

Transforming the model of general practice



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Contacting your GP practice...

If you need to contact your GP practice you can choose to do so by:



Completing a form via their website



Calling



Visiting in person



At the GP practice your needs are reviewed:



Admin questions are dealt with by practice staff.

Medical requests are passed to the most appropriate medical team member to respond and are prioritised according to urgency.

You may receive a response from a:

- GP
- Practice Nurse
- Practice Pharmacist
- Physiotherapist
- or from another team member

How your practice responds is based on your clinical needs and preferences. They may arrange a:



Face-to-face appointment



Phone call



Video call



Text message



Referral to community pharmacy or another service

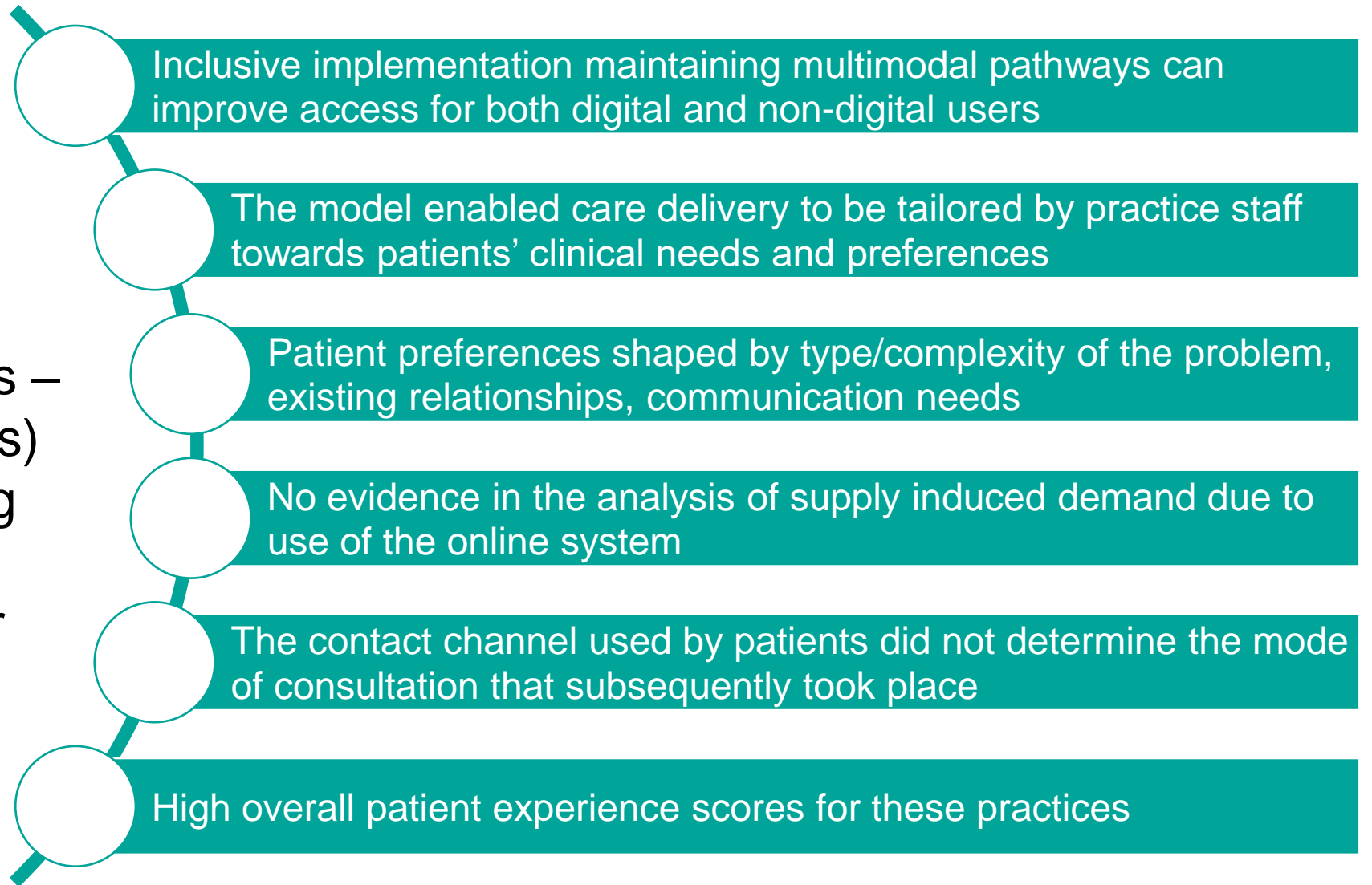


Home visit

Evaluation: impact and opportunity of ‘digitally supported’ models in general practice



The Improvement Analytics Unit (IAU) analysed 7.5 million patient-initiated requests – (across all access routes) from 146 practices using one specific online consultation platform for “total triage”



User-testing different GP website templates



User testing was with 63 patient-users of low to moderate digital confidence

- 63 patient-users - all moderate to low digital confidence users (Ofcom scale)
- Testing seven GP website templates covering 80% of market usages
- All patients were tested on a template not used by their practice
- 50% of patient-user had previously engaged with their surgery website

Task A: Finding/starting key tasks

I'd like to imagine a few things you might need to do on a GP website, could you show me (on the this website) where you would

- Make, change or cancel and appointment
- Get a repeat prescription online
- Get test results
- Get a sick note for work
- Complete a form to join the practice.

Task B: Finding OC forms

I'd like you to think about the last time you contacted the surgery to ask for medical help ...

Could you show me where you would go on the website to share concerns and symptoms and request help from your surgery ...

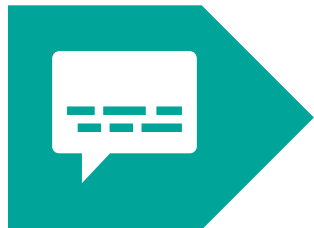
Key findings from user-testing



Participants failed to or struggled to find the starting point for 25-40% of five key tasks on the surgery templates tested



81% did not find the starting point for an online consultation submission easily or did not find it at all. Participants searched for up to **6 minutes** to find an online consultation form.



Key language used in “digital first” models on GP websites are unclear to or misunderstood by participants. This includes terms such as ‘online consultation’, ‘triage’ and ‘clinician’.

Where we're headed



Digital experiences that are:

- Safe and secure
- Easy to understand
- Easy to interact with
- Take no more time than necessary
- Work for a wide range of users and designed to reduce inequalities
- Reassuring: I understand what's coming next

Key elements

- Clear segmentation of patient and professional users and clear understanding of their needs
- Continuous voice of the users: testing and feedback, rate my service
- Continuous testing iteration and improvement
- Better data and analytics
- Holistic support to help practices and PCNs co-design and describe their model to patients and carry out the associated adaptive change
- Usability and accessibility should be key considerations in procurement decisions
- Strengthened standards around accessibility and usability of digital tools

Contact us



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