

Engaging with practice managers

Helping to deliver timely
and relevant
communications support



Background

To help develop relevant and timely communications support for practices, it was important to seek the views of practice staff to get a better understanding of the challenges and issues faced.

Having this base level of information will help the communications and engagement team hone its support to ensure it is most effective in supporting practices to communicate.

WHAT WE DID

A short online survey was created with six key questions to capture information quickly. The questions were a mix of selecting options and free-text.

The survey was shared in GP Bulletin Primary Care Connect for a period of six weeks.

Members of the communications and engagement team also joined practice manager groups (where able to) across Hampshire, Portsmouth and the Isle of Wight to talk through the questionnaire and obtain feedback via a discussion.



Findings



OVERWHELMED BY INFORMATION

Too many places you can get information from and unclear what information is important/useful to know



TIMELINESS OF INFORMATION

Often information comes in too late (national challenge) and so no longer relevant and local solution found



TIME TO EXECUTE ACTIONS

Not enough time or resource to read through different information sources or enough time to action support available

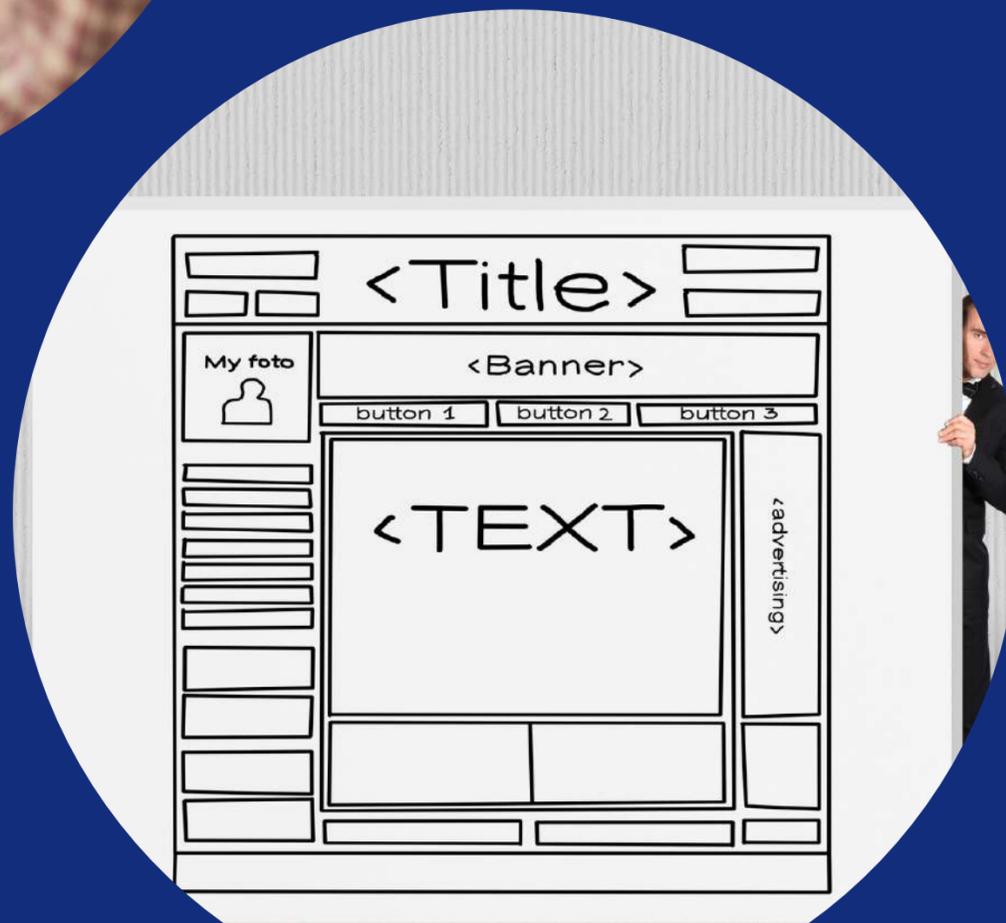


WHAT WOULD HELP

Training to use social media channels to build confidence

Fewer email bulletins as not enough time to read and preference for centralised source

Communications templates to 'lift and shift' content to local channels



Other points raised

- Practice staff overwhelmed with amount of work they are faced with as patient demand has increased
- Communications seen as 'another' job so not enough time
- Abuse of staff from patients over access challenges have increased
- Misuse of eConsult by patients adds pressure to workload (i.e. patients putting in answers that they know will trigger a response or putting in multiple enquiries for the same issue)
- Misconception that practices have been closed adds pressure
- Enquiries about proof of vaccine status coming in
- Partners 'stoking the fire' that practices are closed
- Role of receptionists comes under fire as

Solutions

These are the top three solutions that came out from conversations



Centralised point of information to link too



Practice/PCN level to have specialised post to help with communications



Federation/PPG members to support uploading information to websites and social media

Next steps

PRESENT FINDINGS

Share findings with primary care leads and clinical leads for feedback

INCREASE TEMPLATES

Create more standardised communications messages and assets for practices to use on universal issues

REVIEW COMMUNICATIONS CHANNELS

Investigate how communications can be more streamlined