

Practice Websites: “You Said, We Did”

At the April 2024 Healthcare Central London Pan-Westminster PPG meeting, a discussion was held on the current Practice websites and showcased the first four new websites that have gone live. The project team is working closely with the Practice Management teams to deliver websites that are easy to navigate, user-friendly, and provide up-to-date information. The four websites shown were:

- <https://coventgardenmedicalcentre.nhs.uk/>
- <https://stjohnswood.nhs.uk/>
- <https://lissongrovehealthcentre.co.uk/>
- <https://belgravia-surgery-sw1.nhs.uk/>

Discussion Points	Action from Project Team
Can patients be assured that Practices will not be over-reliant on the websites for communication with them? For example, a patient put in a request for an appointment and the response via the website was for “response to direct them to PATCHS”	The HCL team has shared these patient views with the Practice and it was recommended that they make alterations. However, the final decision sits with the Practice, not with the Federation.
It is great to have the staff members listed on the website. Adding their gender, pictures and specialisms will help patients with recognizing them on the websites.	Gender is added to all sites as a standard now. Some Practices will add pictures. We have advised Practices to consider adding the specialism.
Will information regarding the Practice PPG be added to all the websites?	HCL has enhanced all of our managed Practice websites to include more information about PPGs. HCL has encouraged all Practices to include the next PPG event visibly on their homepage.
Acronyms are not universally always known and it would be helpful to have a tool that explains them	HCL has added this to a list of enhancements that we will add later this year.
There should be a section of the website for patients to provide feedback to the Practice	HCL encourages all of its managed websites to include an easy-to-use feedback form on the site.
In making the website user friendly, any unnecessary interruptions should be removed. For example, dialogue boxes popping up when one is trying to book an appointment	The HCL managed websites do not use pop-ups.
One of the attendees mentioned that one of the websites was not easy to navigate due to no headline texts e.g Travel Information etc to help them locate what information they were searching for	HCL is constantly reviewing and enhancing the websites to ensure navigation is as straight forward as possible.

Discussion Points	Action from Project Team
<p>Another suggestion was to add Positive messages i.e. drink water and messages of happiness. People get drained by problems and negativity so need more positive messaging</p>	<p>Many of the HCL-managed websites include an updates banner on the homepage which could be used in this way.</p>
<p>Patient data- The administration part of the website does have the ability to see some information but this is restricted to only Practice Managers and those that need the access for the operation of the website and will have 2-factor authentication. Has this been done?</p>	<p>HCL has initiated further measures to ensure the sites are secure as possible.</p>