



GP online promotional toolkit

For GP surgeries

OFFICIAL

NHS England INFORMATION READER BOX

Directorate

Medical	Operations and Information	Specialised Commissioning
Nursing	Trans. & Corp. Ops.	Commissioning Strategy
Finance		

Publications Gateway Reference: 05855

Document Purpose Resources

Document Name GP online promotional toolkit for GP surgeries

Author Patient Online

Publication Date 21 September 2016

Target Audience

Additional Circulation

List

Description Toolkit for GP practices to help them build awareness of and promote GP online services, and information on how to order further resources

Cross Reference n/a

Superseded Docs n/a
(if applicable)

Action Required n/a

Timing / Deadlines n/a
(if applicable)

Contact Details for James Blanchard
further information Patient Online
Quarry House
Leeds
LS2 7UE
077 303 71177

Document Status

This is a controlled document. Whilst this document may be printed, the electronic version posted on the intranet is the controlled copy. Any printed copies of this document are not controlled. As a controlled document, this document should not be saved onto local or network drives but should always be accessed from the intranet.

Welcome

We have developed this promotional toolkit to help you to promote GP online services to your patients and encourage them to register for GP online services.

The aim of this toolkit is to help you to:

- Promote GP online services to the public
- Increase patient awareness so that they are able to use GP online services

You can use this pack by tailoring the information so that it is relevant to your practice.

A separate toolkit has been produced for CCGs, CSUs and NHS trusts, which can be downloaded from www.england.nhs.uk/materialsforpatient/

This toolkit will support you to raise awareness, providing template articles for your surgery website or blog, social media posts for websites such as Facebook and Twitter, and a press release for use with your local media.

You can order a variety of promotional materials (more information on page 5) from our website at www.orderline.dh.gov.uk. You can also phone your order via our publication order line - 0300 123 1002. The posters are all available in A4 or A3 sizes, and with or without a white box at the bottom for you to add your own details.

Please note that Patient Online is being rebranded as “GP online services” for public facing activities only, the reason for this is that we have found that many people do not identify themselves as patients unless they are in a hospital.

The benefits that this publicity aims to get across are that GP online services are:

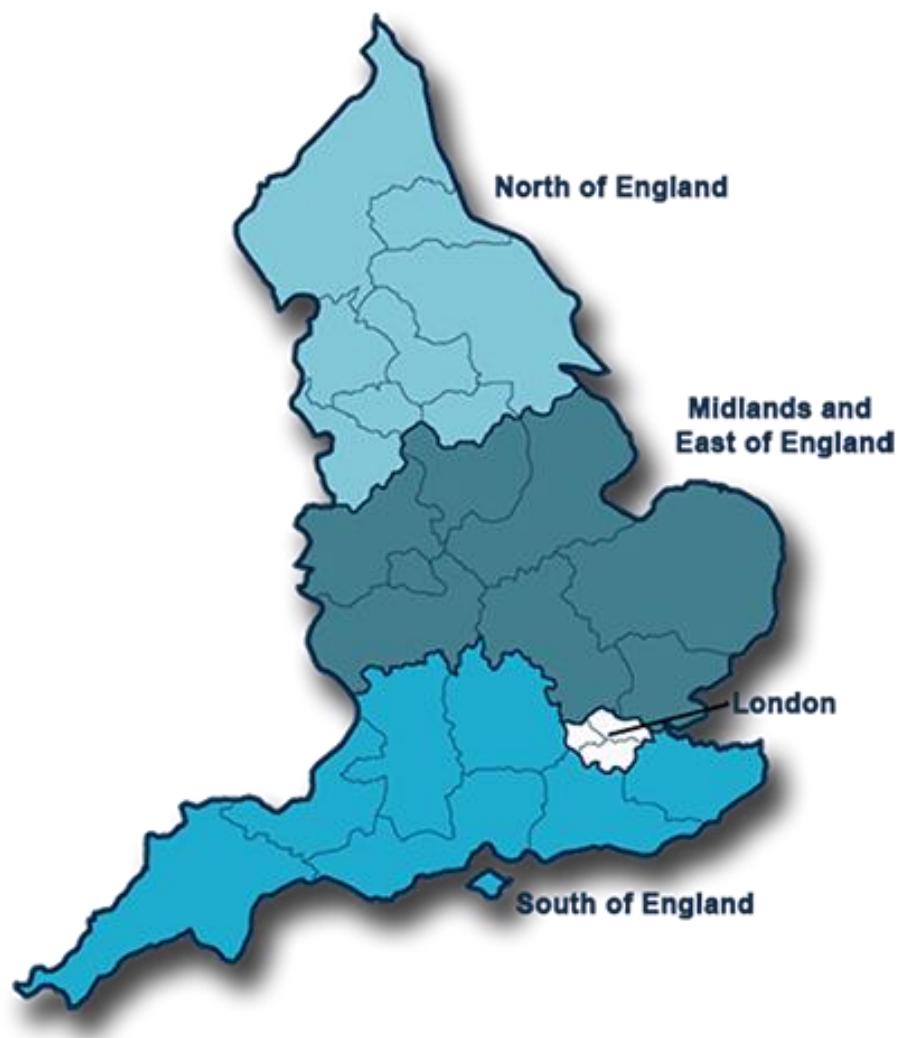
- Convenient – offering easy access to people wanting to contact their GP practice
- Optional – nobody has to go online to contact their GP practice
- Secure – available only to patients and those they choose to give access to

By making it more convenient for people to make, and keep, appointments with their GP, we can help to prevent unnecessary visits to an A&E or Minor Injuries Unit.

To get in touch with the Patient Online, you can email the team on
england.patient-online@nhs.net

OFFICIAL

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



London and South	Ruth Adekoya	ruth.adekoya@nhs.net	07918 368 362
	John Bird	johnbird@nhs.net	07818 522 952
	Emma Halliday	emma.halliday1@nhs.net	07557 744917
	Jane Nicholls	jane.nicholls6@nhs.net	07710 152891
Midlands and East	Martin Foster	martin.foster3@nhs.net	07710 152750
	Alan Oliver	alan.oliver1@nhs.net	07918 335997
	Tristan Stanton	tristan.stanton@nhs.net	07710 152930
North	Kayleigh Buckley	kayleighbuckley@nhs.net	07710 152881
	Pam Jenkins	pamela.jenkins1@nhs.net	07918 336005
	Kay Renwick	kay.renwick@nhs.net	07768 535904

Toolkit resources

You can order these resources from our website at www.orderline.dh.gov.uk. You can also phone in your order via our publication order line - 0300 123 1002, quoting the reference numbers below. The posters are available with a textbox for you to add your own information.

	Poster one A3 with textbox GPPCEA3WB A3 no textbox GPPCEA3 A4 with textbox GPPCEA4WB A4 no textbox GPPCEA4		Poster three A3 with textbox GPPHHA3WB A3 no textbox GPPHHA3 A4 with textbox GPPHHA4WB A4 no textbox GPPHHA4
	Poster two A3 with textbox GPPWWA3WB A3 no textbox GPPWWA3 A4 with textbox GPPWWA4WB A4 no textbox GPPWWA4		Poster four A3 with textbox GPPSYA3WB A3 no textbox GPPSYA3 A4 with textbox GPPSYA4WB A4 no textbox GPPSYA4
	Leaflet A5 Leaflet GPPL Leaflet dispenser GPLD		Display material Bunting GPBNT Stand-up cardboard display GPSC
	Appointment cards GPAC		Balloons Mouse GPBALM Pointer GPBALPH Timer GPBALT Magnifying glass GPBALMG

Websites

Your surgery's website is a good place to promote GP online services, as people who visit it will already have the skills to make use of them. You can also link directly to the page on your website for accessing the services, to the information on the NHS Choices website, and further instructions on the websites of your clinical system providers –such as EMIS, INPS, Microtest or TPP. The number of smartphone apps that work with these systems is growing. For an up-to-date list of these, check the website at <http://www.nhs.uk/GPonlineServices>. You can put links to download the apps that are right for your practice on the website too.

Template web article

Online services for [name of practice] users

People registered with our surgery can now book appointments and request repeat prescriptions at a time convenient to them, thanks to GP online services.

These services enable people to book GP appointments and request repeat prescriptions via their computer, smartphone or tablet at a time that suits them rather than calling or visiting the surgery.

This approach can save people a phone call or journey to the surgery, and allow them to do what they need to when the surgery is closed. Patients living with a long term health condition can also benefit by having a greater involvement in their healthcare as they can access test results and keep track of their treatment.

All patient information is kept securely. This page on the surgery website [[\[web address where patients can login\]](#)] allows access to the information patients need. Smartphone and tablet users can also download the [[\[list of apps relevant to your clinical systems\]](#)] app, which gives users the same choice in how they access GP online services.

This service works alongside traditional methods of accessing services, it does not replace them. By allowing people who want to make appointments and order prescriptions this way, it should become easier for others to get through on the phone to the surgery during busy periods.

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 surgery staff may be able to help.

To register for GP online services, drop in and ask us, or to find out more visit the NHS Choices website at www.nhs.uk/GPonlineServices

Blogs

If someone at your practice writes a blog, this template may help you with ideas for a post about the benefits of GP online services. Generally blogs are chattier than articles on a website would be, and give more space for the writer's personality and opinions to come through. The two different kinds of articles tend to appeal to different readers so there is no harm in having both kinds of article on your website.

Your CCG may be able to give you advice about setting up a blog if you do not already have one but would like to find out more.

Template blog article

How GP online services help us and our patients

We've been using GP online services to allow people registered with us to book appointments, order repeat prescriptions, and access part of the GP record online at [name of surgery].

These services make it more convenient for people at our surgery, as there's no need to make a phone call or visit us. Computer, smartphone or tablet users can make or cancel an appointment or request a repeat prescription at a time that suits them, even when the surgery is closed. This is available on a page on our website at [insert web portal address]. Smartphone users can also download the [list of apps relevant to your clinical system] app.

Our patients who have long term health condition also have a greater involvement in their healthcare as they can access test results and keep track of their treatment.

We're finding that this approach also helps us at the surgery. Fewer people calling us means that those who don't want to go online wait for less time to get through on the phone. We've also found that people who are able to book and cancel their appointments online are more likely to attend their appointment. Missed appointments are a problem for all GP surgeries, but by reducing them we can see more patients more quickly.

If you want to register for GP online services you will need to come into the surgery and fill out a form. Two forms of ID are also needed, one of which should have a photo (such as a 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 surgery staff will be able to help.

To register for GP online services, drop in and ask us, or to find out more visit the NHS Choices website at www.nhs.uk/GPonlineServices

Social media

Social media is increasingly being used by all generations, so can be used to reach more than just younger people in your area.

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

- When you have staff who use Twitter, Facebook and other social media platforms, encourage them to share your messages too.
- Follow other local NHS bodies and professionals, the local council and local politicians, and the local media, and encourage them all to follow you back.
- Make use of topical events – whether this is simple things such as summer, Christmas or the end of school holidays, or reacting to health stories in the news.
- Include a link to as many of your social media posts as possible, this can be to www.nhs.uk/GPonlineServices or you could link to a page on your own website.
- Use the hashtag #GPonlineServices. Hashtags are simple phrases which begin with the # symbol. Twitter and some other social media platforms highlights these phrases and makes them easily searched for.

A tweet can only contain up to 140 characters, including spaces. Web addresses, such as <http://www.nhs.uk/GPonlineServices>, will be automatically shortened by Twitter to a t.co address of 23 characters, leaving 117 for the rest of your message. You can use other web addresses, such as for a surgery or CCG website, these will also be processed as 23 character addresses – even if the original would be shorter.

Example tweets

These tweets have been written for Twitter but can also be used on any other social media platform, such as Facebook.

1. Back to work/school? Sign up for #GPonlineservices to make appointments with your GP whenever it suits you <http://www.nhs.uk/GPonlineservices>
2. Be prepared as winter draws in. Use #GPonlineservices to make appointments or repeat your prescription online
<http://www.nhs.uk/GPonlineservices>
3. Going to uni? Register for #GPonlineservices with your new GP to book appointments or see your records online <http://www.nhs.uk/GPonlineservices>
4. Don't wait needlessly in A&E, you can book a GP appointment online by signing up for #GPonlineservices <http://www.nhs.uk/GPonlineservices>
5. Want your carer to order repeat prescriptions for you? Using #GPonlineservices this can usually be set up for you
<http://www.nhs.uk/GPonlineservices>

Press releases

The press release below can be used as a template to add your own information and details. You should change the text marked in red to make it the perfect fit for your surgery before you send it out to local journalists.

A space has been left for quotes from a GP from your surgery and one of your surgery's patients. Many journalists consider people to be the real stories, and local journalists will want stories about local people. Think about involving a patient or maybe a local celebrity in your story. Personal stories give your surgery and GP online services a face and depth, and will bring your work to life. 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 in your press release.

You can get the best results from a press release by following these steps:

- Most journalists prefer to receive press releases by email. Include your press release and photographs as attachments to the email, but also copy the text of the press release into the email itself.
- As well as newspapers you could have local magazines and community newsletters - your local knowledge will help you to find the right papers and magazines for your surgery.
- Every publication has a deadline after which no new material can be included. As a general rule of thumb, if you have a non-urgent press release ready to go out you should leave it to the next morning rather than send it out after 1pm.
- A good photo makes your press release far more likely to be published. You should attach any relevant photographs to your email, and mention them in the "Editor's Notes".

Your CCG communications team can always help with a quote and other media advice around the programme, as well as with more general media and communications advice.

Template press release

Online services improving experience for [name of practice] patients

[date]

Patients at [name of surgery] are benefitting from the online revolution now. They can book appointments with their GP using smartphone apps or request a repeat prescription over the internet or using a smartphone. The GP online service, which is available across the country, uses a page on the surgery's website to give patients access whenever they are online.

Users of the service can also read their own GP record and check the results of tests, before speaking to their GP if they want to.

[named GP] said: “Many of our patients tell us that they value the convenience of making an appointment at any time day or night, or requesting a repeat prescription without having to visit the surgery. By freeing up the lines they also make it easier for patients who don’t want to use GP online services to get through by phone.”

“Having access to their GP records also means that people are more in control of their health and well-being. This is particularly helpful for people who are living with a long-term health condition such as diabetes that needs regular checking and frequent prescriptions.

[named patient], a patient at [name of surgery] said: “[insert a quote here from a patient]”

You can find out more by logging on to the [name of surgery] website at [website address], or on the NHS Choices website at www.nhs.uk/GPonlineServices

You can register for GP online services by visiting [name of surgery], or find out more by logging on to the surgery website at [website address] or on the NHS Choices website at www.nhs.uk/GPonlineServices

End

Editor's Notes

[Insert your contact details here]