General Practice Webinar



17:00 – 18:00, 3 November 2022





Agenda

Topic	Speaker
Welcome and introductions	Minal Bakhai Kiren Collison
General Update	Kiren Collison
Website Usability Guidance	Minal Bakhai
The Digital and Transformation Lead ARRS role	Minal Bakhai Sheinaz Stansfield Andrew Gove
Final thoughts and close	Minal Bakhai Kiren Collison



General Update

Kiren Collison

Interim Medical Director for Primary Care



Invitation to participate: AoMRC Review of General Practice – Hospital Interface

- The Academy of Medical Royal Colleges (AoMRC) has been asked by NHS England to undertake a rapid review of the interface between general practice and hospitals to identify improvements in the way clinicians work together to deliver better patient care.
- The review will culminate in a report containing actionable and practical changes that can be replicated and implemented in either setting
- The Academy is looking for real-life examples of general practice and hospital services working together to improve the patient journey.
- Primary care clinical colleagues are invited to participate in this review by submitting their ideas, examples and thoughts to the Academy by emailing psci@aomrc.org.uk.



Enabling patients to view their GP record through the NHS App

- An update on enabling patients to view their GP health record through the NHS App and other online services has been published.
- It includes information for practices on the next steps and advises those practices who are not yet ready, to engage with their local commissioners who can provide them with additional support and agree a way forward to enable the offer of prospective access to records for their patients.
- The <u>General practice readiness checklist</u> can help prepare practices, signpost to relevant resources that include an updated RCGP GP Online Services toolkit, a suite of videos and learning from early adopter sites.



Network Contract DES – update to payment codes

- This week, NHS England has issued an update to the <u>2022/23 Network</u> Contract DES guidance.
- The guidance now contains new finance system codes that PCNs and commissioners will be required to use to support all payments under the DES from 1 November 2022, including the new PCN Capacity and Access Support Payment.
- Please contact england.gpcontracts@nhs.net with any questions.



Supporting patients to access winter vaccinations

- The annual Winter Vaccination Campaign, is now live and runs until 18 December 2022.
- This autumn/winter, information on flu vaccination and COVID-19 boosters is critical to maximising uptake of both vaccines amongst eligible groups.
- The integrated campaign is designed to encourage uptake by signalling the importance of both vaccines and informing the public about the threat of both viruses circulating this winter, to overcome barriers and remind people of the benefits of vaccines.
- The multi-channel marketing campaign includes broadcast TV, video on demand, broadcast and digital radio, social and digital media, multicultural media, PR and partnerships activity. Primary care teams can get involved by using these <u>free resources</u>.



New patient health questionnaires (Ukrainian and Russian translations) now available

- GP practices can now <u>download new patient health questionnaires with bilingual English/Ukrainian and English/Russian translations</u> for people arriving in the UK from Ukraine, supporting assessment and management of their initial health needs at the point of GP registration.
- The questionnaires have been developed with Doctors of the World UK.
- There is also an English/blank version available which commissioners and providers can adapt for other languages in supporting initial health needs assessment for other vulnerable migrants and further translations may be added in due course.



'Register with a GP surgery' service now available via self-enrolment

- Patients are now able to find practices offering the new '<u>Register with a GP</u> surgery' service via the NHS <u>Find a GP webpage</u>.
- If your practice is interested in working with us while we enhance this service further, you can now self-enrol onto the service. Support is also available to participating practices via the onboarding team at england.register-gp-surgery.support@nhs.net.
- Over 32,000 successful online submissions have been made to date by more than 100 practices and early testing has shown the service has reduced the application processing time for practice staff up to 15 minutes per registration, while offering patients more choice, convenience, and consistency in the way they register.
- More information is available on our Resource Hub.



MS Teams licenses

- Last year, NHS England announced a no cost, time-limited offer for general practice to use MS Teams to make outbound only calls independently of existing telephone solutions.
- There are around 31,000 licenses still available for practices/PCNs to use to support improved access over the winter period.
- To take up this offer to support access this winter please email <u>necsu.adtelephony@nhs.net</u> by tomorrow, Friday 5 November.

Materials to promote the wider general practice team to the public



PCNs have made excellent progress in transforming services, and recruiting additional roles, as part of expanded community multidisciplinary teams, with over 19,300 staff recruited since 2019.





New materials have been developed to support general practice to share information about the different professionals working in their practice and explain how these roles can help patients and enable them to receive the most appropriate care as quickly as possible.



Your general practice team is here to help you



Materials include a leaflet, posters, digital display screens and social media assets as well as a communications toolkit to support you to use these. They are available to download from the Campaign Resource Centre:

https://campaignresources.phe.gov.uk/resources/campaigns/98-nhs-general-practice-team-



Updated staff respect materials

- We know the damaging impact that violence, abuse, and harassment can have on people's health and wellbeing.
- Public-facing assets are available to download from the Campaign Resource Centre, featuring NHS staff working in a range of different NHS settings, including general practice, pharmacy, optometry and dentistry, carrying the message 'We are here to help you. Thank you for treating us with respect'.
- They include:
 - posters featuring groups of NHS staff and individuals
 - social media graphics
 - digital screen graphics for waiting rooms or staff room screens
 - a poster template that can be used to feature photography of teams, or individual members of your staff.
- We'd like to know how these materials are/will be used so that we can determine their effectiveness.
 Please email england.pccomms@nhs.net with any feedback.





Confidential coaching for the primary care workforce



www.england.nhs.uk/lookingafteryou



'When work or life feels overwhelming, prioritising looking after yourself for just 45 minutes is a positive step that can unlock getting things clearer, moving, or back in balance. We're here to support you with whatever conversation you need right now.'

Nicky Williams Looking After You coach

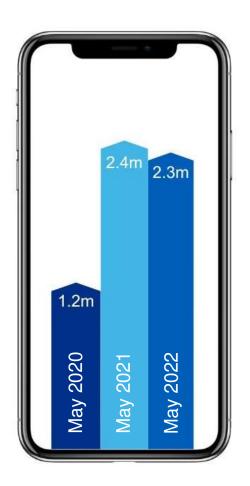


Making GP websites highly usable and accessible for patients

Dr Minal Bakhai, Director for Primary Care Transformation

Patients increasingly use digital access routes

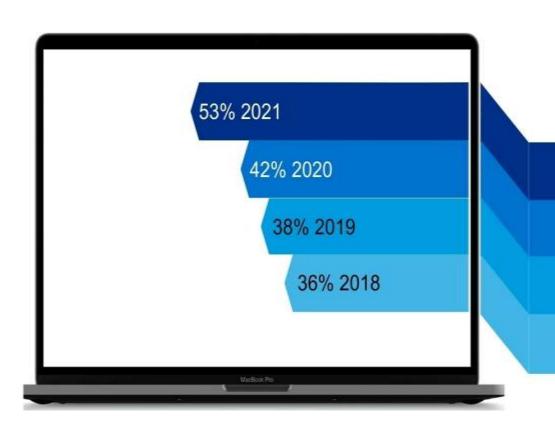




Online consultation submission rates

NHS How are you feeling right now? Check your symptoms Number of logins Sept 2020: 2,303,365 Sept 2022: 13,334,774

Usage of the NHS App



The national GP Patient Survey shows increasing numbers of patients using their GP surgery website











NHS

Amazing user experiences are expected and patients deserve a consistent experience as they navigate all NHS services

Well designed and tested digital experiences make the complex simple, making them useable and accessible for the majority of the population

Our ambition



GP websites and OC tools are now key critical enablers of general practice

To create highly usable and highly accessible user experiences we need to:

- Understand patients needs.
- Create empathetic experiences built around those needs.
- Use a shared NHS language that's accurate, clear, and concise and meets a 9-11 reading age.
- Ask suppliers to use shared NHS design elements to make it easy to navigate any NHS service.
- User test journeys with the 30% of the population who are least digitally confident or literate.

We asked 102 patients to start those five key tasks on 10 GP website templates



102 participants

- 102 participants
- With low to moderate digital confidence from across England
- 46% of patient-users had previously visited their surgery website

Five tasks

- Make, change or cancel my appointment
- Complete an online consultation form
- Order a repeat prescription
- Get my test results
- Find opening times / phone number for the surgery

Ten GP Templates

 Representing 90% of market usage

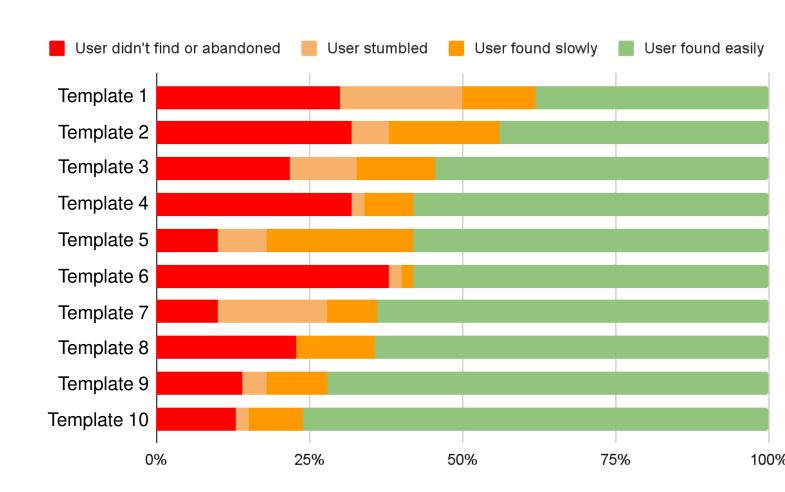


Many participants struggle to find and start key tasks



Participants failed to or struggled to find the starting point for 25-60% of key tasks on the GP surgery templates tested

- Uncompleted tasks (red): 36% of tasks were abandoned or uncompleted on the poorest performing templates compared to 10% on best performing.
- Easy completion (green): 76% of tasks were completed easily on the best performing template vs 38% on the poorest.



Overlays/pop-up screens were a major obstacle 27% of participants struggled to get to the homepage



Overlays blocking the homepage In this example multiple overlays are piled on top of each other, obscuring the homepage and causing confusion for participant.



Site-wide overlays

Blocking access to underlying content, in this case about repeat prescriptions.



Function overlays

Functions (like the 'live chat' head icon) obscure important functions underneath.



Good practice:

Urgent information embedded in the page



Participants use their mental model and keywords to scan and explore a GP website



Mental model: All of these (routine) tasks were well understood by participant and many had experienced them before.

Keywords: Users bring this 'mental model' and associated keywords with them when they approach a website.

These keywords are critical. These are the key words patient-users scan the page for, look for in navigation or enter into search boxes.

Task	Users scanned pages and searched for:
Make, change or cancel an appointment	Appointments
Get a repeat prescription online	Prescriptions
Get a sick note for work	Sick note
Get test results	Test results
Complete a form to join the surgery	Participants varied between register or join the practice.

[&]quot;Register" was often confused with other items you can register for, eg. register for patient access.

Participants use their keywords in three ways to find the starting point for key tasks

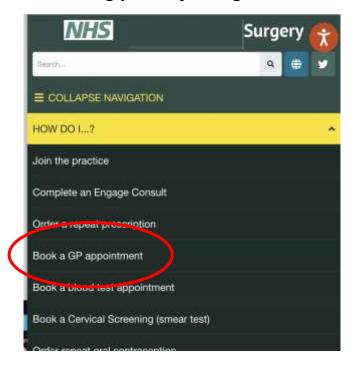


This template supports users needs and search strategies

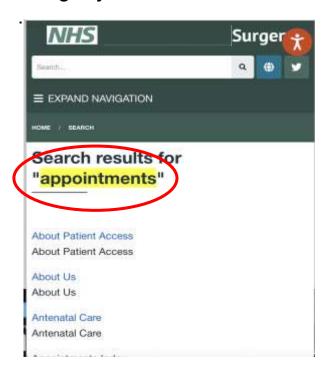
Scanning the homepage



Scanning primary navigation



Using keywords in search



Participants use the menu and search less when they aren't visible or open

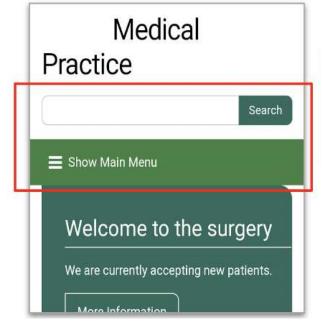


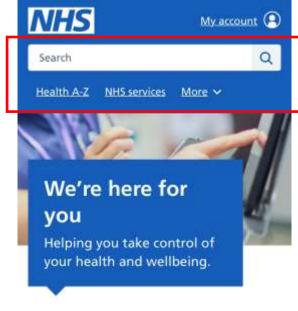
Unlabelled menu and search icons are not noticed by users



Labelled menu and search icons are noticed and used

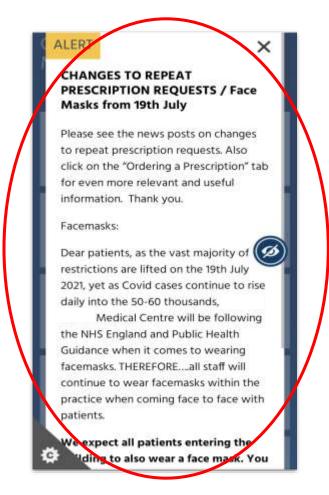
We'd recommend using the word 'search' in the search box and using the word 'menu' not navigation



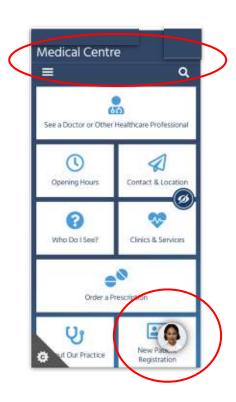


This template doesn't support users search strategies



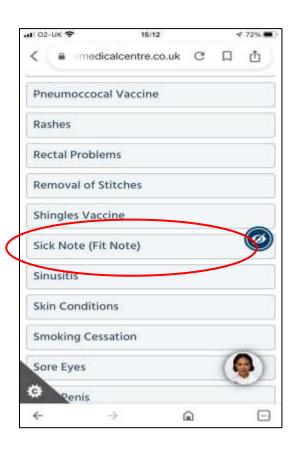


Overlays roadblock users from the homepage



Navigation and search not open (and persistent on mobile)

Icon overlay blocks functions below



Key task link is buried in a list of symptoms in a section headed 'who do I see?'

Large amounts of text and long lists of options are a huge barriers for users. NHS recommended reading age is 9-11





UK adults lack the skills to use digital effectively

7 million

Adults in England have very poor literacy skills

https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacter istics/homeinternetandsocialmediausage/articles/exploringtheuksdigitaldivide/ 2019-03-04

https://literacytrust.org.uk/parents-and-families/adult-literacy/



long time between 8000 and 1000 depending on other Boy and a local of

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A **1000 word** appointment page creates a huge barrier for many users.

93 symptoms to choose from to start this online consultation prevents users from finding a symptom relevant to them.

Online consultation forms: 81% of participants did not find an Online Consultation form easily

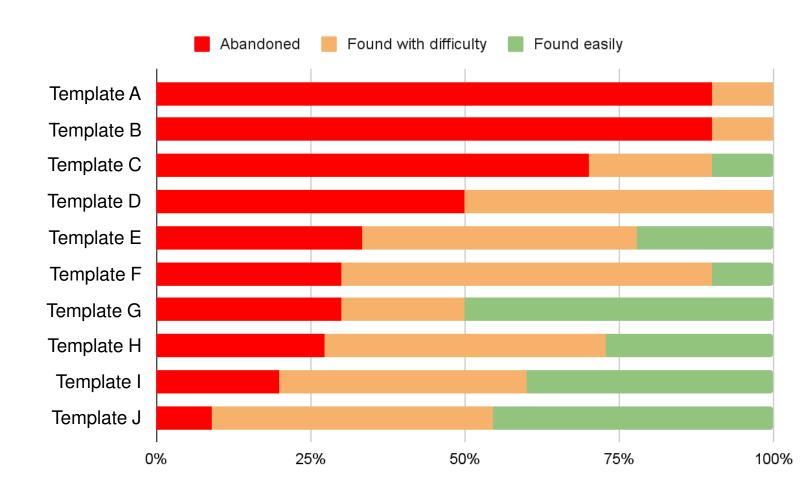


81% of participants did not find an online consultation form easily or abandoned the task

Ideally users should be able to find this critical form in a minute or less

For most users this was not possible

- 49% abandoned the task
- 32% found the form with difficulty
- 19% found the OC form easily



The term "online consultation" and when to use online consultation forms is unclear to many patients



Patient understanding

The access model for patients is changing and we're using new terms like OC and triage.

- The term "online consultation" is unclear to many patients.
- How and when they should use "online consultations" is unclear to many patients.
- Patients are unsure what key words to scan for on a GP website.

Patient behaviour

Patients fall back on existing knowledge and behaviours

- Patients search for "appointments"
- When patients look in appointments sections OC is often not listed
- Patients see a range of terms for OC which is confusing.
- Use of brand names for OC also confuses patients.

Recommendations

Use "request an appointment online" to describe online consultation forms.

Integrate OC options alongside other ways of contacting the practice (eg. Phone and walk-in).

Support patients ways of searching: make sure "request an appointment online" is a quick link on the homepage, in search results and on your appointments page.

3/10 participants found the OC form on this template



No OC link in 'appointments':

9 of 10 participants look for the OC form in 'Appointments'. There is no link to OC forms here.

Not understanding 'econsultations':

3 of 10 participants spontaneously say they don't know what 'eConsultations' means. This is the only link on the site to OC

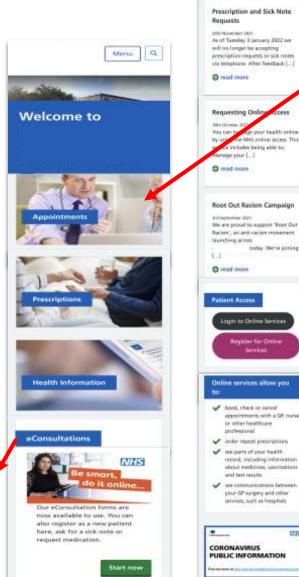
Tap zone:

Of the participants who find the eConsultation box, some struggle to see the 'start now' button and try to click the 'eConsultations' heading or the image.

Poor content design:

eConsultations is not understood and this is the only link to the online consultation form.

There is no path via primary navigation and no link on any other content page.



Latest News from

Poor content design: OC is not described and no link provided in the appointments section. And eConsult is not accessible via main navigation, only through a single link on the homepage . If you are not able to attend your appointment please let us know in time Appointments so that the time can be used for someone else. If you are more than 15

Practice Nurses

Fissie help us

Urgent appointment

Telephone access

About

Appointments may be made online by telephone or in person. Please make one appointment for each member of the family who needs to be seen. We try to keep to time but please be patient if someone before you takes longer than planned. Approintments are normally tenminute slots and so if you have a complicated problem, or more than one problem, please ask for a longer appointment, it is practice policy to allow patients to choose whichever doctor they wish to attend in the practice, but this may delay in you seeing a doctor.

We offer book-on-day appointments from 07:30 each day to those who have registered for on-line booking. We encourage all other potients to ring at 08:30. We also have limited ore-bookable appointments which are available two weeks in advance.

Practice Nurses

. In a number of cases it might be worth considering an appointment with a gractice nurse rather than a doctor Practice nurses are qualified to deal with many conditions and you may be seen more quickly

minutes late for an appointment you may be asked to re-book.

Urgent appointments

. If you feel that your problem is urgent we can fit you in to see a doctor on the same day. The receptionist may put you in touch with one of the doctors so that your condition can be assessed.

Telephone access

 Doctors are available for telephone. advice - during office hours on . If the doctor is busy the receptionist will take your details and sek the doctor to return your call.

If you have a dental problem

Unfortunately we are unable to help if you have a dental problem and so we will ask you to see your dentist. If you are looking for dental care the IMIS website can help you find a NHS dentist. For urgent Dental Care please call 111 for the NHS 111 service.

III Immersive Reader

Health Information

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Philipporte

Earned on Appointment

When We're Closed

69 Assobbility

We tested 10 web journeys/templates for accessibility. 9/10 were not fully compliant.



	Template 1	Template 2	Template 3	Template 4	Template 5	Template 6	Template 7	Template 8	Template 9	Template 10
Fail: high priority	-	-	1	1	2	3	4	4	5	6
Fail: medium priority	-	2	3	4	-	3	1	9	2	1

All suppliers are required to be compliant with WCAG AA standards.

What does good look like for patients?



- No pop ups
- Homepage quick links to the key tasks
- Clear navigation, including "appointments" "prescriptions" and "contact us" sections
- Search bars and menus that are open and persistent
- Search functions that deliver relevant results.
- Content with clear headlines, short text, tested for reading age
- Accessibility tested and compliant
- Templates that have been tested recently for usability with patients with lower digital confidence and literacy.
- Follows NHS design standards

- Using "request an appointment online" to describe online consultation forms.
- OC options integrated alongside other ways of contacting the practice (eg. Phone and walk-in).
- "Request an appointment online" appearing in patients ways of searching" is a quick link on the homepage, in search results and on your appointments page.

How do we do it?



Making the <u>template</u> usable and accessible

Ask your website supplier

- Can we run through the 'what does good look like' checklist together?
- Are we on the most modern usable and accessible template?
- Do you have a template which follows NHS design standards and uses NHS components?
- Is our website fully accessible and meeting the legally required WCAG AA standards?
- Do you have standard copy that has been tested with lower digital confidence and lower literacy users?
- What would you suggest we remove from our website to make it simpler and easier for patients?
- Does this work well on mobile?

Making the content usable and accessible

Work as a practice, PCN or ICB

- What's our strategy for creating highly usable content and maintaining it? Could our web supplier or PCN / ICB help?
- Where can we get support from an accessibility expert?
- How can we do task based testing of our template and content

Inclusive Access Routes pilot evaluation



- Pilot in Humber and North Yorkshire ICS to support practices to raise patient awareness and confidence in using **online consultation requests as one of three ways** they can request care from their GP practice
- Toolkit of materials shared with 69 practices included posters, leaflets, digital assets, eg information screens
- Qualitative research found that most practices found the materials helpful and that patient understanding and confidence in using online consultation requests grew following exposure to the materials. Conversations with practice staff worked best, particularly where whole practice team supported these.
- You can read the draft pilot evaluation reports (full and summary) on FutureNHS <u>Digital Primary Care</u> workspace
- Please send your feedback to england.digitalfirstprimarycare@nhs.net
- The toolkit materials were published nationally on the Campaign Resource Centre (in Dec 2021) and will be updated in coming weeks following feedback.



Inclusive Access
Routes to
General Practice

A pilot in Humber, Coast and Vale ICS A toolkit for practice staff





Use our convenient, secure online form, call us or visit the practice.





Use our online form to access the right care for you.

As well as colling up and waiting the practice, did y know that you can also get in fourth with us using a conversed and secure orders from an air website it maid sow time tool Haward you choose in get wasth with up, our dedicated do call herm will alway capital on the hight supports based on your recool.

falk to us today about using our online lines and how we can help you further.



We can help



Read



Scan the QR code or visit the NHS England website for guidance on 'creating a highly usable and accessible GP website for patients'

Review



Guidance on copy writing, web design and free web components: https://service-manual.nhs.uk

Contact us



If you are planning to improve the user experience of GP websites we would be happy to talk through our research and offer advice and support



The Digital and Transformation Lead ARRS role

Minal Bakhai Director for Primary Care Transformation

Sheinaz Stansfield Director of Transformation Birtley and Central Gateshead PCN

Andrew Gove Digital Transformation Manager, Folkestone, Hythe & Rural PCN



Digital & Transformation Leads – Background

Digital and Transformation Leads support the design and delivery of change programmes, and the adoption of initiatives to improve the care offer.

- Introduced into the Additional Roles Reimbursement Scheme in October 2022.
- Currently one FTE per PCN.
- Max reimbursable rate set at equivalent of Agenda for Change band 8a.
- Can be employed directly by PCNs, or commissioned by PCNs as a service from other providers.
- Flexible role description, allowing for local definition of responsibilities.



Digital & Transformation Leads - Intentions

	Intended to		Not intended to
✓ Support F improver	PCNs to identify, scope and plan nents	×	Deliver IT support
•	uality improvement projects, and support levels in the PCN to take forward change	×	Manage the procurement or contracting of IT systems
✓ Work with improver	ICSs to align strategy and approaches to ent	×	Manage administrative functions
•	he adoption and use of existing and new yy to deliver benefits for patients and staff	×	Replicate the role of practice/PCN managers
✓ Support in system	ntegration within the PCN and with the wider	×	Operate in isolation of, or duplicate, existing system functions
	to identify opportunities and to drive nents in care quality and experience	×	Deliver all possible responsibilities outlined in role description



Areas where Digital & Transformation Leads could support improvement

- Embedding effective use of triage and navigation,
- alignment and communication of patient access routes (including digital routes),
- at-scale or hub working at PCN level,
- developing effective pathways between the PCN and other local services,
- supporting self-service by patients and remote monitoring where appropriate,
- effective embedding of other ARRS roles,
- supporting digital enablement of long term condition management and proactive care

Birtley and Central Gateshead PCN

"Developing a High Performing Diverse Team Through Transformation and Quality Improvement"

Sheinaz Stansfield @sheinazs

- Practice Manager: Oxford Terrace and Rawling Road Medical Group
- Director of Transformation BCG PCN



Clinical Director Role

Working with Practices

- The Clinical Director is not solely responsible for the operational delivery of services - this is a collective responsibility of the PCN;
- strategic and clinical leadership for the PCN,
- developing and implementing strategic plans,
- developing local initiatives that enable delivery of the PCN's agenda,
- leading and supporting quality improvement and performance across Core Network Practices (including professional leadership of the Quality and Outcomes Framework Quality Improvement activity across the PCN),
- strategic leadership for workforce development, through assessment of clinical skill-mix and development of a PCN workforce strategy;
- completing the workforce planning template and agree,
- Clinical Director takes a lead role in developing the PCN's conflict of interest arrangements, taking account of what is in the best interests of the PCN and its patients.

Working with System

- supporting PCN implementation of agreed service changes and pathways and work closely with Core Network Practices and the commissioner and other PCNs to develop, support and deliver local improvement programmes aligned to national priorities;
- working with commissioners and other networks to reflect local needs and ensuring initiatives are coordinated;
- developing relationships and work closely with other Clinical Directors, clinical leaders of other primary care, health and social care providers, local commissioners and LMCs:
- facilitating participation by practices that are members of the PCN in research studies and act as a link between the PCN and local primary care research networks and research institutions:
- representing the PCN at CCG-level clinical meetings and the ICS/STP, contributing to the strategy and wider work of the ICS/STP.



Voyages of the Star Ship BCG PCN

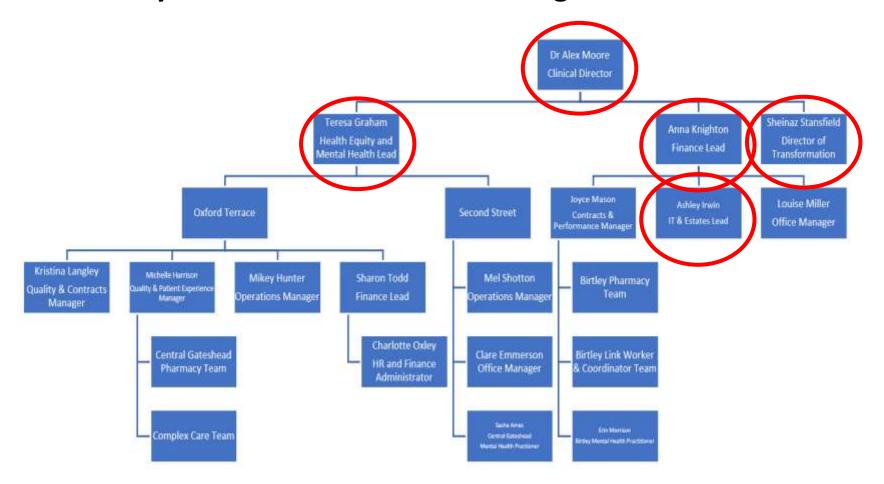
"Its five year mission:

- to explore new ways of working
- seek out new models of care and innovation
- to boldly go where we had not gone before "

Diverse Distributed Leadership

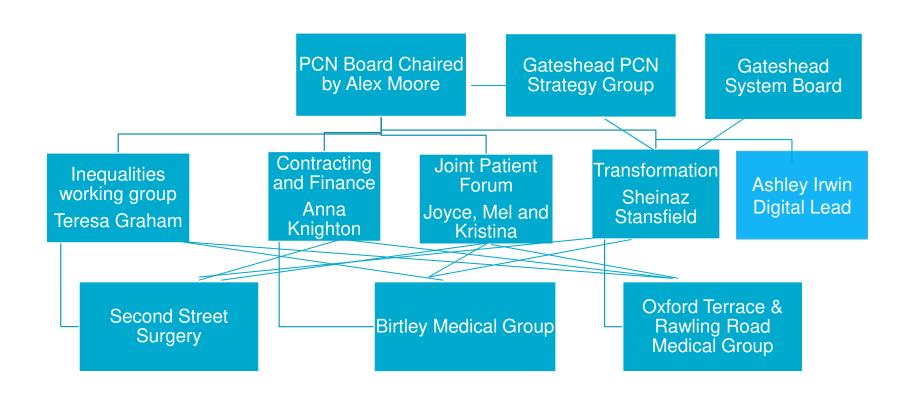


Birtley & Central Gateshead PCN Organisation Structure

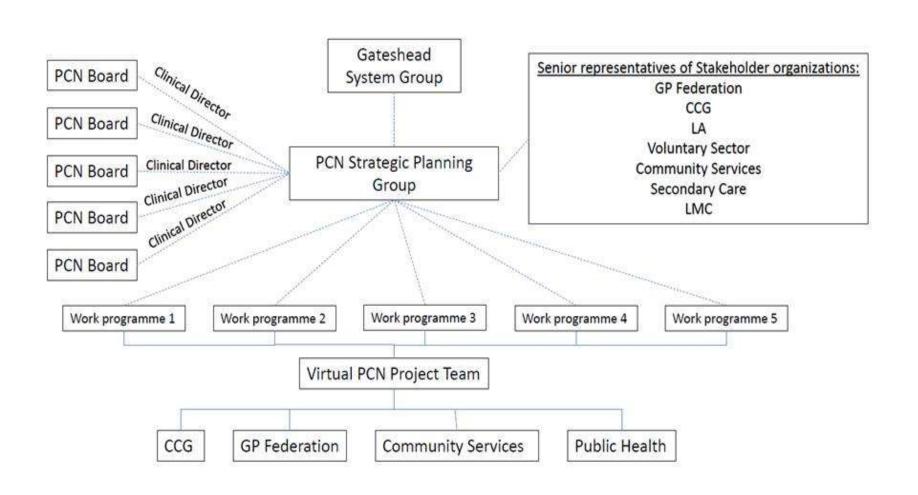




Birtley, Central Gateshead PCN: Governance Arrangements



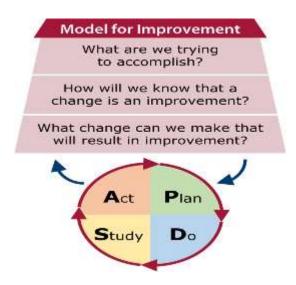
Gateshead PCN Support Infrastructure



Role of Quality Improvement in Transformation

Health and Care Change Model

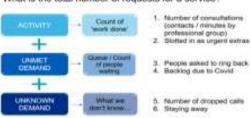




Demand and Capacity

Where to start when measuring demand?

What is the total number of requests for a service?



Workforce Redesign Model



Help to build skills and confidence with quality improvement - available to all practices/PCNs

with quality tices/PCNs England
Leading quality improvement

improvement
Short programmes
undamental of change and
approvement

What is CII?

Getting Started guides / webinars Written guides by Time for Cara

PCN Improvement Leads

Longer (modular) programmes

General Practice Improvement. Leeds programme

BO-minute webstast - apacific approad as with improvement bole approad as distinct party / sale, resulte processes / communication (52/46)

tacuty GPs / practice managers specific topics e.g. refleciping the appointment system to maleh capacity long term conditions patient recall active stempostne

Further details me, calles and how to apply, each tire has to register for a place. Furtherming training and greenite. J January Committee ment COMM, C1 - Lugary 415 Collection from Patient.

Please contact us at england capability/de@nhs.net
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Thank You





Closing comments

Minal Bakhai Director for Primary Care Transformation

Kiren Collison Interim Medical Director for Primary Care