NHS App Practice Implementation Plan

Implementation Plan Summary

The following information, guidance and resources within this document have been compiled by the Digital Primary Care Support Hub to support GP practices with implementing the NHS App within practice.

Should you require further support in each of the implementation areas in the future, such as with your practice Website, your Cloud Based Telephony solution, or scaling your Modern General Practice Access via the NHS App, please do not hesistate to contact the Primary Care Digital Support Hub at pcdsh.nescu@nhs.net if you have any queries.

This document also contains a summary of key actions within an Microsoft Excel Spread that will assist wiith tracking the implementation of the NHS App within your practice.

Implementation Plan – Area's of Interest

Area	Guidance / supporting documents

NHS App Promotional Material in Practice	**Guidance:**
	• Promoting the NHS App and its benefits via physical advertising in practice can help boost patient registrations and usage.
	• Highlight the benefits to every patients on the services provided via the NHS App;
	    o Order Repeat Medications
	    o Manage Appointments
	    o Proxy Access
	    o View their GP health record
	    o Organ donation registration
	    o View their NHS Number
	    o NHS 111
	    o Secondary Care Roadmap
	• Add materials within the practice in areas that have the biggest foot fall and the most impact on patients (e.g. reception front desk, waiting rooms, GP doors, patient call of boards (digital promotion), toilets etc.
	• As an example, patients seeking technical assistance with the NHS App and the practice are unable to help, the poster below can sign post them to the appropriate support.

Action:

- Remove old NHS App Materials.

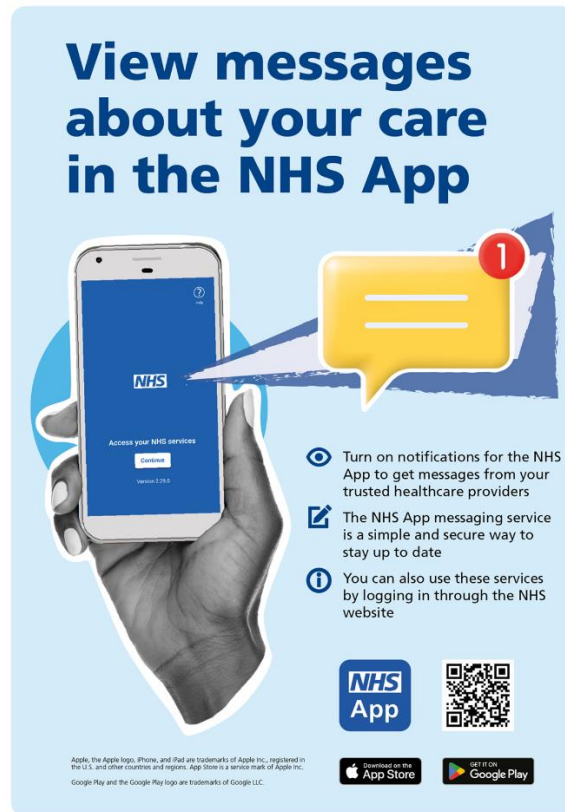- Place new NHS App Materials.

Recommended Materials:

- The NHS App General Leaflet contains information relevant to the NHS App and what it can provide for a patient, this is good material to sign post the patient to if they request further information.

- The NHS App quick start guide contains information relevant to registering for the NHS App, this is good material to sign post the patient to if they have any sign up enquiries.

- The NHS App help poster contains information relevant to experiencing technical issues with the NHS App. Where you can't assist your patients, this is good material to sign post the patient to for technical support from the NHS App national helpdesk.

The following link provided by NHS England and NHS Digital contains all the latest NHS App promotional material that can be obtained and implemented within the practice: General NHS App promotional materials - NHS England Digital

NHS App Telephony Message	**Guidance:** • Promoting the NHS App and its benefits in your telephone call queue message can help boost patient registrations and usage. • Be sure to highlight the NHS App's convenient repeat medication and online appointment booking features, as this is particularly valuable for patients. **Action:** • Apply a message to your telephony system, either via self-service or with your supplier, to promote the NHS App **Example Message (adapt as per the services you provide):** *Thanks for holding! Did you know you can easily manage your health with the NHS App? The NHS App lets you manager your GP appointments, check your medical record, and order repeat prescriptions right from your phone. It's designed to make everything more convenient for you. If you want to learn more or register, either visit the NHS App website, download the App via your smart phones App store, or stay on the line to discuss with our receptionists. Your health is important to you, and the NHS App is here to help!*
NHS App Website Integration	**Guidance:** • The GP Practice website, commonly referred to as the digital front door, is usually the first digital tool a patient will use when attempting to contact, obtain more information or register with a practice. • Embedding the NHS App sign-up on your GP Practice website enhances accessibility and encourages patient engagement. **Action:** • Apply the NHS App sign-up to your GP practice homepage, either via self-service or with your supplier, in a prominent section with a clear call-to-action, direct download links, and a brief overview of the app's benefits.
NHS App Digital Champion	**Guidance:** • Having an NHS App ambassador in a GP practice provides a valuable resource for both staff and patients.

	• By attending NHS App ambassador webinars and having access to the NHS App Teams channel, the ambassador can facilitate understanding of the app's features within the practice, guide patients on how to book appointments, order prescriptions, and access medical records. • This dedicated role enhances patient engagement, encourages app usage, and can lead to streamlined practice processes by reducing administrative burdens. **Action:** • Identify a member of staff to volunteer and become the practices NHS App Ambassador The member of staff can sign up to becoming an NHS App ambassador via the following link: Become an NHS App ambassador - NHS England Digital
NHS App Workforce Empowerment	**Guidance:** • Circulate a message to all practice staff encouraging them to sign up for the NHS App is a good way of adopting an NHS App culture in practice. By familiarising themselves with its functionalities, they will be better equipped to support patients effectively. **Action:** • Inform the practice workforce on the plans to increasing the promotion of the NHS App • Highlight the benefits of every practice member signing up to the NHS App • Sign post the practice workforce to the NHS App website or encourage downloading the NHS App via the App store on their smart phone device. NHS App sign up via; Access your NHS account - NHS
NHS App Social Media Campaign	**Guidance:** • A social media campaign promoting the NHS App can significantly enhance awareness and engagement among patients. • By leveraging platforms like Facebook, Twitter, and Instagram, the campaign can highlight the app's key features such as managing appointments and accessing medical records, through to engaging content like the newly issued NHS App walkthrough videos. This approach not only reaches a wider audience but also encourages user interaction and feedback.

	• A strong social media presence can drive app downloads, improve patient participation in their healthcare and utilisation of the NHS App. **Action:** • Issue NHS App promotional material via the practice social media platforms. • Sign post patients to the NHS App sign up link, walkthrough videos and other useful NHS App links. The following links provided by NHS England and NHS Digital contain all the latest NHS App promotional materials that can be obtained and implemented in practice, and the latest walkthrough videos on how patients can use the multiple functionalities of the NHS App: • [General NHS App promotional materials - NHS England Digital](#) • [NHS App walk through videos - NHS England Digital](#)
NHS App Messaging & Notification Service Promotional Campaign	**Guidance:** • Patients enabling the notification service within the NHS App offers them timely reminders for appointments, prescription renewals, and important health updates issued via the practice. • This feature helps patients stay organised and engaged with their healthcare, reducing the likelihood of missed appointments, and ensuring they are informed about essential health information. • By receiving notifications directly on their devices, patients can manage their health more effectively and stay proactive in their care journey. • Issuing notifications to patients via the NHS App is a free to use service (depending on SMS provider) for GP Practices provided by NHS England, leading to a reduction in SMS costs.

View messages about your care in the NHS App

- Turn on notifications for the NHS App to get messages from your trusted healthcare providers
- The NHS App messaging service is a simple and secure way to stay up to date
- You can also use these services by logging in through the NHS website

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Action:

- Place new NHS App Messaging & Notification Service promotional materials in practice.

- Promote the NHS App Messaging & Notification Service via social media.

- Add new NHS App Messaging & Notification Service walkthrough videos to social media within promotional posts.

The following links provided by NHS England and NHS Digital contain all the latest NHS App Message and Notification Service promotional materials that can be obtain and implemented in practice, and the latest walkthrough video on how patients can enable the notification service;

- [Notifications and Messaging in the NHS App (promotional pack) - NHS England Digital](link)
- [NHS App Messaging & Notification Service](link)

NHS App GP Health Record	**Guidance:**
	• Patients can view the GP Health Record via the NHS App, if they are enabled for online services and have been provided access to their Prospective Record or Full Record by their practice via the GP clinical system.
	• If provided with record access, patients will be able to see the following categories of their GP Health Record via the NHS App:
	○ Documentation, Clinical Correspondence, and Letters
	○ Consultations and Events
	○ Allergies and Adverse Reaction
	○ Medicines
	○ Immunisations
	○ Health Conditions
	○ Test Results
	Actions:
	• Review eligible online patient accounts without record access and then apply Prospective Record Access.
	• Place new NHS App GP Health Record promotional materials in practice.
	• Promote the NHS App GP Health Record service via social media.
	• Add new NHS App GP Health Record service walkthrough videos to social media within promotional posts.
	The following links provided by NHS England and NHS Digital contain all the latest NHS App GP Health Record service promotional materials that can be obtain and

implemented in practice, and the latest walkthrough video on how patients can use the GP Health Record service.

- [See your GP health record in the NHS App - NHS England Digital](#)
- [NHS App walk through videos - NHS England Digital](#)

The Primary Care Digital Support Hub have a Prospective Record Access implementation plan that can support you with increasing patient access to record access. If you would like a copy, please make a request via: pcdsh.nescu@nhs.net

Practice Action Plan

Please find the below action plan to support your implementation of the NHS App in practice:

NHSAppPracticeImpl ementationPractice Plan

What happens next?

Your Project Manager will be in touch to arrange an initial meeting to discuss the implementation plan, and a subsequent meeting on a suitable date to review progress. However, please do not hesitate to contact us if you have any questions about any of the content within this document, your NHS App Implementation Plan, or if you require any other support in the meantime: necsu.pcdsh@nhs.net.

Further support opportunities

The North East and North Cumbria ICB have commissioned us to offer practices additional support to help maximise their use of digital tools to support the Modern General Practice Model. This is a free service to practices and PCNs, utilising the Digital Transformation Team and support can be tailored to meet your specific needs.

We have created a Digital Journey Questionnaire, which provides an opportunity for you to consider and determine how you feel your practice is doing with each digital tool. Completing the questionnaire can unlock further support for your practice, from our dedicated team, to help you plan and implement Modern General Practice access.

By pinpointing where you may benefit from additional assistance in integrating digital solutions, aiming to enhance both your team's efficiency and patient care, whilst ensuring support provided aligns closely with your goals and challenges. Please take time to complete the questionnaire at your earliest convenience by following the picture link below:

A reminder of areas where we can support you:

- **Cloud Telephony** - *Making full use of your Cloud Based Telephony functionality and understanding demand to reduce wait times.*

- **Websites -** *Supporting practices to improve websites in line with NHS England best practice guidelines. to provide a digital reception for patients to improve the online patient journey.*

- **Prospective Record Access** – *Supporting practices in enabling Prospective Record Access and ensuring they are set up correctly; to provide patients with access to their future health records to inform patients and reduce practice contacts.*

- **Modern General Practice Services** – *Helping practices to increase utilisation of online services such as directly bookable appointments, repeat medication ordering, and online consultations to reduce burden on practice staff. Helping you to understand the functionality and overcome barriers to best use, to help reduce the burden on practices by implementing more efficient triage pathways / processes.*