

LMC meeting – comms update

8 November 2023

Primary Care Access Recovery Plan

Comms materials designed to:


1. better help patients understand GP practices
2. be more accepting of seeing someone other than a GP
3. help themselves

Three main areas but lots of 'complementary plotlines':




















- 1. Digital access** –using the online consultation facility. Likely to land in Q3 it will be a campaign possibly using the Help Us Help You brand
- 2. Wider practice team** – socialise the notion that pts will be asked by reception / care navigators why they're calling so they can be referred to the most appropriate person, which may not be a GP. This will start later this month with a series of paid-for articles in national newspapers
- 3. Wider care available** (alternatives to GP) – encourage the public to use other services. Likely to be NHS111 online focused and building on NHSApp capabilities

Digital Access







- NHSApp downloaded over 10m times
- In 2023, **87%** of UK adults own a smartphone.
- **96%** of 16- to 24-year-olds
- **69%** of over-65s
- From 31 October those registered with a GP practice should be able to access their healthcare records

 [Click the text to find out more](#)

Features available within the NHS App

 Order repeat prescriptions	 Ask GP for advice/request care using an online form*	123 Find your NHS number
 Nominate a preferred pharmacy	 Receive notifications and messages from your GP*	 Find NHS services near you
 View GP health record securely	 Linked profiles (proxy access)*	 Get health advice via 111 online
 View test results and care plans*	 Register with a GP surgery*	 Access the Health A-Z for health advice
 Book/check/cancel a GP appointment*	 Book your COVID vaccine	 Update data sharing preferences
 Book your first hospital or clinic appointment	 Get your NHS COVID pass	 Register to take part in health research
 Manage hospital and other appointments*		 Manage your organ donation decision

Useful information

 Patients registering for the NHS App	 Examples of good practice
 Practice benefits of using the NHS App	 Communications and promotional material
 Tracking your practice's NHS App data	 Further resources to support you

* Note: these services may be available to patients depending on their level of access and what has been enabled by the practice

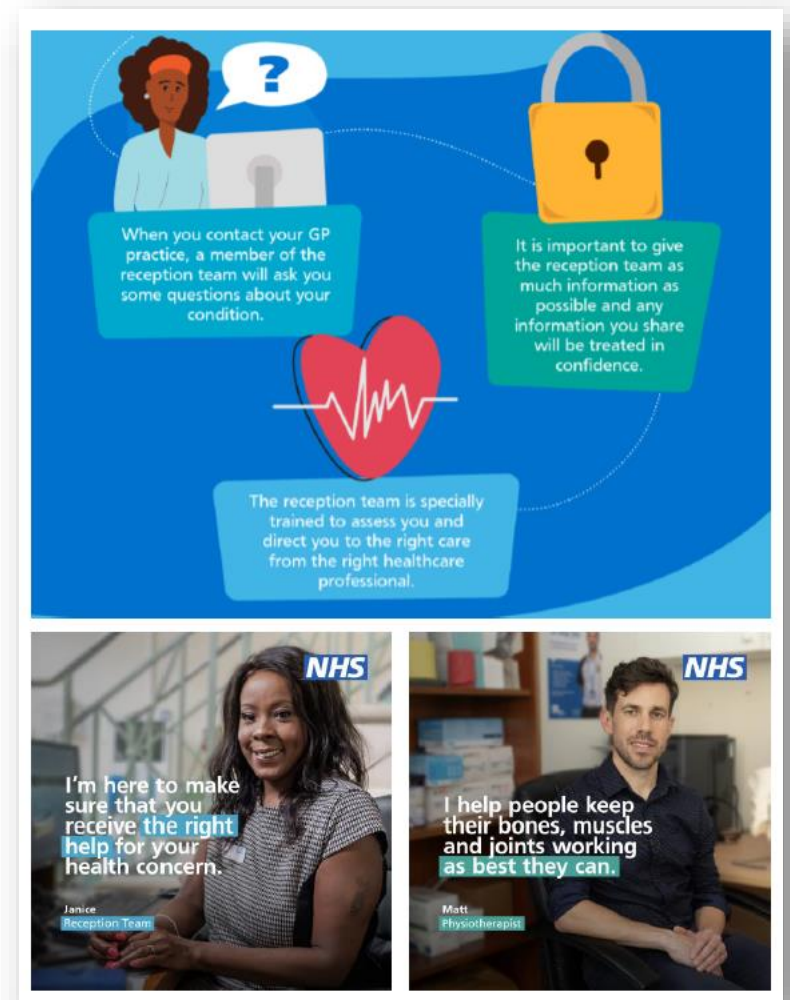
NHSApp

- Building on repeat prescriptions
- Accessing health records through the App is designed to help those with LTCs:
 - Arthritis
 - Asthma
 - Depression
 - Diabetes
 - Heart disease
 - Hypertension
 - Kidney disease
 - Stroke
 - As well as the families, friends and carers of people with long term health conditions.
- 70% of practices have enabled the technology. Likely to be a press release on this soon
- [Comms toolkit](#) designed for GP practices to use to help promote the service. It includes:
 - Social media and digital assets for practice screens
 - A video for websites / waiting rooms
 - Phone call script
 - Newsletter / website copy
- What more can GP practices do? Other ideas?



Wider practice team

- New launch date for the MDT campaign is Thursday 19 October
- MDT roles covered:
 - Care Navigators
 - Social Prescribers
 - Paramedics
 - Physios
 - Mental Health Practitioners.
- Assets include:
 - Film featuring young children meeting the multidisciplinary team at a general practice.
 - Accompanying photography of the multidisciplinary team and children featured in the film.
 - Social media – infographics and static images
- What more might practices need?



Wider care available - pharmacy

Three main areas:

1. Pharmacy First / Common Conditions Service – national campaign coming next year tbc
 - In Jul there were almost 35K blood pressure checks
 - In Jul there were more than 480 oral contraception consultations
 - Comms materials here: [NHS England — Midlands » Resources](#)

2. Extended services include seeing patients for UTIs; insect bites; conjunctivitis; skin conditions; earache
 - Between Apr and Jun over 10K consultations in the Mids
 - Over 7K of those for UTIs
 - Over 2K for infected insect bites
 - Comms materials here: [NHS England — Midlands » Resources](#)

3. Community Pharmacy Consultation Service
 - In the Midlands in Jul / Aug alone there were 20K referrals from GPs to community pharmacy services
 - More info here: [NHS England — Midlands » NHS Community Pharmacist Consultation Service \(CPCS\)](#)
 - Would comms materials help spread the word in your practice?

Wider care available – NHS111

- National campaign launched this week
- Reminds that if someone thinks they need urgent care they should use NHS111 first – call; online; NHSApp
- Aimed at high users of ED who could see other services:
 - Parents and children
 - Young adults
- Comms toolkit is available:
 - Social media assets
 - Posters
 - TV advert for practice websites / screens



For action

- Please support the campaigns by using the materials in your practice
- Please endorse the use of the materials with peer GPs

- If a practice is not able to access the communications materials they can contact their ICB comms team