

PATIENT
ONLINE

NHS
England

Patient Online – Flu Clinic campaign for GP practices



WebEx recording

This presentation has been recorded as a WebEx.

The webinar lasts for 33 minutes and shares lots of ideas as to how you can create one seamless campaign.

Click here to access



[Play recording](#) (33 min)

Dear colleagues,

This year (2017/18) your practice has an **aim of getting 20% of your patient population signed up to use one or more online services** (booking appointments online, ordering repeat prescriptions online and being able to view your GP record online).

In order to help you achieve this, we have created a **Flu Clinic Campaign**. Within this slide set there are 5 flu clinic options, we recommend that you choose at least one to implement for this year's flu season. We believe it will help you to rapidly increase the number of patient registrations for online services at your practice.

Please adapt as you wish to meet the needs of your patients and to fit in with the resource and staff available to you. If you have any questions please contact england.patient-online@nhs.net



Flu Clinics – Option One

Plan: Text message/email campaign to flu jab patients

Option One –

Purpose: To raise awareness of GP online services with a captive audience - targeted campaign focussed on elderly, long term condition and other at risk patients.

Outcome: more patients will experience the benefits of using online services, registration and usage will increase which will save staff time.

Identify patients that will be attending flu clinics in 2017

Ensure you have a mobile number/email address for each patient

Adapt email/text message example or create your own
(email/text message example next page)

Send out email/text message to identified patients prior to flu clinics

Agree process in practice on how to respond to/register patients

Example of email / text to send to patients

Edit text to suit your needs



<<GP online services are now available at your surgery, you can book appointments & request prescriptions online. For more information go to nhs.uk/GPonlineservices>>



<<GP online services are now available at your surgery, you can book appointments & request your prescriptions online. When you come for your flu jab please bring ID with you to register for this service>>



<<GP online services are now available at your surgery, you can book appointments, request your prescriptions & view your medical record online - to register please reply with your email address.>>

Flu Clinics – Option Two

Plan: Text/email campaign – make flu appointments bookable online

Option Two –

Purpose: To raise awareness of GP online services with a captive audience - targeted campaign focussed on elderly, long term condition and other at risk patients. To move flu appointments online and encourage patients to register prior and book their flu jab online.

Outcome: more patients will experience the benefits of using online services, registration and usage will increase which will save staff time.

Identify patients that will be attending flu clinics



Set up online flu clinic appointment book
(block some appointments for patients who don't/can't use online services)



Text/email patients advising them that flu jabs will be bookable online this year (email/text example next page)

Option 1 – Patient has online services and books flu appointment online via website or app

Option 2 – Patient responds with email address. Practice registers them online and sends login details



Option 2 – Patient completes registration and books flu appointment online

Example of email / text to send to patients

Edit text to suit your needs



Example email

Dear XXXX,

Flu season is upon us and this year we are trying to make things a little easier for you. We are putting our flu clinic appointments online so you can book at a time that is convenient for you instead of waiting on the phone for an appointment.

To access this service please do one of the following:

- If you already have online services, just log in and book a **flu clinic appointment** convenient for you.
- If you don't have online services but would like to book online this year, reply saying 'I would like to register for GP online services'
- If you don't want to book your appointment online please call the practice as usual.



Example text

<<This year we are going online. Flu clinic appointments will be bookable online via **GP online services**. For info call or drop in to the practice.>>

<<Thinking about booking your flu clinic appointment? Book online this year with **GP online services**. For more information go to [**GP practice website**] >>

<<This year flu clinic appointments are online – just register, click and book. To register, reply to this text with your email address.>>

Flu Clinics – Option Three

Plan: Book flu appointments in the regular way. Pre-register all relevant patients for online services. Give log in details to patients on flu clinic day.

Option Three –

Purpose: To raise awareness of GP online services with a captive audience - targeted campaign focussed on elderly, long term condition and other at risk patients.

Outcome: more patients will experience the benefits of using online services, registration and usage will increase which will save staff time.

Book flu appointments in the regular way
(text/email/face to face/phone)

In the flu appointment book, identify patients that are not registered for online services

Register each patient for online appointments and repeat prescriptions in the clinical system

Print registration documents and store securely

When patient attends appointment, vouch for patient then provide them with their registration document and an information leaflet

If a patient does not want access to online services, shred the login details and de-register the patient

Flu Clinics – Option Four

Plan: Utilise Patient Participation Group in practice

Option Four –

Purpose: To raise awareness of GP online services with in the practice PPG. To encourage them to share information with wider patient population through use of resources/materials/stalls etc.

Outcome: more patients will experience the benefits of using online services, registration and usage will increase which will save staff time.

Offer PPG a briefing either in-house or provided by the National Team (see next page)

Encourage PPG to share information about online services with wider patient population

Provide PPG with resources and hard copy materials to hand out in practice prior to flu clinics (<https://www.orderline.dh.gov.uk/>)

Ask PPG to support flu clinics by hosting a ‘get online’ stall in the waiting room, talking to patients about GP online services

Ask PPG to support flu clinics by helping patients complete the GP online services registration process via website or app

How to engage your Patient Participation Group



Point your PPG in the direction of the National Association of Patient Participation help guide made together with the Patient Online team:

[Making GP online services work well for patients](#)



Tell your PPG that they are entitled to join some Patient Online – WebEx training (live or via recorded video)

If the PPG Chair emails england.patient-online@nhs.net for more information.



See other information and guidance for PPGs:

[Starting a PPG](#)

[Growing patient participation](#)

[NHS Involvement](#)

[Working together](#)

Flu Clinics – Option Five

Plan: Utilise practice staff to support flu clinics

Option Five –

Purpose: To raise awareness of GP online services using practice staff. To encourage staff to share information with wider patient population through use of resources/materials/stalls, guidance etc.

Outcome: more patients will experience the benefits of using online services, registration and usage will increase which will save staff time.

Offer practice staff a briefing/training session either in-house or provided by the National Team

Encourage staff to speak about GP online services with patients when booking flu appointments

Run a report to see how many flu patients are not registered for online services then choose and complete option 1, 2 or 3 from slide set

Practice staff to register patients on the day of the flu clinic for GP online services

Practice staff to support flu clinics by hosting a 'get online' stall in the waiting room, talking to patients about GP online services

Practice staff to support flu clinics by helping patients complete the GP online services registration process in practice

Flu Clinic – good practice setting up flu clinic/stall



Top tips from our Digital Clinical Champion



Dr Paul Atkinson MRCGP
GP and Digital Clinical Champion

Always collect patient email/mobile numbers and keep them up to date

Update website with flu clinics information and/or with information on GP online services

Brief all members of staff in practice so they are able to signpost patients to more information

Offer flu appointments online as part of the campaign, have enough staff available to proactively register patients at they arrive for the clinic

Get the nursing staff to do the vouching during the flu appointment, admin staff can then register the patient on the day

