GP Website Health Check

Willaston Surgery, Willaston

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 Willaston Surgery in Willaston Their website can be accessed at:

www.willastonsurgery.nhs.uk.

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 Willaston Surgery.

Website Health Check

What is the name of the GP Practice?

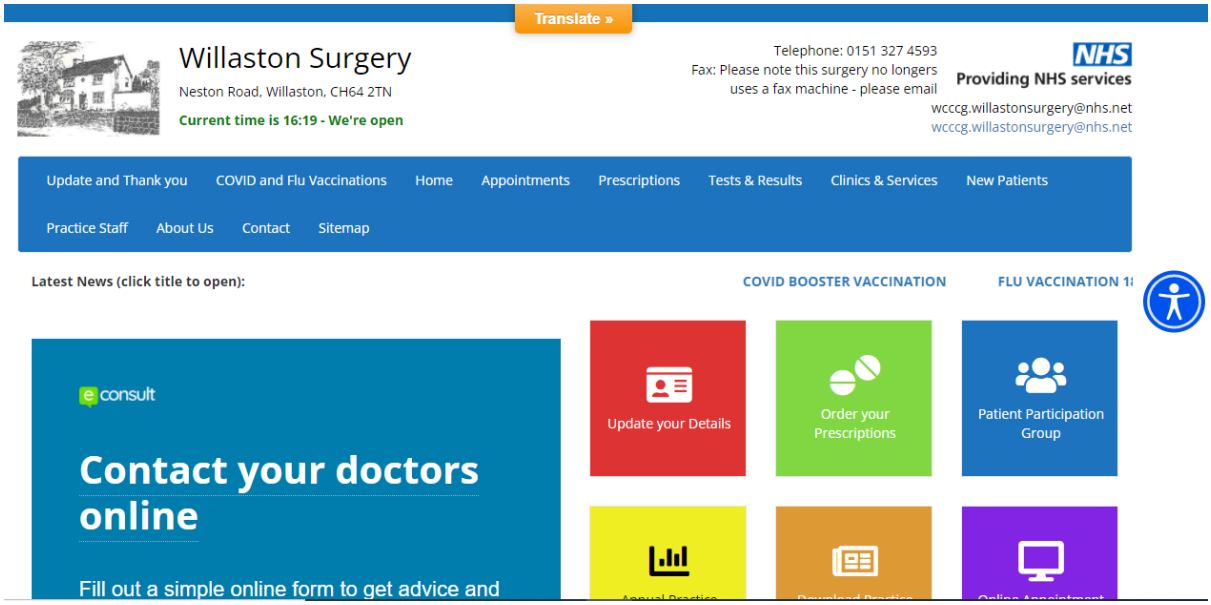
Willaston Surgery

Where is the GP Practice located?

Cheshire West

Which care community is the GP Practice located in?

Neston and Willaston



Does the website have a search bar?

Yes, it can be found on the site when you scroll down.

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

Yes, the website is very clear and simple to use with clearly separated sections with appropriately sized font and style. The language is clear and easy to understand.

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

Yes. There is a facility to translate the website to a language other than English. There is also an accessibility menu which allows users to change text, colours, and sizes for example. The accessibility window is really easy to use and is well integrated onto the website.

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

Yes, there is variety of different links including the Care Hub and the A – Z on Health.

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.

Yes, the link to NHS 111 can be found on each page which is useful. There is a Live Well advice and tips link information however we were unable to find a link to the Live Well website. Information can be found on the social prescriber and what they do and how to access.

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

Yes, there is clear information. There is extensive information under the appointments section this is a lot of information and would be easier to navigate with headings on the page.

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

Yes.

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

Yes, there is a link to patient access and a link to the NHS website where you can download the NHS app.

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

Yes, there is a link to the NHS website which directly leads to the page on COVID-19.

Does the website contain COVID updates and news?

Yes.

Is there information about or links to the local Healthwatch?

We found no evidence of this directly on the website.

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

We were unable to find any evidence of this.

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

Yes, the rating and report from September 2018 can be seen.

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

Yes, there is information on members of staff some more in depth than others. A few members of staff have pictures on the site but some do not have one.

Does the website have a patient feedback facility?

Yes, there is a live link to the patient survey which collates data in real time.

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

Yes, there is a complaints and comments link. This is a clearly detailed process of what needs to be done and what can be done if the individual is still not satisfied.

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

Yes, there is an easy link with a form to fill in to join. The latest minutes are from February 2020. The information on the PPG is a little bit confusing as there is one section called Patient Participation Group and another called PPG at the bottom of the home page.

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

We were unable to find any evidence of this.

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

Yes. The location map is found at the bottom of the home page with opening times and appointment times clearly defined. This is also aided by the real life open and close message at the top of the page.

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

Yes, the website states that consultations will initially be by telephone and the doctor will decide if a face-to-face appointment is required. We were unable to find any evidence for the use of video appointments.

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

Overall this website is very user friendly, easy to read and navigate. There is nice use of visual images to brighten up the page and make it more appealing, the accessibility function appears to work really well and provide the user great flexibility with the site.

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.