Audit of GP Websites: West London CCG

A report by Healthwatch Central West London



April 2021



"I'd like to register for online services, but I don't know what they do, or what is involved."

Local Patient

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1. Introduction

Healthwatch Central West London (CWL) is an independent organisation for people who use health and social care services. We deliver the statutory Healthwatch projects in Kensington & Chelsea and Westminster. Through our research and local engagement, we make sure that local people's views are always at the centre of decision making about health and social care.

We make this happen by

- Listening to what people like about services and what could be improved
- Monitoring how changes in the health care system affect local people

• Helping to improve the quality of services by letting those commissioning, running, and making decisions about services know what people want from care

2. Background

GP practice websites became an important tool to communicate information and signpost patients to correct services during the Covid-19 pandemic.

However, during that time, Healthwatch Central West London received patients feedback that some GP practice websites are difficult to navigate or it is hard to find the right information. Many of them are clutered with pop ups and the CQC ratings are not clearly displayed or are not up to date. Patients found hard to communicate with practice staff online or through the website.

To help GP practices improve their websites and make it more relevant to patients needs, we carried out the GP practice website audit and created the checklist for GP practices use.

3. Methodology

Healthwatch CWL undertook a review of GP websites between 29th March and 7th April 2021. We looked specifically for content around accessibility and general information, service access and support, and engagement and involvement.

We use a RAG (Red, Amber, Green) traffic light system to highlight findings, and report by Primary Care Network (PCN).



The information was correct at the time of the audit.

5. Executive Summary

GP websites were reviewed between 29th March and 7th April 2021.

We looked specifically for content around accessibility and general information, service access and support, and engagement and involvement.

Summary of Key Findings

Accessibility and General Information

- Over two thirds of websites (69%) are considered 'easy to navigate' and 92% are compliant with mobile devices.
- Most (87%) have a visible means of changing the language.
- 18% of websites do not clearly display the CQC rating.
- A broad majority (90%) have easy to find contact details and opening times.
- Out of hours and extended hours services are also clearly referenced.
- Practice staff and service lists are prominent on almost all websites.

Service Access and Support

- 92% of websites give clear information on booking appointments.
- Just over half (56%) suggest a level of flexibility on consultation method.
- Fewer than half (49%) clearly describe the online systems.
- eConsult/DrIQ is prominent on 95% of websites.
- Two thirds (67%) reference Primary Care Networks.
- A clear majority have comprehensive sections on self-help.
- On community support, under half of websites (44%) clearly include local organisations and groups.

Engagement and Involvement

- The PPG is visible on all but one website, however just 15% encourage patients to participate in a way that best suits them, and only 10% have documents (such as minutes) dated within the last 18 months.
- 72% of websites give good encouragement to feed back.
- While the complaints process is visible on the vast majority of sites (95%) just 23% offer clear guidance on the process itself, and what to expect.
- All but one website references the Friends and Family Test.

6. Accessibility and General Information

We start by looking at accessibility - is the website easy to navigate (colours, font, logic), compatible with mobile devices and able to translate? Is basic information - such as contact details, opening times (including out of hours) and the CQC (Care Quality Commission) rating clearly displayed? Is there a list of practice staff, and a full list of services on offer?

We use a RAG (Red, Amber, Green) traffic light system to highlight findings, and report by Primary Care Network (PCN):

6.1 West Hill PCN

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
The Garway Medical Practice									
Grand Union Health Centre									
Holland Park Surgery									
Lancaster Gate Medical Centre									
The Portland Road Practice									
Portobello Medical Centre									
The Pembridge Villas Surgery									
Westbourne Grove Medical Centre									

Green 93%, Amber 7%, Red 0%

6.2 Kensington & Chelsea PCN

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
Brompton Medical Centre									
Chelsea Medical Services									
Earls Court Health & Wellbeing Centre									
Earls Court Medical Centre									
Earls Court Surgery									
Kensington Park Medical Centre									
King's Road Medical Centre									
Kynance Practice									

Green 86%, Amber 13%, Red 1%

6.3 Inclusive Health PCN

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
Barlby Surgery									
Half Penny Steps Health Centre									
Queens Park Health Centre (Ahmed)									
The Elgin Clinic									
The Health Centre (Srikrishnamurthy)									
Meanwhile Gardens Medical Centre									
Shirland Road Medical Centre									

Green 84%, Amber 8%, Red 8%

6.4 Brompton Health PCN

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
Chelsea Practice									
Emperor's Gate Health Centre									
Knightsbridge Medical Centre									
Redcliffe Surgery									
Scarsdale Medical Centre									
Stanhope Mews									
The Abingdon Medical Practice									
The Good Practice									

Green 82%, Amber 13%, Red 5%

6.5 Neohealth PCN

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
Colville Health Centre									
Foreland Medical Centre									
North Kensington Medical Centre									
Notting Hill Medical Centre									
St Quintin Health Centre									
The Exmoor Surgery									
Golborne Medical Centre (Ramasamy)									
Golborne Medical Centre (Razak)									

Green 89%, Amber 3%, Red 8%

Findings: Accessibility and General Information

All practices together (West London CCG region) score 87% green/positive. West Hill and Neohealth outperform the region, while Kensington & Chelsea, Inclusive Health and Brompton Health underperform.

Summary of Findings

Accessibility

- On website layout, 12 practices (31%) have accessibility related issues, however none of the websites was rated as red.
- Typical issues include poor sectioning that could be too much clutter, or oppositely white space, or menu choice options that are not conventional with titles that are vague or hard to relate to.
- Some websites replicate the menu options with boxes on screen this can be confusing, making it more difficult to remember the route to a certain option.
- The vast majority of websites (92%) are compliant with mobile devices in fact some work best in this format. 4 sites (10%) receive amber ratings as dialogue boxes opened simultaneously (eConsult and Cookie Control) making it impossible to close the windows thereby blocking a third of the screen.
- 87% of websites have a clearly visible means of changing the language.

General Information

- 7 websites (18%) do not have a clearly displayed CQC rating.
- The vast majority (90%) have contact details and opening times that are clearly easy to find. On the 4 sites rated amber, 3 have technical issues (pop-up dialogue box blocking text) and just 1 has a poorly considered layout.
- Out-of-hours services are clearly referenced on all but 1 website.
- Extended hours services can be clearly found on the vast majority of sites (87%). No websites were rated as red.
- All but 2 websites have a comprehensive, easy to find list of staff.
- Just 1 does not appear to have a clear list of services offered.

7. Service Access and Support

In this section we examine the ability to book appointments, assessing levels of information and choice, and whether there is a clear process and route in accessing the variety of online services (appointments, prescriptions, test results and referrals). We also consider general information on self-help, community support, and awareness of PCNs and the evolving primary care roles.

7.1 West Hill PCN

	Clear Booking	Choice When Booking	Clear Online Services Pathway	eConsult Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
The Garway Medical Practice									
Grand Union Health Centre									
Holland Park Surgery									
Lancaster Gate Medical Centre									
The Portland Road Practice									
Portobello Medical Centre									
The Pembridge Villas Surgery									
Westbourne Grove Medical Centre									

Green 84%, Amber 15%, Red 1%

7.2 Kensington & Chelsea PCN

	Clear Booking	Choice When Booking	Clear Online Services Pathway	eConsult/DrlQ Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
Brompton Medical Centre									
Chelsea Medical Services									
Earls Court Health & Wellbeing Centre									
Earls Court Medical Centre									
Earls Court Surgery									
Kensington Park Medical Centre									
King's Road Medical Centre									
Kynance Practice									

Green 75%, Amber 11%, Red 14%

7.3 Inclusive Health PCN

	Clear Booking	Choice When Booking	Clear Online Services Pathway	eConsult/DrlQ Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
Barlby Surgery									
Half Penny Steps Health Centre									
Queens Park Health Centre (Ahmed)									
The Elgin Clinic									
The Health Centre (Srikrishnamurthy)									
Meanwhile Gardens Medical Centre									
Shirland Road Medical Centre									

Green 57%, Amber 25%, Red 18%

7.4 Brompton Health PCN

	Clear Booking	Choice When Booking	Clear Online Services Pathway	eConsult Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
Chelsea Practice									
Emperor's Gate Health Centre									
Knightsbridge Medical Centre									
Redcliffe Surgery									
Scarsdale Medical Centre									
Stanhope Mews									
The Abingdon Medical Practice									
The Good Practice									

Green 68%, Amber 15%, Red 17%

7.5 Neohealth PCN

	Clear Booking	Choice When Booking	Clear Online Services Pathway	eConsult Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
Colville Health Centre									
Foreland Medical Centre									
North Kensington Medical Centre									
Notting Hill Medical Centre									
St Quintin Health Centre									
The Exmoor Surgery									
Golborne Medical Centre (Ramasamy)									
Golborne Medical Centre (Razak)									

Green 71%, Amber 15%, Red 14%

Findings: Service Access and Support

All practices together (West London CCG region) score 70% green/positive. West Hill, Kensington & Chelsea and Neohealth outperform the region, while, Inclusive Health and Brompton Health underperform.

Summary of Findings

Service Access

- All but 3 websites (92%) have clear, concise information on how to book appointments. Just 1 site scores red.
- While information on how to book may be clear, there is much less clarity on choice whether remote or in-person services are available. Just over half of websites (56%) give a detailed explanation.
- In terms of accessing online services (appointments, prescriptions and test results) just under half of sites (49%) give detailed guidance in a clear way. On many sites, the information is 'tucked away' for example under 'Register for Online Services' not a place to look if already registered. Some websites suggest the information is 'coming soon'.
- eConsult/DrIQ is clearly visible on the majority of sites (95%) and most of them deploy a pop-up banner, which remains open.

Self-Help and Community Information

- Around two thirds of websites (67%) contain information about PCNs, with varying degree of detail (in some cases a paragraph, in others a line). Very few websites if any, go on to mention the evolving primary care roles.
- A clear majority of sites have sections on self-help, with typically many conditions covered, and links to authoritative guidance from the NHS and leading charities.
- On community support, under half of websites (44%) clearly list local organisations and support groups. While this information may exist on the remaining 56%, it was not discovered during our review.

8. Engagement and Involvement

In this section we examine the visibility of the Patient Participation Group (PPG), complaints process and ability to give feedback, including access to the Friends and Family Test (FFT).

8.1 West Hill PCN

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
The Garway Medical Practice							
Grand Union Health Centre							
Holland Park Surgery							
Lancaster Gate Medical Centre							
The Portland Road Practice							
Portobello Medical Centre							
The Pembridge Villas Surgery							
Westbourne Grove Medical Centre							

Green 54%, Amber 30%, Red 16%

8.2 Kensington & Chelsea PCN

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
Brompton Medical Centre							
Chelsea Medical Services							
Earls Court Health & Wellbeing Centre							
Earls Court Medical Centre							
Earls Court Surgery							
Kensington Park Medical Centre							
King's Road Medical Centre							
Kynance Practice							

Green 52%, Amber 30%, Red 18%

8.3 Inclusive Health PCN

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
Barlby Surgery							
Half Penny Steps Health Centre							
Queens Park Health Centre (Ahmed)							
The Elgin Clinic							
The Health Centre (Srikrishnamurthy)							
Meanwhile Gardens Medical Centre							
Shirland Road Medical Centre							

Green 52%, Amber 28%, Red 20%

8.4 Brompton Health PCN

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
Chelsea Practice							
Emperor's Gate Health Centre							
Knightsbridge Medical Centre							
Redcliffe Surgery							
Scarsdale Medical Centre							
Stanhope Mews							
The Abingdon Medical Practice							
The Good Practice							

Green 53%, Amber 31%, Red 16%

8.5 Neohealth PCN

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
Colville Health Centre							
Foreland Medical Centre							
North Kensington Medical Centre							
Notting Hill Medical Centre							
St Quintin Health Centre							
The Exmoor Surgery							
Golborne Medical Centre (Ramasamy)							
Golborne Medical Centre (Razak)							

Green 54%, Amber 32%, Red 14%

Findings: Engagement and Involvement

All practices together (West London CCG region) score 53% green/positive. West Hill and Neohealth outperform the region, Brompton Health match the average, while Inclusive Health and Kensington & Chelsea underperform.

Summary of Findings

PPG

- The PPG is visible on all but one website, and clearly so on the vast majority (90%).
- Information about the PPG ranges from a couple of lines, to comprehensive guidance including terms of reference.
- On ability to join and levels of choice, just 6 websites (15%) encourage patients to engage in a way that best suits them. Many simply give advice to contact reception or the management to express interest, while a notable number with online submission forms have disabled the options on choice (this may be technical, rather than intentional).
- When looking for PPG minutes, just 4 websites (10%) have documents dated within the last 18 months. A large number contain historical documents, or none at all.

Feedback and Complaints

- Around three quarters of websites (72%) give good encouragement to feed back, with various options available (typically phone, email or online form).
- While the complaints process is visible on the vast majority of sites (95%), many do not describe the process itself, or have links to documents, policies or guidance a large number simply advise to contact the management. Just 9 sites (23%) offer clear guidance on lodging a complaint, and what to expect.
- All but one website references the Friends and Family Test. Many of those rated amber have a link in the main body of the website (such as in a text box), but no dedicated menu option.

9. Suggestions

Based on our audit, we offer the following suggestions, to further improve the experience of accessing the website - and with it services and support.

Based on the Evidence

Accessibility and General Information

- Try to avoid duplication of options (such as a top menu category that is replicated by a text-box in the main website body). This will enable users to more easily remember their route to a certain option.
- Check that the website is compliant with mobile devices does the window automatically resize to fit the screen?
- More than one pop-up box can cause a problem, try to sequence appearance.
- Ensure the CQC rating is clearly displayed, with a link to the report.

Service Access and Support

- While appointment method (remote or in-person) is often a clinical decision, it will be reassuring to know that options may be available. A 'one size fits all' impression may be discouraging.
- Give clear guidance on the online system (not simply a link to SystmOnline itself) and locate it in a logical place such as the 'Appointments' section.
- To raise awareness of PCNs and the wider primary care roles, give a concise but detailed account, with links to local documentation if available.
- When detailing self-help and support options, include local organisations wherever possible.

Engagement and Involvement

- While PPGs are prominent on most websites, the content is too often lacking - with inadequate descriptions, outdated documents and no clear route to participation. Give a good description, update the documents and provide a clear path to take part - this will encourage interest and uptake.
- Many patients wishing to complain are simply directed to the management or reception, without a clear idea of the process. Given that a complaints policy should exist, provide a copy, or detailed summary on the website.
- If complains are directed to online form, ensure that it provides a confirmation of submition, including the date and the content of the complaint.
- Include a link to the Friends and Family Test within a main menu a text box in the main website (only) can be easily missed.

Check List exercise for Administrative Staff

Spend a few minutes to review the following, to improve the experience for your patients and their families and carers.

Does the website avoid duplication of options?	
Is it compliant with mobile devices?	
Does it have tools for translation to community languages?	
Are pop-up boxes loaded one at a time and are not overused?	
Is the CQC rating clearly visible?	
Do consultation options offer a prospect of flexibility?	
Is there clear guidance about online systems?	
If so, is the guidance located in a convenient place?	
Is there an outline of PCNs and primary care roles?	
Are local organisations listed under community support?	
Is the PPG content detailed and is up to date?	
Does the complaints content outline what to expect?	
Is there a menu link to the Friends & Family Test?	

Checkout the website of <u>North Kensington Medical Centre</u>, which has the highest green/positive rating overall (92%).

10. Glossary of Terms

CCG	Clinical Commissioning Group
CQC	Care Quality Commission
PCN	Primary Care Network
PPG	Patient Participation Group
RAG	Red, Amber, Green

11. Distribution and Comment

This report is available to the general public, and is shared with our statutory and community partners.

If you have any comments on this report or wish to share your views and experiences, please contact us.

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"I was considering joining the patients group, but as the last document is years old, I'm not sure how valued they are really."

Local Patient

