

GP online services

Communications Toolkit

third edition



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User information

Coloured boxes

Each colour is a topic. Selecting these boxes moves you to different sections in the Support and Resources Guide.

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Dark grey boxes

These are hyperlinks to webpages and email addresses which are external to the Support and Resources Guide. You will need to be connected to the internet for these to work.

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

Light grey boxes

These are navigation boxes and move you about the Support and Resources Guide.

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GP online services websites

RCGP guidance

Support and resource guides

A range of tools and resources from the GP online services team are available in the following slides.

You can tailor these to include your practice information to create a springboard for your own local initiatives.

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Communications toolkit

The GP online services team developed this toolkit to support you to promote 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

Among other things, the toolkit includes suggested content for your website, social media channels and newsletter. You can tailor the information within the toolkit to make it relevant to your practice, staff and patients.

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Primary focus

Patient Online has been rebranded as **GP online services**. The reason for this is that we have found that many people do not identify themselves as patients unless they are in a hospital.

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.

The key benefits that we promote is 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

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GP online services websites

NHS England

Information for practices,
CCGs, and regions

www.england.nhs.uk/GP-online-services

NHS.uk

Information for patients

www.nhs.uk/gponlineservices

RCGP

Professional guidance for
GPs, practice nurses and
practice teams

<http://elearning.rcgp.org.uk/patientonline>



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RCGP guidance and toolkit

The **Royal College of General Practitioners** guidance contains best practice advice, eLearning and downloadable resources, which you can tailor with your own local information to inform patients about your practice.

Currently there are nine guidance topics, including a section on promotion.

In the next couple of months the section on Patient Centred Care will be expanded to include examples of utilising GP online services in Diabetes and end of life care.

Identity verification	Registration for online services	Patient centred care
Appointments Prescriptions	Records access	Information governance
Proxy access	Coercion	Promoting GP online services



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Support and Resource Guides

This communications SRG provides practical tools to help you to communicate the benefits of GP online services. It is one of a range of guides, developed by the team to provide tools, tips, best practice and techniques to help you to effectively implement and promote GP online services to patients and staff.

Support and
Resource
Guides

Our other Support and Resources Guides include:

- Practice support and resources guide: [GP online services support and resources guide](#)
- Good practice SRG: [Good Practice guide](#)
- Flu season guide: [Flu season: Making the most of online appointments](#)
- Student guide: [GP online services: promoting to students](#)
- Patient Participation Group: [Patient Participation Groups – What you need to know about GP online services](#)



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Facts and stats

Headline statistics

General Practice Data Hub

Headline statistics

These headline statistics use the latest data up until 30 May 2018*.

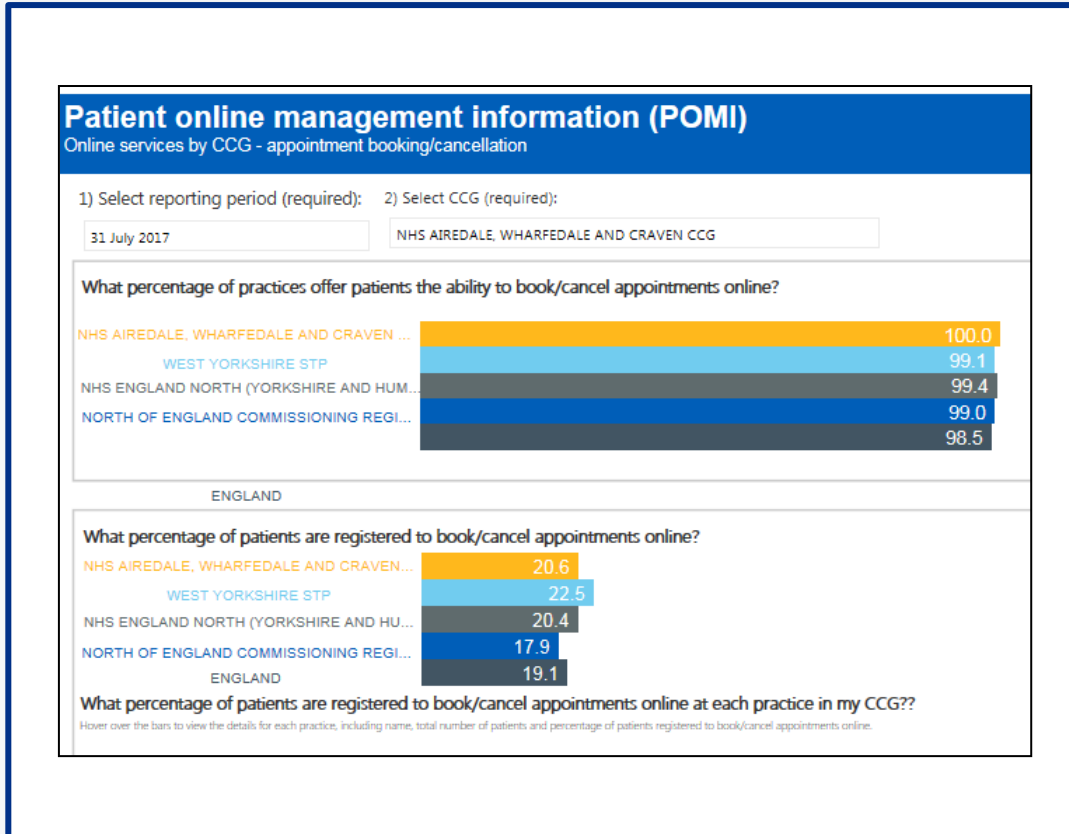
You can use these statistics in your communications, although we ask you to check that you are using the latest SRG as we will periodically update these figures.

*Latest figures checked 16 August 2018

[GP data hub](#)

- Over 14 million patients can book/cancel appointments and order repeat prescriptions online in England
- In one single month (May 2018)
 - Over 1 million appointments were booked or cancelled online
 - 2.7 million prescriptions were ordered online
 - Patients viewed their online GP record over 600,000 times
- Patients at nearly all (97%) GP practices can book appointments, order a repeat a prescription or view their summary medical records using their smartphone, tablet or laptop without needing to ring or go to the practice.

General Practice Data Hub



The [General Practice Data Hub](#) is a collection of interactive dashboards covering General Practices in England. This data is published under the open data licence.

You will find [Patient Online Management Information](#) within this data set. This allows you to compare your CCGs or individual practice performance, in terms of GP Online Service registrations, against regional and national performance.



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Working with the media

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Introduction

The media is a great way to tell people about your GP online services and, best of all, it is usually free. There are many different types of media, all with different target audiences. These include traditional media such as newspapers, magazines, radio and television, through to newer media such as online news outlets, blogs and social media sites.

Some of these ways of working with the media will be explored further in this toolkit.

Common ways to work with media include:

- Writing a letter to the editor
- Writing and sending a press release to the media
- Pitching a feature, blog or online content to a media producer
- Phoning into a radio or TV programme as part of a segment inviting viewers/listeners to share their comments
- Offering a service to the media (for example hosting a segment on a local health programme about keeping healthy after retirement)
- Paid advertising.

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Print media

**Guidelines for
newspapers**

**Letters to the
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**Press releases
overview**

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**Press releases
... and finally**

**Press release
template**

Guidelines for newspapers

For newspapers or magazines, interview requests are usually very simple – an interview over the phone or in person and then they may send a photographer to come and take a photo. To help with this:

Provide journalists with general information and statistics beforehand, or follow-up afterwards if you can't remember something during the interview. This reduces the chance of errors in the final printed story and relieves the pressure on you. Use language appropriate to your audience but avoid jargon, acronyms or technical language.

It is very likely that the newspaper will want to **feature a photograph** with the story as they like to put a face to the story.

Be aware that **anything you or a spokesperson says**, even if it is outside of the actual interview, **could be included in the final article.**

Never assume you are 'off the record'.

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Letters to the editor

A letter to the editor of your local newspaper(s) and magazine(s) is a great way to tell people about GP online services and should be written in a similar style to a blog, in that it is your personal opinion that you are expressing.

Tips for success include

- Be topical – if possible respond to something relevant in the news, for example, you could quickly respond to news of a potential flu outbreak with a letter advising specific groups to get immunised while also inviting your own patients to book their immunisation appointment online
- Start your letter with your main point, conclusion or hypothesis

- Remember your audience and speak to them
- Keep it short – if your letter is too long it won't be published or might be edited in a way that removes the point you wanted to get across
- Be interesting – you can achieve this through a well written letter that is either/and/or topical, opinionated, insightful.

Press releases - overview

One of the main ways to communicate with journalists is by writing and sending them a press release. This is written in a very structured way to give a story the best chance of being covered. Press releases can be sent to newspapers, magazines, radio and TV programmes, bloggers, vloggers and websites.

To increase the chances of your press release being used follow these tips:

- Be newsworthy – is there anything ‘new’ about GP online services that you can write about? Is there anything topical that you can include in your press release to make people interested in it?
- Know your audience – think about the audience and their interest (you can find out more about your audience by reading the newspaper/magazine/blog or listening to the programme you plan to contact, making sure that you get a feeling for the appropriate tone, style and possible news angle

- Decide on the purpose and the message that will be persuasive – which is to raise awareness and generate sign-ups, ie GP online services are quick, easy and safe for patients
- Write a good subject line/ headline for your press release – you want something that will grab attention but is easily understood.

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Press releases - format

Press releases follow a standard format

- Short opening line that summarises the story (no more than around 15-20 words)
- Second paragraph offers further explanation (a third explanation paragraph can be added if needed)
- A short quote from an 'expert' providing insight on the story
- A short quote from a patient (if possible) to explain why the service matters in a way that should resonate with the audience

- Final paragraphs giving further detail if strictly necessary and important details such as how patients can sign-up for GP online services and/or find out more
- Notes to editor – these are items not for inclusion in the article, such as your contact details
- Crucially, the editor should be able to start from the beginning of your press release and stop at the end of any of the paragraphs and still have a story that makes sense.

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Press releases – and finally

- The press release should be brief, factual and not opinionated (although your quote might be)
- Include a good photo (that you have permission to publish) to make your story stand out
- If you decide to call a journalist to discuss your story, think about three key things: Who cares about this? Why is this news? Why now?
 - don't annoy them by continuously ringing
 - make your first call to your chosen media a couple of days ahead
- Add a regional angle to anything that you send to your local media, for example, put the place name of your practice as early as possible in your press release, the email subject line and if possible your headline

- Make contact with journalists on daily newspapers in the morning as they get busier as the day goes on (our recommendation is don't call or send them items in the afternoon)
- Send your press release (after proof reading it) to either the health correspondent, health editor, news desk or programme producer at your chosen media
- Make a note of any journalist who cover your press release and contact them in the future.

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Using the press release template

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.

**Press release
template**

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, 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 given their approval.

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Our team can always help you to find an appropriate case study, to develop a quote and provide media advice. You can contact us at england.primary.care.digital.transformation@nhs.net



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Broadcast media

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Audio and radio overview

Audio and radio top tips

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Guidelines for broadcast media

Radio and television interviews carry the same general guidelines as mentioned for newspaper and print interviews. For live interviews, you will only have one chance to give your reply. For pre-recorded interviews, you can ask to repeat an answer if you make a mistake.

Some pre-recorded interviews are edited so that short clips (or 'sound bites') can be used in the news. The newsreader will explain the story and then play a short clip from you. To help with this process, answer the questions in full each time, referring to the question. For example, if the interviewer asks you to tell them about GP online services, refer to GP online services rather than just saying 'services'.

Good preparation and research before a broadcast interview is very important. Think about the main messages you want to get across and also try to anticipate difficult questions and work out how you will answer them if they are asked. Radio and television interviews are best conducted if you **can imagine that you are talking to just one person**. Try and forget about the people that may be listening or watching. **Have a short sentence ready** that describes in simple language what you and your organisation do.

If you have finished what you want to say, **don't feel obliged to continue talking**. Just stop. It's up to the interviewer to control the flow of the conversation. **Stick to plain English** and keep to a conversational tone where you can.

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Audio and radio - overview

Having a piece about GP online services aired on your local radio station and/or hospital radio is a really good way to raise awareness of the service. To increase your chances of being heard on the radio you could:

- Send your press release to both the news desk and health editor at your local radio station
- Pay for an advert to be created

However radio stations prefer to talk to people about local issues. To further increase your chances of being heard please get in contact with our team for additional support. Together you could:

- Offer to talk on the radio about GP online services – perhaps as a standalone issue or as part of another issue, for example you might be asked to talk about the ‘modern GP practice’
- Offer to help the station find a local patient who is happy to also talk about the patient benefits of the service (perhaps a patient participation group member).

Top tips



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Audio and radio – top tips

- Clearly set out what you want to say
- Remember you will only be on air a few moments – so you need to be brief and to the point
- If you want to use written notes for reminders, **use postcards**. These are quieter to shuffle than ordinary paper.
- Try and give the audience one way in which they can find out more, for example, for more information go to nhs.uk/GPonlineservices

- Think about any **topical issues** that you might be asked about and consider:
 - How they relate to the topic (can you be topical and push GP online services?)
 - Whether it might detract from what you want to say (might they edit the clip to only include your comments on the topical matter)
 - Whether it might be best to prepare a phrase that you can use, should you be asked about that issue, for example, ‘I’m sorry I’m not in a position to talk about that right now, but GP online services will benefit patients and practices’ taking the conversation back to a topic you can discuss

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Tips for TV

You can't use notes in a TV interview so make sure you are well-prepared.

Think about how you look.

- Hair longer than shoulder length should be pushed back.
- Avoid wearing noisy or distracting jewellery and avoid tops with thin stripes or very bright colours.
- For a more serious interview, women may want to wear a dark-coloured suit jacket, and a suit and tie works well for men.
- For more informal interviews, a more casual look can be appropriate.

Lean forward in your chair a little as it will help you to look more engaged. Try to maintain a good amount of eye contact with the interviewer.

If you are standing during the interview, **don't fold your arms**. Don't be afraid to use your hands, if you would do this normally when talking. This can make you look expressive and engaging.



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Social media

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Introduction

Social media is increasingly used by people of all generations, so it can reach more than just the younger generation in your area.

We have created a number of tweets and Facebook posts to help you to get started.

For more support and inspiration, follow the GP online services team on Facebook and Twitter by clicking on the icons below.



 **Feldon Practice** Like Page

19 July at 17:00 · 🌐

Have you signed up to online access yet? Some of the features include:

- Managing your appointments
- Request repeat prescriptions
- View your medical record

 **Cranfield & Marston** Follow

@candmppg

Chances are if you're reading this, you're pretty clued up with the internet, right? Ask your GP surgery about [#GPonlineservices](#)

 **NHS Bham Sth Central** Follow

@BSC_CCG

Make booking [#GP](#) appointments and ordering repeat prescriptions simpler with [#patientonline](#) bit.ly/2uqfCR1



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Social media guidance

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

- Follow Patient Online on Twitter and like our NHS GP online services page on Facebook, as well as other local NHS bodies and professionals, the local council, politicians and the media, encouraging them 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 within 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 and can be used as search terms on some social media platforms).
- Encourage any of your staff that use Twitter, Facebook and other social media platforms to share your messages too.
- Thank those who share, comment or re-tweet your posts in a relevant way (to encourage them to do it again in the future).



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Digital icons for social media

Tweets or posts with images or videos have a higher level of engagement as they are more eye catching. We have developed a range of digital icons and infographics which can be used with the example tweets and posts in this toolkit.



Download digital icons



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Infographics for social media

SOCIAL MEDIA

TEMPLATES ASSETS

Download infographics from the Digital materials section

89%
of patients say registering for online services was simple

NHS England

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

NHS England

85% say ordering prescriptions online is straightforward

*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



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Website template article - general

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Have you heard about GP online services?

Over 14 million people use GP online services to book GP appointments and order their repeat prescriptions online – isn't it time that you joined them?

GP online services are available at surgeries across [insert CCG/CSU name] to help people to better manage their health. These FREE services enable you to book GP appointments, request repeat prescriptions and view your GP record and test results using your computer, tablet or smartphone, at a time that suits you. Anywhere, anytime – 24 hours a day, seven days a week.

Five reasons to use GP online services

1. They are quick, easy and secure to use.
2. It's convenient: you can see the time and date of the appointments available and book the one that most suits you. You can have your prescription delivered to a pharmacy of your choice.
3. It's safe: by using GP online services you order only the prescriptions that you need, which reduces errors and saves the NHS money.
4. You can use your online access to your GP record to help you to better look after your health and make informed decisions about your care and treatment in the future.
5. Your GP surgery benefits too: fewer calls to the surgery means that our staff have more time to devote to caring for our patients.

How to sign-up

Tell the reception staff that you'd like to use GP online services, complete the short form you are given and return it to the reception staff with 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, our practice will help you to prove you ID in another way. Find out more on the NHS Choices website at www.nhs.uk/GPonlineservices.

Winter
template



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Website template article - winter

GP online services can help you to keep well over winter

Over 14 million people avoid going to their GP surgery to do routine tasks, instead, they simply use GP online services to book their appointments and order their repeat prescriptions.

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 disease. 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. These services enable patients to book GP appointments and request repeat prescriptions via their computer, tablet or smartphone 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 website at www.nhs.uk/GPonlineservices

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template



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Website home page

Have you heard about GP online services?

Over 14 million people use an app or website to:

- book GP appointments
- order repeat prescriptions
- view their GP record

Our practice is pleased to offer our patients the opportunity to book appointments, request repeat prescriptions and view their GP record and test results online. 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.

It's quick, easy and secure to use. Once you have registered you can choose whether to phone or visit the surgery, or save time and go online to book your appointments, order your repeat prescription and view your GP record.

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Website appointment page

Did you know you can book your appointment online?

You can use a computer, tablet or smartphone to cancel or make an appointment at a time that suits you, even when the practice is closed. More than 14 million people already make their appointments online and find that this is much more convenient than phoning or visiting the surgery.

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. It's quick, easy and secure.



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Website prescription 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 you can use your computer, tablet or smartphone to request repeat prescriptions anywhere – 24 hours a day, seven days a week. You can also chose to collect your prescription direct from your local pharmacy and check what medication you should be taking and when.

If you are not already one of the 14 million people registered for GP online services, please let a member of the practice team know that you would like to use this service. It's quick, easy and secure.

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Website test result page

Did you know you can view your test results online at a time to suit you?

Using GP 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. You can use your computer, tablet or smartphone to view your 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.

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Patient case studies

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



These videos and more are available on the Patient Online YouTube playlist and the NHS website

[YouTube playlist](#)

Intranet template

It's time to take control of your health with GP online services.

Did you know that 97% of GP practices offer the opportunity for you to confidently manage your own health by allowing you to book GP appointments, order repeat prescriptions and even access your GP record online.

More than 14.4 million people in England are already using a computer, tablet or smartphone to access GP online services. In a month they order 2.7 million prescriptions, book over 1 million appointments and view their GP records over 600,000 times, all online and at a time and place to suit them.

The benefits of GP online services to GP practices and the NHS are significant, saving time while offering improved convenience to practices and patients. Three major benefits realised by the service include a 'Did Not Attend' rate for appointments that is 30% lower among appointment booked online, safer and more accurate ordering of prescriptions, reduction in the number of phone calls to the surgery about test results.

We are now aiming to reach fifteen million patients signed up to GP online services, and are asking our colleagues to sign up for them too. To sign up you will need to visit your GP practice with two forms of ID. You can get more details about GP online services and how to register at www.nhs.uk/gponlineservices.



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Press release template

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PRINT
MEDIA

COULD GP ONLINE SERVICES HOLD THE KEY TO HAPPIER HEALTHIER PATIENTS AT [PRACTICE NAME / CCG NAME]

[Date]

[PRACTICE NAME / CCG NAME] is calling on people across the region to join the GP online services revolution, to save themselves and their local GP practice precious time, while getting a better service.

An ever increasing number of people across England are embracing the digital revolution when it comes to their health - with over fourteen million people signed-up to GP online services. These online services are free and available to patients at [PRACTICE NAME / CCG NAME], enabling them use a website or an app to book and cancel their appointments, order repeat prescriptions and access their GP record.

Usage of the service has been steadily increasing at [PRACTICE NAME / CCG NAME] and across England, every month more than 2.7 million prescriptions, over 1 million appointments and 600,000 GP record views are made online. Usage 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 opportunity to take more control of their health and offers a choice of how they can order a repeat prescription, book an appointment and view their record. GP online services compliment the more traditional methods.”

This convenient and 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. People can also lookup their immunisations, medical history as well as book their appointments.

[CCG/CSU representative] said: “GP online services will improve patient safety as patients have more control and understanding of any health conditions, their medication, test results and immunisations. 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 on the NHS website at www.nhs.uk/GPonlineservices.

END

Editor's Notes

[Insert your contact details here]



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Example tweets and posts

- Be prepared as winter draws in. Use #GPonlineservices to make appointments or request your repeat prescription online
- Too cold or wet to go outside? Use #GPonlineservices to make appointments or request your repeat prescription online
- Get your repeat prescription before your pharmacy or GP surgery closes for Christmas with #GPonlineservices nhs.uk/GPonlineservices
- Busy at work or uni? Sign up for #GPonlineservices to make appointments with your GP whenever it suits you nhs.uk/GPonlineservices
- Don't wait needlessly in A&E, you can book a GP appointment online by signing up for #GPonlineservices nhs.uk/GPonlineservices

- Patient's carers can use #GPonlineservices to book appointments, order repeat prescriptions & view their GP records
- Want your carer to order repeat prescriptions for you? #GPonlineservices can usually be set up for you nhs.uk/GPonlineservices
- Register for #GPonlineservices in four easy steps. Ask your GP surgery or find out how at nhs.uk/GPonlineservices
- Chances are if you're reading this, you're pretty clued up with the internet, right? Ask your GP surgery about #GPonlineservices
- Ask today about #GPonlineservices to manage your health, they are quick, easy and secure
- We are pleased to see our patients using #GPonlineservices saving time for themselves and our staff



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SMS template

TEMPLATES
ASSETS

WORKING
WITH MEDIA

**SMS
campaign**

All practices:

<Forename> <Surname> if you would like to register for GP online services at <insert practice name> which would give you the option of booking and cancelling appointments, ordering your repeat prescriptions and viewing your medical record online, please contact us on <practice telephone number> or text back YES to <textback number> and we will arrange this.

Supplier specific

<insert system name or GP online services> is now available at <insert practice name>, which would give you the option of booking and cancelling appointments, ordering your repeat prescriptions and viewing your medical record online. To register please visit the link <link to practice website or supplier site>



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Blog template

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Blog posts

How we can use GP online services to help us and our patients

I want to talk to you about GP online services. As 97% of GP practices now offer the service, you can confidently manage your own health by using a computer, tablet or smartphone to book or cancel your GP appointments, order repeat prescriptions and access your GP record.

I've found this to be really convenient as a patient. There's no need to make a phone call or visit my GP just to make order a repeat prescription. I can just go online via my surgery's website, or by using the app on my smartphone or tablet. This can be done at any time, even when their surgery is closed.

As well as speed and convenience, which is a big help for people, this can also be good for the NHS. The rate of 'Did Not Attend' for appointments booked online are on average 30% lower than the rate of appointments booked traditionally. Also fewer people calling the surgery to book appointments, order prescriptions, check their test results or ask about information in their GP record, saves time for practice staff, who can work on other tasks. Prescriptions made online are also safer with reduced errors, again saving time and money.

To sign up you will need to visit your GP practice with two forms of ID. You can get more details about GP online services and how to sign up at www.nhs.uk/gponlineservices.



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Tools and resources

Materials to share
with patients

Practice
processes

Website and
digital

Materials to share with patients

**Posters and
promotional items**

**Patient
guides**

**Ordering
promotional items**

**PPG
toolkit**



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Posters and promotional items

Posters and leaflets



Appointment cards



Balloons and bunting



FREE to order from the NHS orderline



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Patient guides

PATIENT
MATERIALS

TOOLS
RESOURCES



Patient guides are available. These can be downloaded in colour or black and white and printed at your practice. You can also order the patient guides in colour, **FREE** from the NHS orderline.



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Ordering promotional items (1)

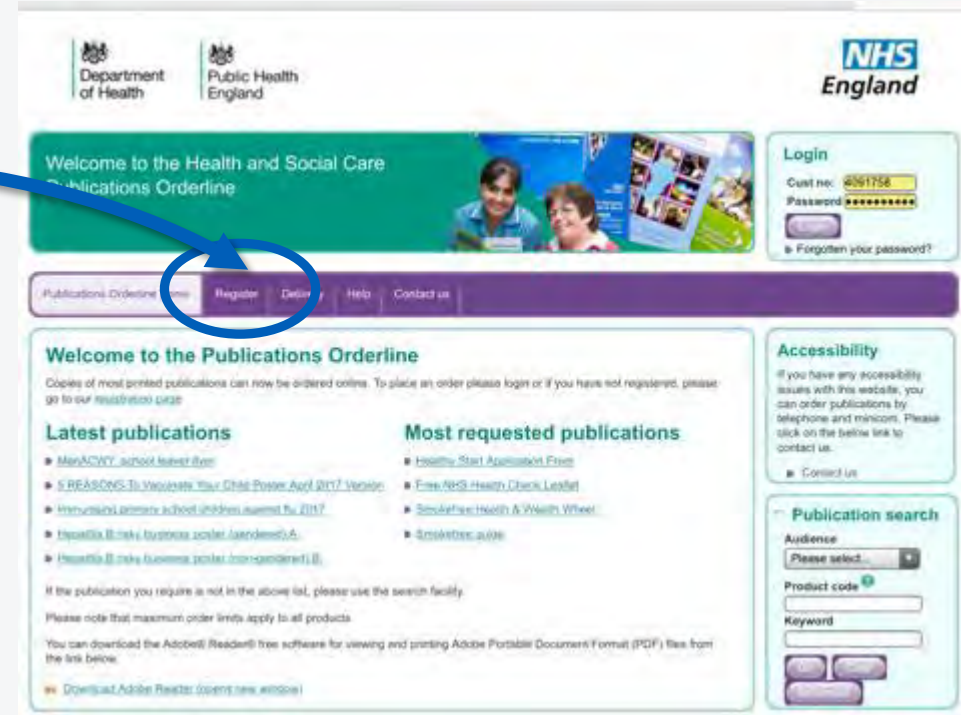
Promotional material can be ordered from the NHS Orderline at www.orderline.dh.gov.uk

To order online you will need an account. If you do not have an account, you will need to register.

To do this click 'register' on the purple registration bar, and fill out your details. Then enter a "customer type", which consists of two drop-down menus,

- choose "NHS ORGANISATIONS"
- then one of
 - "GP SURGERIES / HEALTH CENTRES",
 - "CLINICAL COMMISSIONING GROUP", or
 - "NHS CONFEDERATION".

If you already have an account you can log in immediately. The system also allows for you to receive a reminder if you have forgotten your log in details.

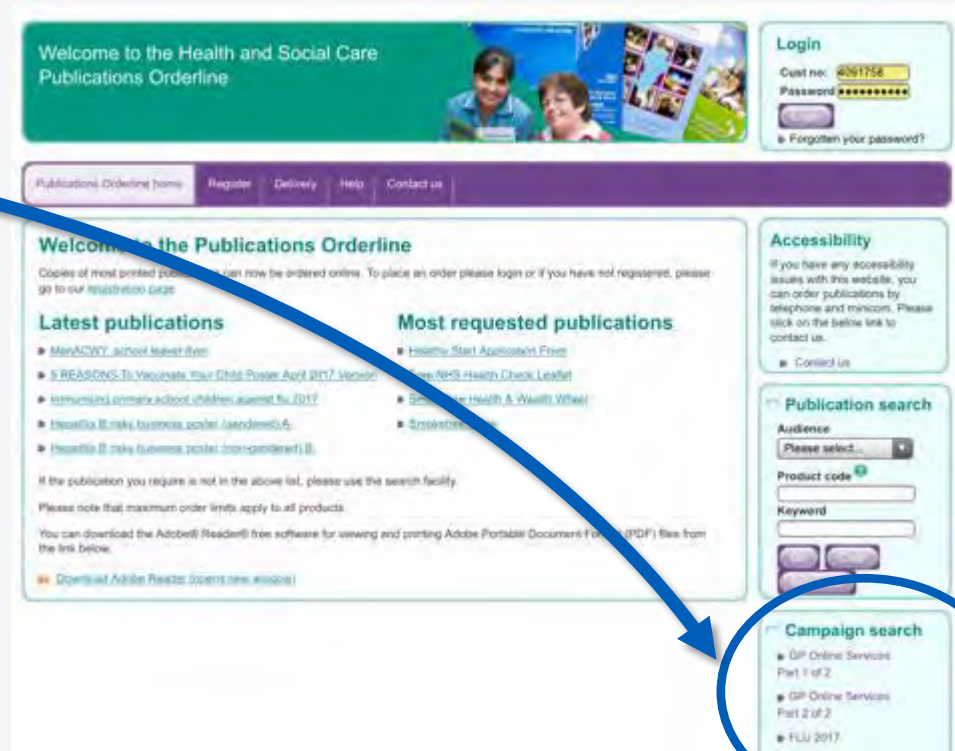


Ordering promotional items (2)

Once logged in you will find the GP online services resources by clicking on “GP ONLINE SERVICES” in the “campaign search” pane. This will bring up a full list of the available resources, which you can then order.

To order more than the pre-set maximum, simply enter the amount that you want into the box. The system will then issue an email to the GP online services team to approve your request.

You can also place your order by calling the publications order line on 0300 123 1002, quoting the item reference number(s) which are listed on the [NHS England webpage](#).



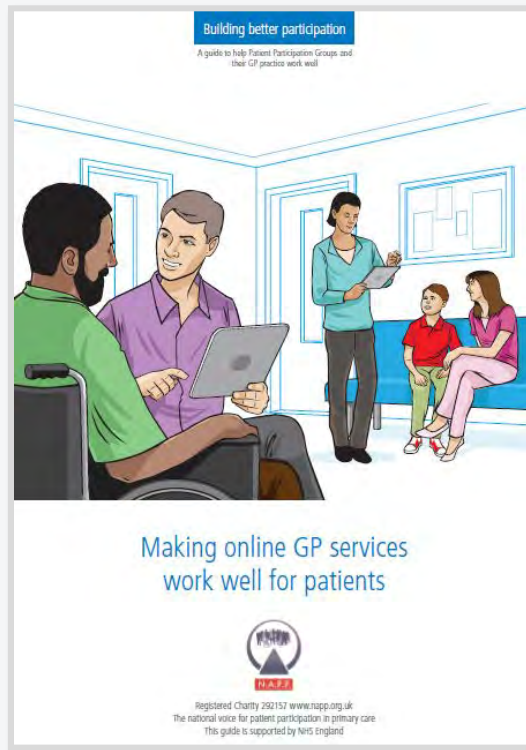


PPG toolkit by NAPP

PATIENT
MATERIALS

TOOLS
RESOURCES

PPG
PROMOTION



NAPP is the National Association of Patient Participation.

Their aim is for every GP practice to have an effective Patient Participation Group (PPG) based on the mutual interests of the primary care team and patients of the practice.

Your PPG can actively help introduce new programmes, such as GP online services, offering patient-to-patient support and sharing their own experiences.

NAPP has produced a short guide to support patients and practices to get the most out of GP online services.

NAPP

PPG toolkit



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Practice processes

**New patient
registration form**

Pre-registration

Accessibility

**Accessibility
guides**

New patient registration form

Embedding registration for GP online services into the 'new patient registration' process is really important, as this is when patients are most likely to have their two forms of identification with them. It also helps patients to develop good online habits from the onset.

The RCGP have developed an example registration form which can be tailored to any practice.

Registration form

Practice name

Application for online access to my medical record

Surname		Date of birth
First name		
Address		
		Postcode
Email address		
Telephone number		Mobile number
I wish to have access to the following online services (please tick all that apply):		
1. Booking appointments		
2. Requesting repeat prescriptions		
3. Accessing my medical record		

Pre-registration

Pre-registration is a proactive approach to promoting online services to patients. It is quick and easy for patients, as they do not need to fill in the forms associated with GP online services.

Instead, practice staff pre-register eligible patients ahead of an upcoming appointment. Then on the day of the appointment, a member of staff will talk to the patient about GP online services and offer them the opportunity to register.

Patients who wish to register with GP online services will need to meet the practices ID verification process before being given their log-in details to access the service. Patient who decline the opportunity are un-registered and their log-in details confidentially destroyed. Experience has shown that only a small percentage of patients decline the opportunity to register when approached in this way.

Pre-registration is only available on some GP software providers. Please contact a member of your local team if you are interested in using this approach in your practice.

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Accessibility (1)

Accessibility guides

The five actions of the Accessible Information Standard are:



1. ASK

Find out if a person has any communication or information needs because of a disability or sensory loss and if so what they are.

Staff need to understand the Accessible Information Standard (AIS).

All of the information you provide to patients should be written very clearly and in plain English. The example on the left, is from the charity Change. It also explains the five actions of the AIS that you should take (so please read it thoroughly).

Practical advice on how you can make your information easier to understand is available on the website england.nhs.uk/ourwork/accessibleinfo.



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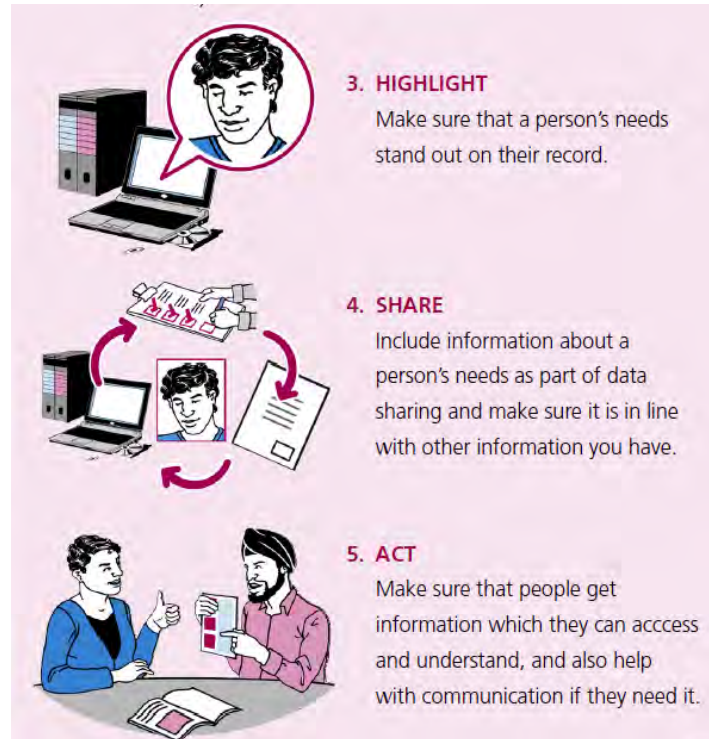
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Accessibility (2)



The GP online services Access Needs Group is made up of people and charities that represent the interests of people with disabilities.

The group is made up of independent patient members alongside a representative from the charities, Action on Hearing Loss, Change, The National Autistic Society, RNIB and Sense. Together they work with us, systems suppliers and health professionals to make GP online services as user-friendly and as accessible as possible.

Accessibility
guides



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Guides to promote accessibility ⁽¹⁾

The Access Needs Group recently developed four new guides to support GP staff to help disabled patients to access GP online services.

Aimed at supporting people with sight loss, hearing loss, autism or learning disabilities the Access Needs Guides will help you and other GP practice staff to provide practical support and advice to anyone who wants to book their appointments, order repeat prescriptions and view their GP record, online.

The guides will also help you to improve your communication with patients with these disabilities, as well as improve your practice website to ensure it enables the effective use of accessible technology.

Download the guides from [our website](#).

Accessibility



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Guides to promote accessibility (2)

Access Guides for GP staff

How to support autistic people

A guide for GP practice staff

Patient Online and The National Autistic Society



www.autism.org.uk

Organisation

The National Autistic Society (NAS) is the leading UK charity for people who have autism and Asperger syndrome, and their families.

They provide information, support and services, and campaign for a better world for autistic people.

They have about 20,000 members and 100 branches, which are very important to what they do.

Information about autistic people

Autism is a disability that people have for life. It is not an illness or disease and



Easy read patient guides



It is important that GP online services are accessible, which is why we have created a new set of Access Needs Guides for GP staff and a suite of easy read 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 **FREE** from the [NHS orderline](#)



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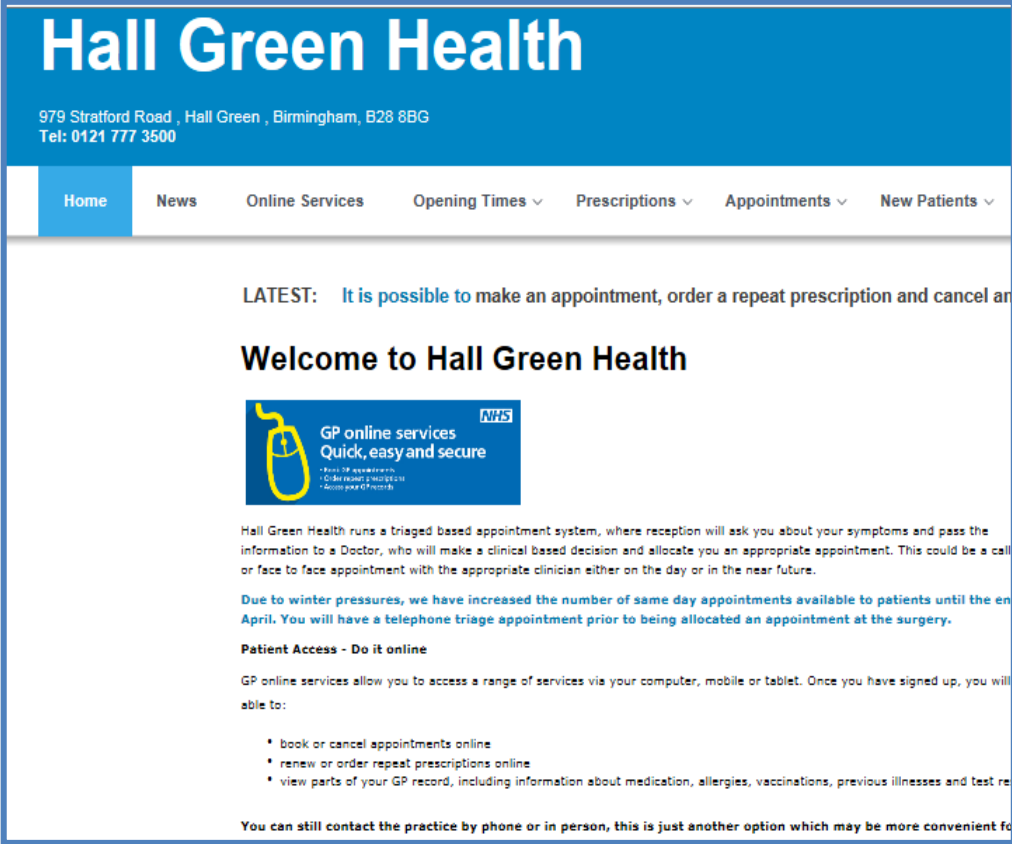


Practice website

Your practice website is a good place to promote GP online services, as people who visit it will already have the necessary skills to make use of them.

You can link directly to the page on your website for accessing the service, the information on the NHS website or further instructions on the websites of your GP online services provider - such as EMIS, INPS, Microtest, TPP, EvergreenLife

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



SMS campaign

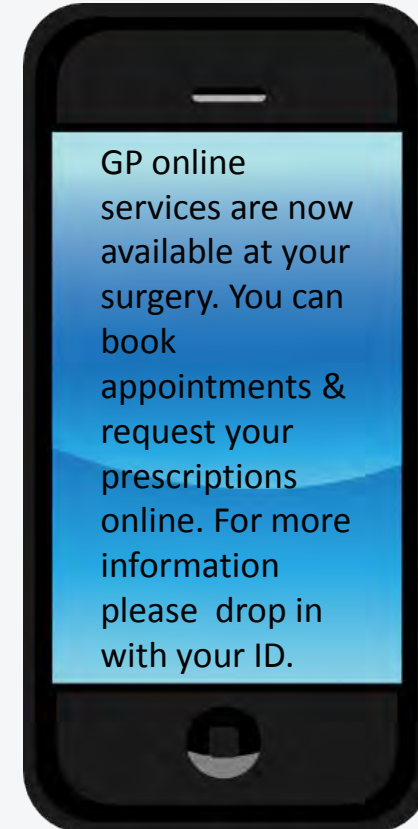
Many practices now use SMS text messaging to communicate with their patients. This might be to remind their patients about an appointment that has been booked, or to tell them that their prescription is ready to collect.

You could add a line onto these standard texts, reminding patients about GP online services. For example; Your appointment is [time and date] with Dr [Name]. Next time, book your appointment online. Find out more [nhs.uk/GPonlineservices](https://www.nhs.uk/GPonlineservices).

Many practices have also proactively sent SMS text messages to all of their patients who are eligible to use GP online services, but who haven't yet signed-up.

An example message, is shown on the right.

SMS template



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Digital screens



Images like these can be displayed on digital screens within the waiting room. You or your CCG can upload these (depending on who controls the content). Video content, including patient case studies, are also available.

Digital
screens

CCG and regional promotion

Events

Working with the media

Time saving calculator

Events

Events can be a high-impact implementation tool that, when planned correctly, can result in an increase in both, awareness about GP online services and registration numbers within a short period of time. Events require planning while the timing of an event is key. Consider who might be able to support you with an event – your PPG, medical students, or even work experience students.

- Examples of internal events:**
- PPG forum
 - Launch event
 - Promotional weeks

- Examples of external events:**
- Supermarkets
 - Shopping or community centres
 - Hospital and/or Accident and Emergency department
 - Libraries
 - University e.g. fresher's fair
 - Get Online week

Time saving calculator



	Enter the average minutes taken to process in the box below	Enter the average number each day in the box below
Appointment bookings		
Appointment cancellations		
Repeat prescriptions		
Test results		

Appointment bookings		
	Time saved	
	hours : minutes	working days*
Day		
Week		
Month		
Year		

Appointment cancellations		
	Time saved	
	hours : minutes	working days*
Day		
Week		
Month		
Year		

Repeat prescriptions		
	Time saved	
	hours : minutes	working days*
Day		
Week		
Month		
Year		

Test results		
	Time saved	
	hours : minutes	working days*
Day		
Week		
Month		
Year		

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

* based on a 7:30 working day

The time saving calculator is an excel spreadsheet which helps you to calculate the average daily amount of time spent on specific tasks (for example test result enquires) against what could be saved through GP online services.

Time saving calculator



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Running campaigns

Fresher's week

PPG promotion

Flu immunisations

Out of home (OOH) advertising

Staff awareness

Fresher's week

Fresher's week is a really good week for practices based near universities and colleges to recruit more people to register for GP online services. Students who are new to the area and looking for a GP, are often tech savvy and used to getting many services online.

To get the most of this opportunity you could:

- Contact your local university and see whether you can promote your services (including GP online services) at their Fresher's fair
- Embed the GP online services offer into your new patient registration process
- Ask the student services and pastoral care teams at the university to display GP online services posters in their student spaces
- Display posters promoting GP online services around your practice during and after Fresher's week
- Write Facebook messages and Tweets to sell the benefits of GP online services to students (remembering to tag the local university in the post – hoping for a retweet or a share)

Example tweets:

- Struggling to order your prescriptions around your lectures? Do it online at a time to suit you @[University]
www.nhs.uk/GPonlineservices
- Students are advised to be immunised against meningitis, book yours online @[University]
www.nhs.uk/GPonlineservices
- Are you a student and a carer or with a carer? Find out more about #GPonlineservices for carers @[University]
www.nhs.uk/GPonlineservices
- Booking appointments, ordering prescriptions and viewing your record online, leaves you more time for @[University]
www.nhs.uk/GPonlineservices



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PPG promotion

Your Patient Participation Group (PPG) can play an important role in increasing GP online registrations.

**PPG
toolkit**

Here are our top tips for getting your PPG involved

- Talk to your PPG group and explain why you need and want to increase the number of patients who are registered for GP Online Service.
- Invite all members of the PPG to register for GP online services (if they haven't already).
- Ask the group to host sessions in the patient waiting area, where they can talk to patients about GP online services.

- Hold a watch and learn session, where PPG members can learn about how to use the different services and discuss why they think that the services are useful and how they can help specific groups of patients such as new parents, older people, carers, students and people with long-term conditions.
- Ask the group to write about GP online services on a regular basis in their newsletters, emails or social media.



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Flu immunisation campaign

You can embed promotion of GP online services into other seasonal promotional campaigns.

This 30 minute webinar shares lots of ideas to help you to create one seamless campaign that promotes flu immunisation and online services.

For example, invite relevant patients to book their flu clinic appointments online.

[Flu guide](#)

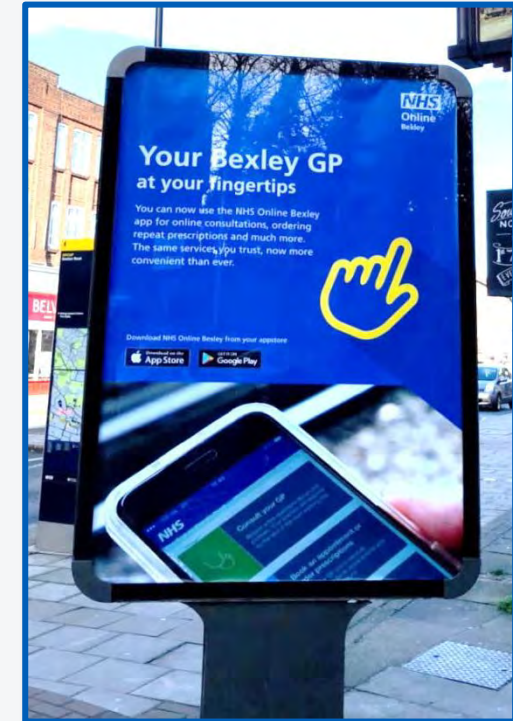
[Flu campaign recorded webinar](#)

Out of home (OOH) advertising

Out of home (OOH) advertising is a form of advertising that reaches people when they are outside of their homes. It is often placed in key areas where people are “on the go” such as in public places. Out of home advertising normally requires you to have a budget to support the advertising costs and can be either digital or printed.

To get the most out of this opportunity you could promote GP online services via:

- Bus shelters
- Billboards
- Phone boxes
- Supermarkets and shopping centres
- Street furniture (freestanding digital screens)
- Bus, train and taxi advertising
- Train and tube stations



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Staff awareness

Raising awareness of GP online services among staff build their confidence to use and explain the different services. It's also important for other reasons such as

- Enabling your staff (who might struggle to contact their own GP during working hours) to benefit from the service as patients
- Empowering your staff to champion GP online services, as they understand and realise the benefits of the service for themselves, they will be more informed and enthusiastic when talking to patients about the service

- Supporting staff who are also carers, to balance their caring and working responsibilities access for carers and third parties is available.
- As more of your patients start to use GP online services and staff realise the benefits this brings to the practice and patient care, enthusiasm for the services will grow further.

Intranet

Posters

Intranet

Your internal website, or intranet, is a good place to promote GP online services, as many of your staff will already use it regularly. You can also link directly to a list of the practice websites in your area and to the information on the NHS website.

Consider adding links to the apps which work on your system so staff can download them.

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

Staff awareness

Posters

Posters

Seek permission to put up GP online services poster(s) in prominent locations within your building, to make staff aware of the service.

This might be in the staff room and/or next to the lifts for example. If you have a staff reading area, you can go further and add one of our guides to the literature stand.

There are a number of posters available that you can order in the normal way.

Staff awareness

Intranet



NHS orderline

You can order patient guides and promotional materials from

- website at www.orderline.dh.gov.uk
- call the publications orderline - **0300 123 1002**.
item reference numbers are listed on the [NHS England webpage](#).

Ordering
promotional
items



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GP online services Communications toolkit

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Publications gateway reference | 07215

Contact | england.primary.care.digital.transformation@nhs.net