GP Website Health Check

Western Avenue Medical Centre, Chester

This short report looks at the user experience of GP websites and gives insight to both GP Practices and the public into how easy they are to use to find information, book appointments, and manage medication. This report focuses on Western Avenue Medical Centre in Chester. Their website can be accessed at:

www.westernavenue.org.uk/gp.

The desk research upon which this report is based was completed on 7 December 2021.

What is Healthwatch?

Healthwatch Cheshire is the local independent consumer champion for health and care services, forming part of the national network of local Healthwatch across England. As part of our core activity we seek the views and experiences of residents of Cheshire East, and Cheshire West and Chester to help inform how health, care and wellbeing services are planned and delivered. The information we gather is then analysed so that we can identify and act upon trends and common themes by presenting our findings to decision makers in order to improve the services people use. We also share people's local views with Healthwatch England who strive to ensure that the government put people at the heart of care nationally.

More about our work can be found at www.healthwatchcwac.org.uk and www.healthwatchcheshireeast.org.uk.

Background

The COVID-19 pandemic has created unprecedented challenges for everyone working in the health and social care system. GP Practices have, like others, had to respond to new demands which have caused changes in the way they operate. During this time, feedback received from people across Cheshire illustrates the challenges they have when contacting their GP Practice for advice, information or to make appointments. There is a heightened reliance on digital platforms for the sharing of information between service providers and the public. Websites are for many people their first point of access to information, and it is therefore vital that GP websites are providing accurate and up to date information for their patients. In the context of significant pressures and demands, it is hoped that this piece of work provides useful insight to assist GP Practices.

We carried out a 'health check' of GP websites in Cheshire to assess how easy the websites are to use, how easy it is to book an appointment and order repeat medication, and what signposting information and advice is available. In addition, we wanted to find examples of best practice to be able to share more widely across the primary care sector.

Similar projects have already been carried out by other Healthwatch organisations nationally including North Yorkshire and the East of England.

Methodology

Over a number of weeks between September and December 2021, a team of 16 Healthwatch Cheshire volunteers undertook a 'health check' of all websites of GP Practices in the 17 Care Communities across Cheshire East and Cheshire West and Chester – a total of 85 GP Practices. The volunteers acted as 'mystery shoppers', in the role of members of the public. To avoid preconceptions, volunteers did not evaluate their own GP's website.

The health checks involved asking 24 questions and providing answers to these questions to reflect positives and areas for improvement on websites.

Volunteers were asked to answer the questions as if they themselves were a patient who wanted to find the information on each website. It was recognised that one volunteer might answer differently to another: this represents the variation that members of the public might demonstrate when visiting their own GP website.

Similarly, if a volunteer was unable to find information on a Practice website – this represents a member of the public not being able to find the information they need. Such instances highlight a need for website improvement in terms of accessibility or clarity of navigation.

We adapted questions developed by Healthwatch colleagues in the East of England to reflect current national circumstances and issues raised by our ongoing work in Cheshire. We asked the following questions:

- What is the name of the GP Practice?
- Where is the GP Practice located?
- Which care community is the GP Practice located in?[1]
- Does the website have a search bar?
- Is the website accessible (simple and easy to use, with clear fonts and language)?
- Is there the facility to change to a language other than English or support for the partially sighted?
- Does the website have links to self-care and support organisations for health and wellbeing?
- Was it easy to find the information you needed? This will include at least: 1) Link to NHS 111 First. 2) Social Prescribers linked to GP Practice. 3) Local Authority Live Well website.
- Is it easy to access information on services and make an appointment?
- Does the GP Practice detail out of hours advice for use of NHS services?
- Is there a link for patient log-in and for downloading the NHS app?
- Is there a link to the NHS COVID-19 advice site?
- Does the website contain COVID updates and news?
- Is there information about or links to the local Healthwatch?
- Are the GP Practice's values and aims clearly outlined?
- Is the GP Practice's latest CQC rating and report detailed and linked?
- Does the website contain key contact information for staff, (incl. staff profiles)?
- Does the website have a patient feedback facility?
- Is it easy to find out how to make a complaint?

[1] Care Communities aim to bring together people living, working or involved in an area to improve the health and wellbeing of local residents.

- Does the website contain current Patient Participation Group (PPG) information?
- Are there social media links (e.g. for patients/users to share useful information from the GP website on their social media platforms)?
- Does the website detail Practice opening times, location map and address?
- Are there options of in-person, phone, or video appointments?
- Your overall opinion of the website, how logical is it, is it easy to navigate, is it user-friendly?

Our volunteers found many great examples of GP websites providing crucial information and support for members of the public in Cheshire, but also examples of areas in need of improvement. Reports will be published on our websites, and shared with GP Practices and our wider range of health and care partners.

The following pages provide our 'health check' on the website of Western Avenue Medical Centre.

Website Health Check

What is the name of the GP Practice?

Western Avenue Medical Centre

Where is the GP Practice located?

Cheshire West and Chester

Which care community is the GP Practice located in?

Chester South

Does the website have a search bar?

We were unable to find evidence of this.

Is the website accessible (simple and easy to use, with clear fonts and language)?

There is good use of tabs at the top of the page, a search facility would assist in navigating the site. The fonts used are clear and written in plain English.

Is there the facility to change to a language other than English or support for the partially sighted?

We were unable to find a translate function and the option to change the colours or the contrast on the page. When zooming in on the page the contents adjusted to fit the window.

Does the website have links to self-care and support organisations for health and wellbeing?

We were unable to find evidence of this.

Was it easy to find the information you needed? This will include at least: 1) Link to NHS 111 First. 2) Social Prescribers linked to GP Practice. 3) Local Authority Live Well website.

NHS was found under the out of hours service. We were unable to find evidence of social prescribers or Live Well.

Is it easy to access information on services and make an appointment?

Yes. The promotion was for telephone appointments with an invitation to register for online services. There is a lot of information on this page which can make it more difficult to quickly find the relevant information.

Does the GP Practice detail out of hours advice for use of NHS services?

Yes, there is information on what to do out of hours but could not find any evidence of anything other call NHS 111.

Is there a link for patient log-in and for downloading the NHS app?

Yes, was able to access patient access but could not find evidence of the NHS app.

Is there a link to the NHS COVID-19 advice site?

Yes. I could only find details on leaving feedback following vaccination, this was difficult to find due to the size.

Does the website contain COVID updates and news?

There is important information about COVID on the homepage. However, we were unable to find anything further to this.

Is there information about or links to the local Healthwatch?

We were unable to find evidence of this.

Are the GP Practice's values and aims clearly outlined?

There is information under the patient rights and responsibilities this is a very text heavy page. However, it uses clear headings and some bullet points.

Is the GP Practice's latest CQC rating and report detailed and linked?

Yes, the link and report were easily found and was last updated July 2016.

Does the website contain key contact information for staff, (incl. staff profiles)?

Yes, the website includes GPS with their roles a bit about their background working patterns and includes a photo. This is a very detailed section but confusing to determine which bit refers to which person. The other staff members are listed but do not contain a similar level of detail.

Does the website have a patient feedback facility?

Yes, this is found easily under the tabs.

Is it easy to find out how to make a complaint?

Yes, easy to find the information of what to do.

Does the website contain current Patient Participation Group (PPG) information?

Yes, this is easy to find and know how to join.

Are there social media links (e.g. for patients/users to share useful information from the GP website on their social media platforms)?

We could not find evidence of this.

Does the website detail Practice opening times, location map and address?

Yes, the opening times and address is easy to find. We could not find a location map.

Are there options of in-person, phone, or video appointments?

Yes. However, we were unable to find information on video appointments.

Your overall opinion of the website, how logical is it, is it easy to navigate, is it user-friendly?

Overall, the website functions there is many tabs which can be used. However, a search facility would help to further the navigation as at times we struggled to find some information.

Feedback from GP Practice

No feedback was received at the time of publication.

Next Steps

The COVID-19 pandemic and its consequences have seen enormous pressure placed on GP Practices across the UK. They have been required to significantly adapt ways of working within very short time scales. Times like these present challenges but also opportunities. GP Practices have had to work much harder with often reduced workforces, delivering online and phone consultations in place of face-to-face appointments.

It is in this context that we have undertaken this work, to highlight a simple, yet very important, area for improving patient experiences. Our volunteers found many great examples of GP websites providing crucial information and support for members of the public in Cheshire, but also examples of areas in need of improvement. Later this year, we will revisit this work to report on any changes that have been made as a result of our findings.

Healthwatch Cheshire will disseminate our reports to all GP Practices involved in this study, NHS Cheshire CCG, and partners throughout the Cheshire Care Communities. We will continue to gather feedback from the public regarding their experiences of GP Practices more widely, and use this to identify areas of good practice and of concern.