# Access to patient online GP records by care staff | Care home communications plan

## Why is a communications plan needed?

Developing a communications plan and adding this into your project will ensure that all the people who need to know about your project, will do. This can help reduce delays and smooth the implementation.

In summary, there are three key groups you need to build into your plan:

* **Staff** | let staff know what is planned, who to contact with any queries and exactly what they need to do. Give opportunities for questions and answers
* **Residents** | tell them about the proposed changes, who to contact with any queries and exactly what they need to do. Give opportunities for questions and answers
* **Stakeholders** | work with the GP practice(s) and community pharmacies to make sure that their staff are aware that the changes are taking place

## Top tips

* Keep messages clear and to the point
* Tailor content to your target audience
* Keep key messages short and concise: three to five points is suggested
* Explain the benefits to staff, GP practices/pharmacies and to patients
* Tell stories if you can, e.g. use case studies and testimonials
* Use all your channels of communication including your website and social media sites

## Helpful resources

You can download and adapt any of the following resources to support your local plan:

|  |  |  |
| --- | --- | --- |
| **For staff** | **For residents and their families** | **For general use** |
| Care staff leaflet (D2) | Resident leaflet (D4) | Good practice example (D15) |
| Proxy access request form (D6) | Covering letter (D3) | Frequently asked questions |
| GP system user guide TPP SystmOne (D9) | Resident consent form (D5) |  |
| GP system user guide EMIS Web (D10) |  |  |

## Example of a communications timeline: medications ordering

The example below suggests a timeline for producing resources; when they will be used and; who might be responsible for delivering each activity.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Week commencing | | | | |
| Activity | Format | Person responsible | 05-Oct-20 | 12-Oct-20 | 19-Oct-20 | 26-Oct-20 |
| Prepare resources |  | Project lead | 05-Oct-20 |  |  |  |
| Contact staff | Meeting, leaflet, website | Care home manager |  | 12-Oct-20 |  |  |
| Contact stakeholders | Email, website | Project lead |  | 12-Oct-20 |  |  |
| Contact residents/families | Letter and leaflet; consent form, website | Care home manager |  | 14-Oct-20 |  |  |
| Go live for proxy medication ordering |  | Project lead |  |  |  | 28-Oct-20 |