016
2.7 %

May 2018
47.9 %

No. patients = 7,257

Deprivation scale = 4

Patients >75 years = 7.5 %

Patients ethnicity = 43.0 %

Region = London

Supplier = TPP

Focus

- Increased patient registration numbers

Benefits

- Empower patients to make the most of online services to better manage their own healthcare
- Improve efficiency by releasing the administration team from tasks such as booking an appointment, ordering a repeat prescription or viewing results by encouraging patients to carry out these tasks online

Techniques

- Displayed GP online services promotional material in the reception area
- Trained all staff in the services
- Hosted promotional events
- Currently developing a video to help patients to access and use GP online services.

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Orchard Surgery

NHS South Norfolk CCG

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With technology already making things more convenient for so many of us, Orchard Surgery decided to take advantage of this, along with assistance from their supplier, to promote GP online services to patients. Dawn, the practice manager, regularly runs a report within service provider TPP to highlight patients over 16 years old who have not registered for GP online services. An alert is then set which generates a pop-up message when the patient record is retrieved during an appointment. This then reminds staff to ask patients if they would like to register for online services. "Staff find it really helpful as it reminds them to always ask patients who are eligible for GP online services," explains Dawn. This, in addition to promoting online services in the new patient registration packs, on the website and within the waiting room, which helped to increase patient registrations from the start.

June 2016
15.9 %

May 2018
19.4 %

No. patients = 10,773

Deprivation scale = 6

Patients >75 years = 12.8 %

Patients ethnicity = 2.1 %

Region = Midlands and East

Supplier = TPP

Focus

- Increased patient registration numbers

Benefits

- It gives patients more control of their health and wellbeing
- Patients can cancel appointments online and order prescriptions, freeing up receptionists' time

Techniques

- Identified all eligible patients and targeted them through face-to-face discussions from their clinicians (who received a pop-up message on the computer during their consultation)
- Included promotion of GP online services within the new patient registration process
- Displayed promotional material in the reception area



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Dr Rasib and Partners

NHS Cannock Chase CCG

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Dr Rasib & Partners knew that when it came to GP online services it wasn't just about getting patients registered, but ensuring they had the knowledge and skills to use online services, while understanding the functionality and benefits that come with it.

As part of this process all staff were involved in promotion, from clinicians to administration. GPs promote online services during consultations by logging on as "Mickey Mouse" and doing a brief demonstration on how prescriptions and messaging work. When it comes to registering a patient the practice is aware that responding quickly to applications and queries relating to accessing online services will motivate patients to use the service.

Staff were trained to help patients by providing them with information and support about troubleshooting issues, such as logging in. They will also go one step further when required and at times will sit with a patient to go over any issues that are preventing them from using GP online services or signpost them to local computer classes if it's a skills issue.

June 2016
17.4 %

May 2018
28.7 %

No. patients = 5,464

Deprivation scale = 5

Patients >75 years = 9.4 %

Patients ethnicity = 2.4 %

Region = Midlands and East

Supplier = EMIS

Focus

- Increased patient registration numbers
- Improved patient access

Benefits

- Improved communication with patients through the messaging system, as GPs respond to queries quickly to encourage patients to use the functionality more
- Patients are more knowledgeable regarding what prescriptions are requested and are able to query any medication issues prior to further requests
- Online booking reduces telephone congestion and helps improve the patient's experience of calling the practice at busy times

Techniques

- Fully trained and motivated staff
- Trained and motivated patients through the provision of proactive support, advice and trouble-shooting help
- Signposted patients needing additional IT skills support to further training within the community

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Priory Medical Practice

NHS Bedfordshire CCG

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One change had a big impact on Priory Medical Practice's GP online services registration numbers. When the process for repeat prescriptions changed to coincide with new staff joining the dispensary team, patients were no longer able to request their prescriptions over the telephone. Instead, those who phoned were advised about online services and encouraged to register. "It was difficult in the beginning as it was a big change for some patients," explained Practice Manager, Sharron. "But more and more people are going online now and are definitely getting used to it."

This is further reinforced by the number of patients who registered for online services in a typical three day period - 31 requests. The spike in activity coincided with the launch of the practice's new more interactive website, which requires online registration to access some of the services. Through focusing on these two key projects Priory Medical Practice has been able to achieve over a third of its patient list registered for online services.

June 2016
17.4 %

May 2018
39.6 %

No. patients = 7,228

Deprivation scale = 7

Patients >75 years = 16.5 %

Patients ethnicity = 11.6 %

Region = Midlands and East

Supplier = TPP

Focus

- Increase patient registration numbers
- Promote self-care

Benefits

- Patients are more in control and take ownership of their repeat prescription requests
- Avoids errors associated with taking prescription requests over the telephone
- Has freed up more admin time, which benefits the practice as they can focus on tasks which cannot be completed online

Techniques

- Changed it's repeat prescription ordering policy
- Signposted GP online services on the practice website
- Fully embedded GP online services registration into it's newly built, interactive, practice website



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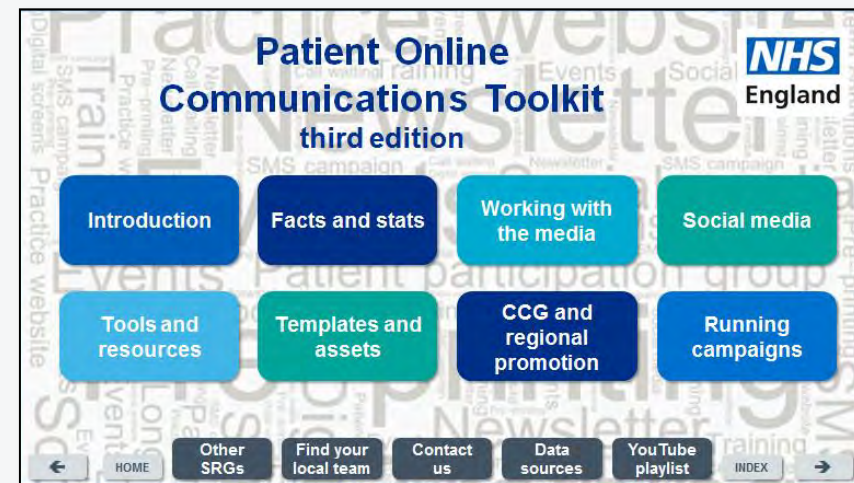
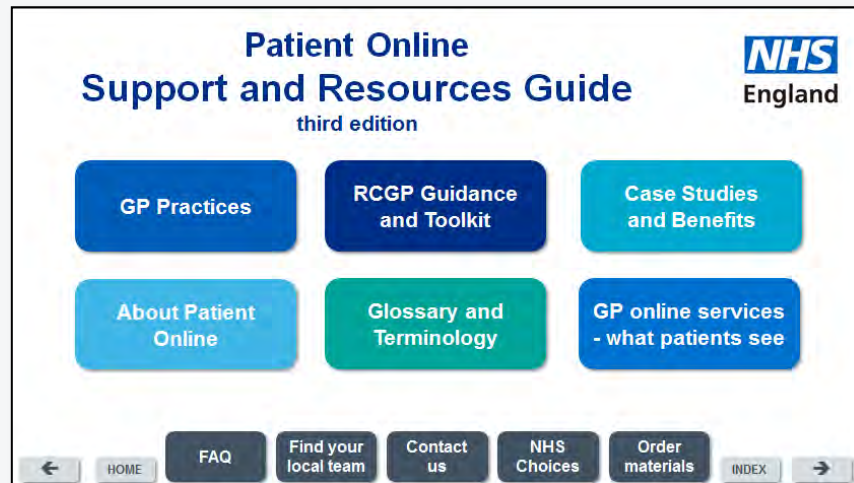
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Support and Resource Guides

The case studies in this guide highlight best practice to implement online services, from practices across England. They outline some of the benefits realised from both a practice and a patient perspective.

It is one of a range of Support and Resources Guides that the GP online services team has put together. Our other guides include:



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Local team contacts

The GP online services team is available to give further support to implement and promote online services. If you would like further details, please contact the local Implementation Lead in your region.

REGION	NAME	EMAIL	MOBILE
North	Pam Jenkins	pamela.jenkins1@nhs.net	07918 336 005
North	Kay Renwick	kay.renwick@nhs.net	07768 535 904
Midlands and East	Kayleigh Buckley	kayleighbuckley@nhs.net	07710 152 881
Midlands and East	Tristan Stanton	Tristan.Stanton@nhs.net	07710 152 445
London	Shona Ash	S.ash@nhs.net	07900 712 995
London	Patrick Johnson	patrick.johnson@nhs.net	07730 376 405
South	Emma Halliday	emma.halliday1@nhs.net	07557 744 917
South	Louise Croney	louise.cronney@nhs.net	07730 379 275



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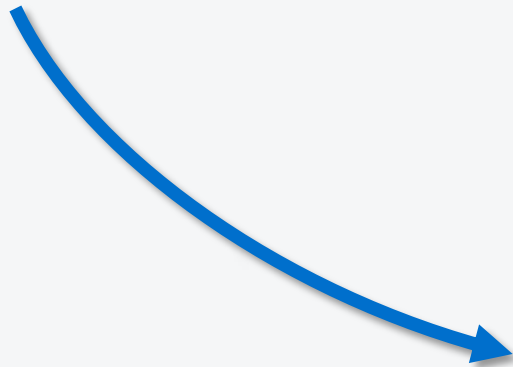
Please contact us if you need support, advice or guidance with GP online services.

We would like to hear from you

NHS England values your opinions and experiences. We want to ensure that your views are being heard across all parts of the healthcare system, at all levels, and are therefore committed to working and engaging with GPs, practice staff, clinical commissioning groups and patient support groups.

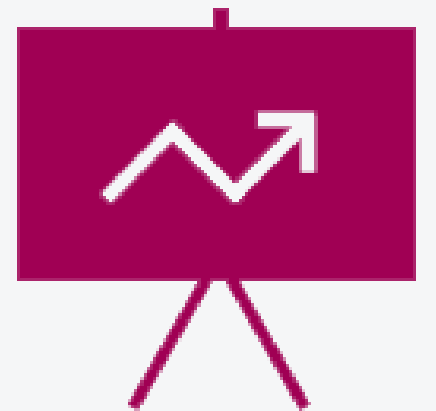
We believe that this is essential for creating and delivering better health and care services.

We are continually striving to improve GP online services and welcome any thoughts, feedback or questions that you may have for us.



Data sources

- The following sources have been consulted for data:
 - Demographics source: Public Health Profiles 2015/16 - <http://fingertips.phe.org.uk/profile/general-practice/data>
 - Patient Online Management Information (POMI) - <http://content.digital.nhs.uk/pomi>



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