NHS England

Improving the digital journey for patients in general practice



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Patients increasingly use digital access routes





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

Online consultation submission rates

*Utilisation data is based on submissions by system suppliers. The data set is not complete and so these figures provide an indication of activity only.

Usage of the NHS App



Amazing user experiences are expected and patients require a consistent experience as they navigate all NHS services through all stages of their life

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



YouTube

Google

GOV.UK

We need your help



GP websites, online consultation tools, apps and other digital tools are now critical enablers of general practice access and service delivery

To create a great experience of digital access to general practice we need to:

- Reduce complexity
- Improve integration
- Provide support to patients and staff
- Deliver a consistent experience
- User test to ensure digital journeys and tools are highly usable and accessible



Making GP websites highly usable and accessible for patients



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



Read our patient-user research on our Digital Primary Care FutureNHS workspace (log in required)

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 **NHS** 27% of participants struggled to get to the homepage England

Overlays blocking the homepage

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

× Coronavirus (COVID-19) NHS Patients, visitors, and staff must continue to wear face coverings in healthcare setting: COVID-19 remains a serious health risk. It is important to stay cautious and help protect yourself and others. Find out how to star safe and help prevent the spread Downloa Contact COVID-19 Get tested During December, Covid infections have risen Fill out simple on g day > Sympt sharply in London and this has led to increased oil you or Find out your chill demand for hospital care. Ask about con mental health > Testine Please be aware the 111 service is currently Get a ter under extreme pressure in our area. GP involves and undi surgeries are open as normal, except on weekends and bank holidays Advice a If you need non-covid medical help this you and Ask for admini weekend, please call your practice at any time doctor's letters People - you will be advised of the extended hours GP Advice fr r people service for your area. people w If you have COVID symptoms, please go to > Long-t www.111.nhs.uk or call 111. In a medical Find out have and emergency, you should dial 999 as usual. what hel Thank you for supporting the NHS. How to Advice a COVID-19. Take part in research

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

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		o, check I ire service	NHS.UK's <u>es</u> .	<u>urgent a</u>	<u>nd</u>
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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.

"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

NHS	Su	rger	Ť
Search	۹	۲	Y
■ EXPAND NAVIGATION			
HOME / SEARCH			
Search results for "appointments"			
About Patient Access About Patient Access			
About Us			
About Us			
Antenatal Care			
Antenatal Care			
A construction of the discussion			

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



CHANGES TO REPEAT PRESCRIPTION REQUESTS / Face Masks from 19th July

 \times

Please see the news posts on changes to repeat prescription requests. Also click on the "Ordering a Prescription" tab for even more relevant and useful information. Thank you.

Facemasks:

ALER

Dear patients, as the vast majority of restrictions are lifted on the 19th July 2021, yet as Covid cases continue to rise daily into the 50-60 thousands, Medical Centre will be following

Medical Centre will be following the NHS England and Public Health Guidance when it comes to wearing facemasks. THEREFORE....all staff will continue to wear facemasks within the practice when coming face to face with patients.

We expect all patients entering the ding to also wear a face mark. You

Overlays roadblock users from the homepage



Navigation and search not open (and persistent on mobile)

Icon overlay blocks functions below

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Pneumoco	cocal Vaccine							
Rashes								
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Sick Note	(Fit Note)			Ø				
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Skin Cond	litions							
Smoking (Cessation							
Sore Eyes			(
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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

Pre-Bookable GP





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/

Appointments Pre-Bookable GP Appo Same Day GP Appointment Farly Morning GP and Nurse Telephone GP App Practice Nurse Appointment Please note that due to the current pandemic our appointments are operati slightly differently to below. We are working on mainly Telephone Triage eased twice daily at hot 8am and 11am. Please be assured that if you need to be seen face to face then th Doctor will arrange this after speaking to We have a range of appointments that can be prebooked for the Doctors up to 2 weeks in advance. These include both Telephone Appointments and also some Face to Face appoi ments. Face to Fac ments will only be booked if the is a clinical need to be seen. available from 07 15 07 55 (Tuesda Thursday), 08:30-11:00 (Monday-Friday), 12:00-12:30 (Friday only), 13:30-16:00 and 15:30-17:30 (Monday-Friday) s with the GP's are 10 minutes long. The practice does not bo ments unless the GP double appo ests this through reception be booked using the prebookable service, not the same day system. We have introduce this policy due to the igh number of patients booking fouble appointments when they w ided which unfairly blocked off ments which could have been used for other patients. nts with the Nurses an vailable from 07:20 GR 00 (Tuesday unday), 08:00-12:30 and 13:00-16: Appointments with the Narses are silable from 07:20-08:00 (Tur Prunday), 08:00-12:30 and 13:00-16:30 (Monday to Friday). The nurses ments vary in length dep on the procedure being booked it Reception staff will always ask what yo ire coming to see the nurse about to ruble us to allocate the correct length time for your procedure. We operate as a group and you can mak an appointment to see any doctor or nurse, however, it is beneficial to you that you try to see the same GP or nurse whe possible to build up some continuity. If this GP or nurse is on annual leave or fully booked then you can see any other GP or surse in that case. If your r rgent then you may not be able to see the doctor of your choice. Our aim is to and less "pre-bookab vever, to achieve this we need yo help. Please try not to book appoint ever, to achieve this we need you help. Please try not to book appo advance "just in case" you need se our aim is to provide an appointment of the day you feel you need one. There will

> te possible due to excessive demand, but we will try our best to minimise this

ituation. Please remember to let us kno

"any time between 08:00 and 13:00

depending on when they get a break in

surgery". Please remember that the GP

if you cannot attend your appointme

he surgery, replying to your

ext (if you have signed up for this service) or using our cancellation o the main menu on this website

either phoning reception, popping into

Appointment valued in more skilled areas we ask that 30% of our appointments can be booker up to 12 weeks in advance and the earlier actice Nurse for a blood test or block to pre-book is normally about 4 working pressure review. Our Phlabotomist and days away but depending on demand an cancellations they can often be sooner or alth Care Assistant take all bloods and further away. The pre-bookable Please note, that all tests which need se off to the labs need to be done by 15:40 ming (07:15-07:55 and 08:30- 09:30) o as our van collection is at 16:00 pr ate in the afternoon (17:00-17:30) with a an scattered mid afternoon. Datients fai o attend in about 1 in 6 pre-booked Health Care Assistant opointments. Please remember to let us know if you cannot attend your Appointment tinics 08:00-12:00 and 13:00-15:00 Wednesday to Friday. They tments are for blood test Same Day GP Appointment 70% of our appointments are this type erance Tests), Height/Weight/BM rinalysis etc. All of these appointme rents for the same d Morning appointments for the sar are released at §8:00. Afternoon e pre-bookable, we have no same di tealth Care Assistant Appoint ments for same day are release at 11:00. We offer appro nately 100 san Please note, that all tests which need day appointments per day. This figure can off to the labs need to be done by 15:40 vary depending on annual leave and ability to get locum cover (a locum is a GP that is not attached to the practice but at of our control helps us out with holiday cover). Please Notice note that both release times can be ve busy so we ask all patients to be patient Please note, if you wish to speak with a GP you must telephone as early as possible in the morning, with us and we will do our best to accommodate you and all requests must be made Please call at the release times state before 11:00. Only "Medical above. If left later than 08:00 or 11:00 it can sometimes be difficult to get an nergency" calls will be made 100 by the Duty Doctor. appointment. Phone lines can be very bu due to our patient list size. Please be patient as all members of admin staff anower calls at the busy periods. Practice Nurse Please note, we will not give any Appointments afternoon appointments out until 11.0 precisely so if you call before 11:00 yo will be asked to call back a few minute 07:10 and 15:50 (please see the break down of appointments on the "Sung Rimes" tab on this page). All Nurse intments are pre-bookable. Ou actice nurses deal with a wide rang Early Morning GP and cedures including, dressings, ear Nurse Appointments Maase note that all tests which need so off to the labs need to be done by 15:40 as our van collection is at 16:00 precisely On a Tuesday, Wednesday and Thur we operate "early surgeries" between 07:15 and 07:55 and are intended to enefit people who find it difficult to Immersive Rear the doctor during normal opening hou due to work commitments. These tments are pre-booked Health Information ments and can be booked up to weeks in advance. Please note, this is strictly a pre-book Non NHS Services appointment service only so no other rice is available at this time. Telephone GP Appointment We offer between 12 and 20 nm-book These are suitable for follow up appointments, medication queries (not e ordering repeat medication), discu Practice Opening ospital visits etc. They are no uitable if the doctor will need to exa w. These ampointments are booked r Out of Hours her away than the next day. Whe Home Visits asking for one of these appointments the ationist will ask for your best conta iber and a brief description of what concerning. This is to make sure this stment type is appropriate and t e sure any urgent problems are deal th without delay. There is no allocates time for this appointment and we would mally tell you the doctor will call yo

Cardiovasculari etc. Recause the Nurses or

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 i in and all decays as contract group of and the building strengthed symptom relevant to them.

The NHS content style guide is a key standard for accurate, clear and concise content



NHS target reading age is 9-11.

It provides well tested guidance on writing well structured, accurate, clear and concise content.





Finding online consultation forms

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.

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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.

Our recommended (and tested) copy for the appointments page integrates OC alongside other options



To request an urgent appointment for today

- Use an online form 24/7 to request a consultation
- Phone us Monday to Friday, 8am to 5pm
- Visit the surgery during opening hours and speak with a receptionist

When you get in touch we'll ask what you need help with. This means we can understand how urgent your problem is and identify the most suitable doctor, nurse or health professional to help you.

If you contacted us online we will be in touch within a few hours, during working hours (9-5pm).

To request a routine appointment in the next 7 days:

- Use an online form 24/7 to request a consultation
- Phone us Monday to Friday, 8am to 5pm
- Visit the surgery during opening hours and speak with a receptionist
- <u>Sign in to Patient Access</u> to book a screening test or vaccination

Your appointment

However you choose to contact us we may offer you:

- a face-to-face appointment
- a phone call or video consultation
- a text message or email, for example inviting you to visit the surgery for a blood test

Appointments by phone, video call or by text or email can be more flexible and often mean the doctor or nurse can consult sooner.

Cancelling or changing an appointment

[Provide information about different options for cancelling, including phone numbers and links if necessary]

If you need help when we are closed

[Include information about 111, urgent treatment centres, extended access and late night pharmacies.]

Our tested and recommended copy is in our guidance on nhs.uk



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.



Prescription and Sick Note Requests 25th November 2021 As of Tuesday 3 January 2022 we will no longer be accepting Q prescription requests or sick notes via telephone. After feedback [... read more **Requesting Online** ccess 18th Octobe e vour health online You can he NHS online access. This includes being able to: anage your [...] read more

Latest News from

Root Out Racism Campaign 3rd September 2021 We are proud to support 'Root Out Racism', an anti-racism movement launching across





Online services allow you

- book, check or cancel appointments with a GP, nurse or other healthcare professional order repeat prescriptions
- record, including information about medicines, vaccinations
- see communications between your GP surgery and other services, such as hospitals

CORONAVIRUS

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

Appointments

Practice Nurses Please help us Urgent appointment

Telephone access

Appointments may be made online.

by telephone or in person. Please

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.

Appointments are normally ten

one problem, please ask for a

whichever doctor they wish to

delay in you seeing a doctor.

We offer book-on-day

two weeks in advance.

Practice Nurses

seen more quickly.

attend in the practice, but this may

appointments from 07:30 each day

on-line booking. We encourage all

other patients to ring at 08:30. We

appointments which are available

. In a number of cases it might be worth

considering an appointment with a

practice nurse rather than a doctor.

Practice nurses are gualified to deal

with many conditions and you may be

also have limited pre-bookable

to those who have registered for

longer appointment. It is practice policy to allow patients to choose

minute slots and so if you have a

complicated problem, or more than

make one appointment for each

About

today. We're joining

- see parts of your health
 - and test results

NHS PUBLIC INFORMATION

. If you are not able to attend your appointment please let us know in time so that the time can be used for someone else. If you are more than 15 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 ask 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 NHS website can help you find a NHS dentist. For

urgent Dental Care please call 111 for the NHS 111 service.

Immersive Reader

Health Information

Appointments

Nurse & Healthcare Appointments Urgent Care Clinic Routine Doctor Appointment Phlebotomy Cancel an Appointmen When We're Closed GP Availability

request medication.

Start now

22

9/10 participants found the OC form on this template

Homepage: Participants were torn between 'Get help and advice online' and 'Book an appointment'. The decision to choose one over the other was evenly split between participants. *Both pages link to the OC form.*

Sub-pages: The 'Start now' links to the OC form in the sub-pages were missed by 2 of 11 participants.

Visibility of 'start now': Overall 5 of 11 participants had difficulty finding the links to the OC form. There's a lot of information to read and understand. The link is hidden in a lot of content.



NHS

online

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	2	3	4	4	5	6
Fail: medium priority	-	2	3	4	-	3	1	9	2	1

Fail (H) High priorityThe website or journey fails to meet
the requirements against A criteria
measured against WCAG 2.1 and
more severe accessibility issues
were identified

Fail (M) Medium priority The website or journey fails to meet the requirements against AA criteria measured against WCAG 2.1 All suppliers are required to be compliant with WCAG AA standards.

The patient-user journey from the homepage to the online consultation form was tested by a specialist accessibility agency against these standards



Making GP websites highly usable and accessible for patients

Supporting improvement - foundations



• We have great foundations / design standards in the NHS Digital Service Manual and Content Style Guide.



Listen to a BBC radio interview about content design and the NHS website.

Supporting improvement - guidance



- We have great foundations / design standards in the NHS Digital Service Manual and Content Style Guide.
- We have codified good practice around GP websites into national guidance, based on user research.

Home News	Publications	Statistics	Blogs	Events	Contact us				
NHS 7 England	5							Search	
About us	Our work	Commis	sioning	Get	involved	Coronavirus	ŝ.		
Date published: 2 Date last updated							Dow:	nload as a PD	F
Digital, General pro	actice								
Creating for patie	ents	nly us	Γ	Classifica	Son: Official		3P We	ebsite	NHS
Content		ractice mana		Publicatio	n Reference: PR	1870			England
Who is this guide f Part 1: Getting rea	or? (II	CSs) (former uidance for i	ly C						
1.1 Identify the tas patients come to the website for, and prioritise improving	ks an be co b	s been put t nd is based o onfidence an etween Octo	on i id r						
1.2 Decide how yo keep website cont	ent up w	here are mul ebsite. It wil	E .			e highly			
to date 1.3 Using a templa that uses the NHS and feel'	ite 'look •	Improve pa making it m Ensure pati wasted pati	ore ent ent		ents		o bonto		
1.4 Ask your suppl	lier to	Reduce the Remove ac	200 I	Version 1	, September 202	2			

Supporting improvement - product



- We have great foundations / design standards in the NHS Digital Service Manual and Content Style Guide.
- We have codified good practice around GP websites into national guidance, based on user research.
- Suppliers have adopted the guidance and their latest GP website templates incorporate recommendations from guidance and are converging on NHS design standards.



Supporting improvement – web audit



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- We're beta testing a web audit tool to help practices, PCN's, Federations, ICS's identify specific issues and fix them – and to compare sites and track improvement.

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Supporting improvement – people

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- Working with ICB's to enhance capability and skills in audit, strategy, delivery and measurement.
- Creating Digital and Transformation Leads within additional roles scheme for PCNs and supporting with mentoring and training.
- We're embedding a systematic approach to continuous improvement in general practice.





How can we 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'

<section-header>

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

Contact us for the user fo

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

england.digitalfirstprimarycare@nhs.net

Join our 5500+ community on FutureNHS: <u>Digital Primary Care</u> If you are not a FutureNHS user please email us NB: membership if for NHS colleagues only.