



Implementation, Workflow and Marketing pack

Routine Clinic model



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Routine clinic model

Routine clinic model

What does this mean? (Without eConsult)

- Patients book routine face to face (F2F) appointment as they choose.
- Typically this will result in a long waiting time to next available routine appointment.
- Patients seeking an 'urgent' appointment are given a F2F or telephone appointment.

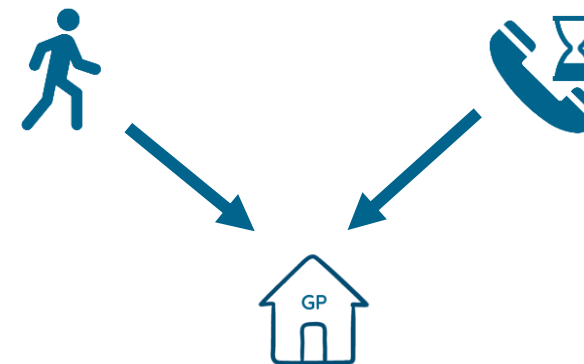
What does this mean? (With eConsult)

- Introduce eConsult as the **practice's preferred route** for patients accessing help from the practice.
- Patients who want an appointment are strongly encouraged to complete an eConsult instead as they may not need a F2F appointment.
- Appointments are therefore largely given out after an eConsult (based on clinical need) and not on a 'first come first serve' basis.

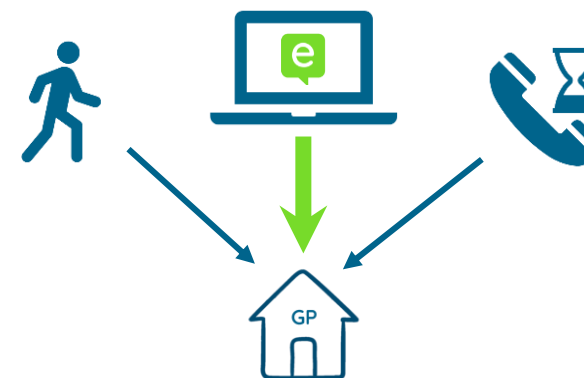
Benefits:

- Better resource management of practice staff and time.
- The clinician will know the needs of patients up front, so F2F appts are given to those who need to be seen and others are helped remotely.
- Patients don't need to walk in and wait or wait on phone trying to get an appointment, they will be dealt with by the end of the next working day. The practice decides who needs a F2F appointment.
- Reduced waiting time for the next routine appointment.

BEFORE



AFTER



Implementation

Set-up steps and timescales (before going Live)

| Action | Details | When | Who |
|---|---|--|---------------------|
| Agree model | Decide on your eConsult operational model (agree response times) | Around 6 weeks before Go Live date | Core team |
| Complete set up form & agree target Live date | The set-up form will be sent by eConsult and an estimated Go Live date issued to the practice | Around 6 weeks before Go Live date | Core team |
| Plan operational workflow including existing Standard Operating Procedure (SOP) | <p>You should agree how to address the following situations:</p> <ul style="list-style-type: none"> • Patients who do not have access to the internet, are at risk or complex • Patients who walk into the practice • Children – Paeds templates (not available for under 6 months old) • Which eConsult condition templates are given practice nurse appointments • How to cater for patients that trigger a red flag on their eConsult journey • How to action Administrative requests – these could be dealt with by Admin staff and escalate to GP if necessary. • Process for failed contacts after eConsult has been actioned • Appointment Book (slots / type - you should create an appointment book/slot types for eConsults) • eConsults from unregistered patients | Around 5 weeks before Go Live date | Core team |
| Wider team meeting and staff training | Walk through of patient and practice journey to ensure everyone has a full understanding of the process and resolve questions. Staff to complete training and complete an eConsult individually | Around 4 weeks before Go Live date | Wider practice team |
| Pre-Go Live Marketing | <p>eConsult provides marketing materials to help you promote the service to patients. There are a lot of marketing options that can be found on our customer portal, however we have listed the most effective marketing options below and in our engagement plan:</p> <ol style="list-style-type: none"> 1. Receptionist crib sheet for use in person and on the phone. (Edit the Receptionist crib sheet FAQs to match your Standard operating procedures above) 2. Text message campaign 3. Telephone answer message 4. Website placement of eConsult banner. The eConsult banner should be prominent on the practice website. <p>In addition to above points you can do the following:</p> <ul style="list-style-type: none"> • Patient communication explaining the change and benefits (e.g. leaflets to give to patients that attend the practice) • Bespoke outdoor banner and internal infection control banner (Optional) • eConsult iPad in waiting room (Optional) • PPG involvement – Get your PPG to give leaflets out and talk to patients | Around 4 weeks before Go Live date, continuing beyond Go Live date | Wider practice team |

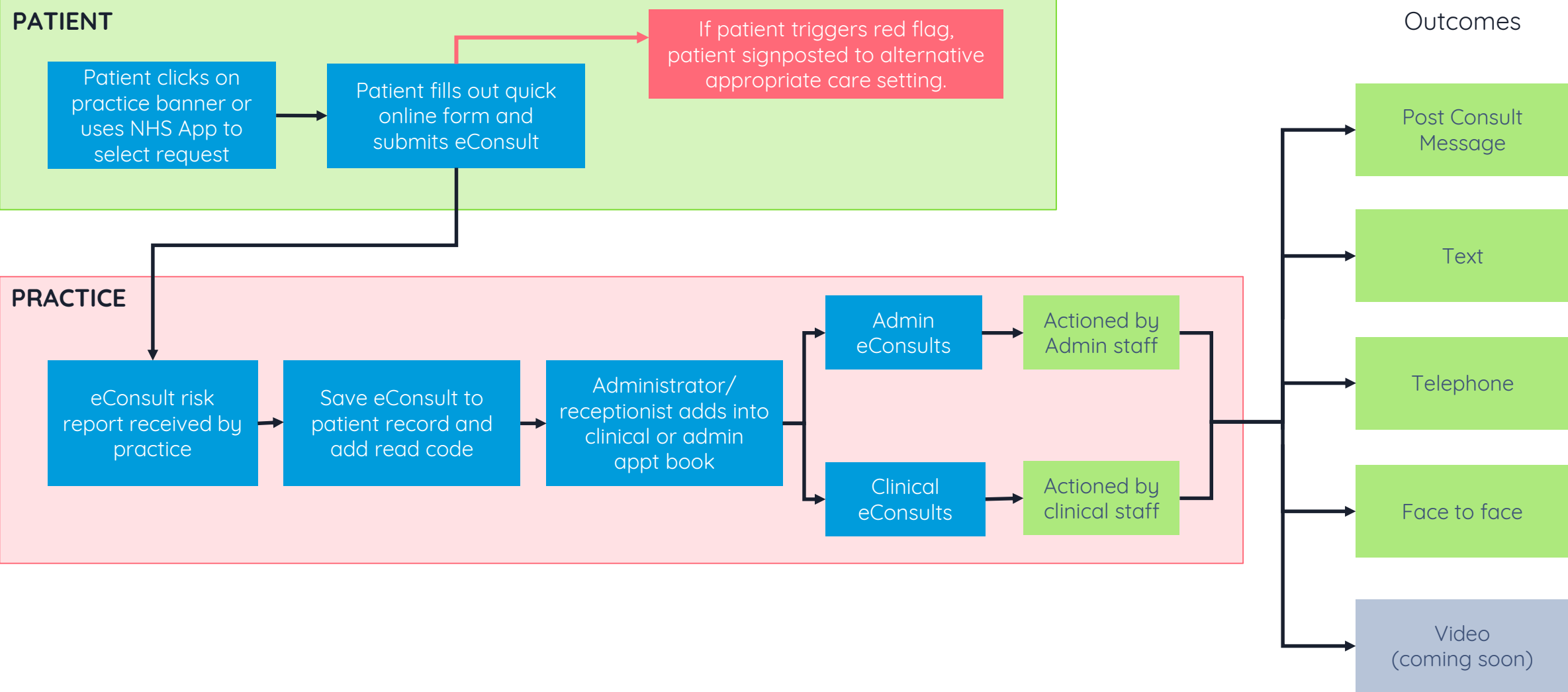
Your core team should involve the lead GP, lead Administrator and Practice Manager. eConsult can provide support if needed

Set-up steps and timescales (after going Live)

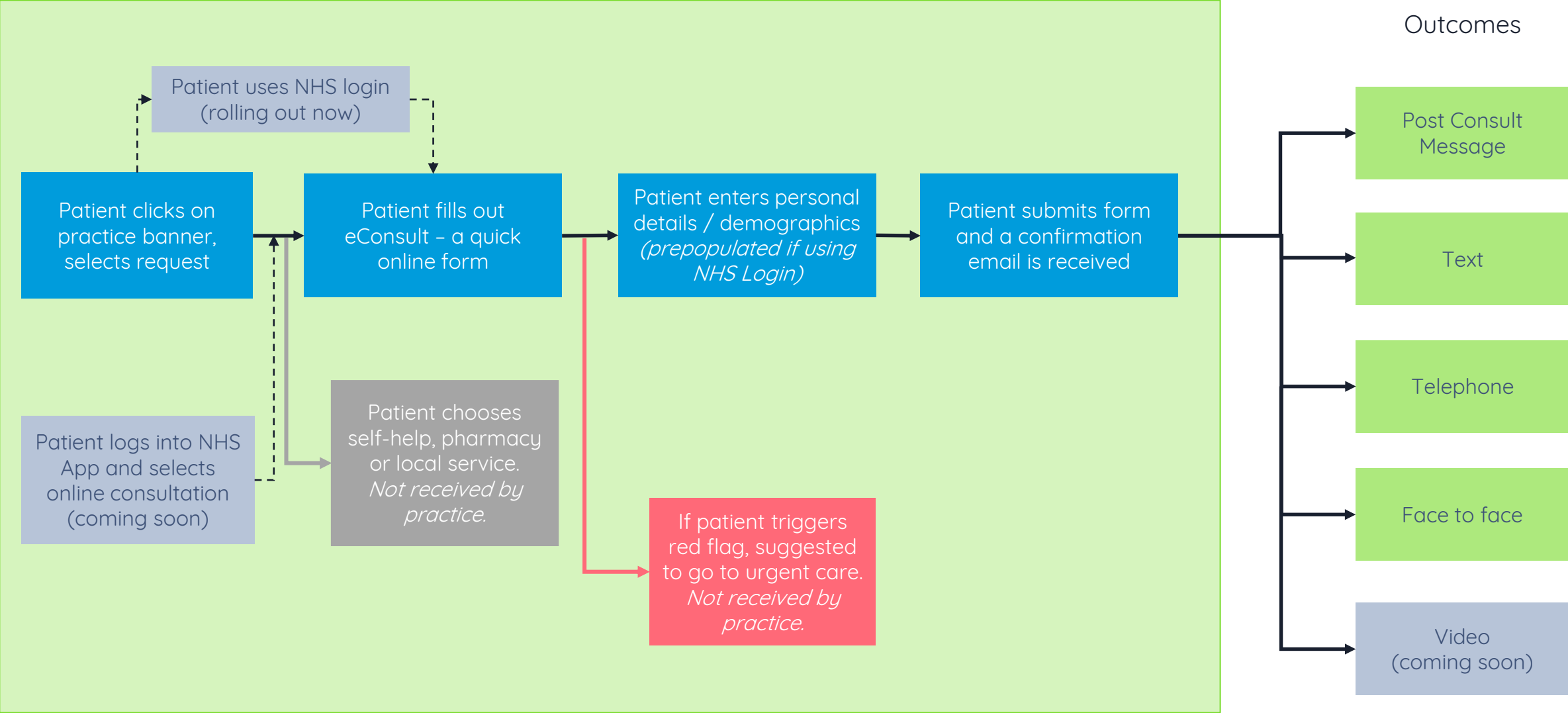
| Action | Details | When | Who |
|------------------------|--|-------------------------|---|
| Go Live | Start with your new eConsult operational model | Go-Live date | Wider practice team |
| Post-Go Live marketing | Continue marketing to patients and reminding them about the service. Messages should now focus on the fact that this service is live and available. See suggested wording in the Engagement plan | Continuing post-Go Live | Wider practice team |
| Post-Go Live review | Review new operational model and consider how to continue reviewing periodically: <ul style="list-style-type: none">• Lessons learned• Staff and patient feedback• Usage data• Refinement of communications strategy in the long-term Implement any changes as necessary eConsult can also attend by phone if needed | Month 1-2 post-Go Live | Core team + key individuals (eConsult can support by phone) |

Patient and practice journeys

Patient and practice journey - Overview

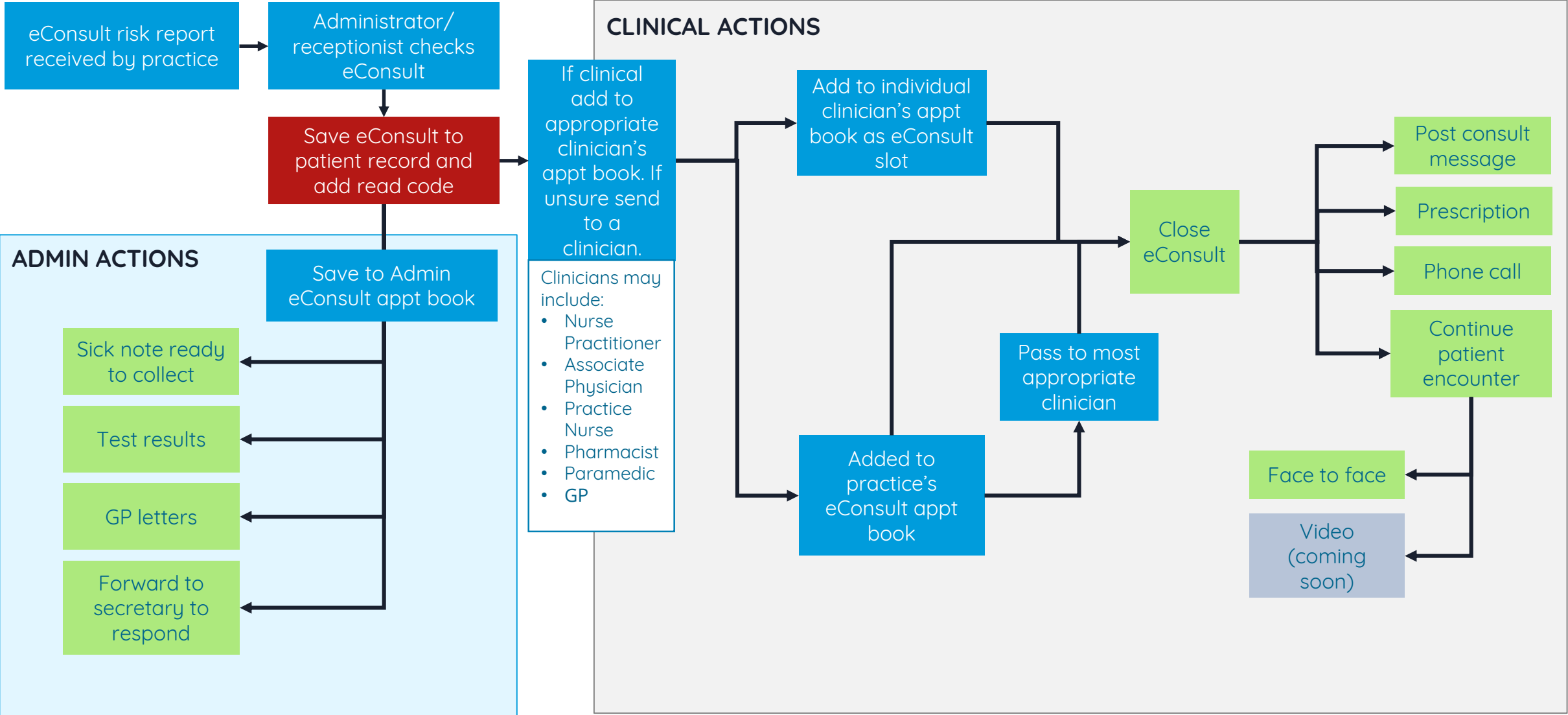


Patient journey - Detailed



Practice journey - Detailed

This is the ideal process flow for eConsult. You could mirror this with phone and walk-ins too.



Key Marketing and Engagement

How to market eConsult

Receptionists & clinicians messaging (this will generate 31% uptake)

We know this is the most effective method of marketing.

Promotion by:

Reception staff: when patients call to book an appointment
Clinical staff: when providing safety netting to conclude their consultation.... "Complete an eConsult to let us know how the treatment is going."

See suggested wording in this pack.

Telephone messages/recording (this will generate 15% uptake)

Patients can be informed about the service when they call the surgery and are waiting to speak to someone.

If the practice has a lead GP or someone who is well known in the practice, it is good to get them to leave the message, so patients are reassured of the service and system.

See suggested wording in this pack.

Text messaging (this will generate 34% uptake)

Texts can be sent to patients using the practices existing texting service.

This could be done as part of health campaigns, e.g. hay fever, cold and flu etc.

See suggested wording in this pack.

Web banner placement (this will generate 20% uptake)

eConsult banner to be placed prime and centre on the practice website landing page.

This is a one off action but can be reviewed based on patient feedback.

Front desk crib sheet – How to tell patients

Patients should be informed about eConsult when they call the surgery to ask an appointment. Telling your patients when they call for an appointment will increase patient traffic to the service by 31%

| Pre Go Live | Go Live |
|---|---|
| <p>Thank you for calling [your practice name]. If you are ringing to book a routine appointment or speak to a doctor, please note that we will have eConsult, a new online consultation service from [insert go-live date]. eConsult will be available on our practice website 24/7. You tell us what we can help you with by filling out an online form, and we'll get back to you by [enter your chosen response time] with the next steps.</p> | <p>Thank you for calling [your practice name]. If you are ringing to book a routine appointment or speak to a doctor, please tell us how we can help you using eConsult and we will get back to you by [enter your chosen response time] with the next steps. eConsult is available on our practice website 24/7.</p> |

Front desk crib sheet - How it works message

1. Go to our website [\[www.yourpractice.com\]](http://www.yourpractice.com)
 2. Click the button to contact our doctors online and select your condition or administrative advice
 3. You will be asked the same questions in a short form that a doctor would in a face-to-face appointment
 4. The practice will look at your answers and we'll get back to you by [\[your agreed response time\]](#)
- If the doctor thinks you need a prescription it can be sent straight to your local pharmacist so you don't need to come into the practice
 - If the doctor needs more information we will call you back or get in touch to arrange an appointment if you need one. If we can help you over the phone we will try to save you from having to travel to the practice.
 - There's an option for administrative requests. Fill out the form and we'll get back to you by [\[your agreed response time\]](#).
 - You can also use eConsult for your child if they are aged between 6 months and 17 years old.

Front desk crib sheet - Frequently Asked Questions

| | |
|---|--|
| How do I access eConsult? | It is quite simple! Visit the practice website and click on the eConsult banner that says 'Contact our doctors online'. |
| When will I get a response back? | The clinician will review your response and get back to you by [agreed response time]. We will contact you by phone, by email or by text. |
| I don't have access to the Internet? | Patients who do not have access to the internet can be asked to contact the practice on the practice telephone number or you should follow agreed practice protocol. |
| What about the Elderly? | Elderly patients who have access to the internet can use the service, otherwise they can call the practice as usual on the practice telephone number. |
| What about my Child? | Parents / Guardians can complete an eConsult on behalf of their children aged 6months and above. Carers/Parents will receive a call back or an appointment to close off the eConsult. |
| But I need to be seen? | Your eConsult will be reviewed by a clinician and if you need to be seen you will be given an appointment. |
| I completed an eConsult and I was advised to contact the practice for an Urgent appointment? | This happens when a patient reports symptoms that suggest they are too unwell for the eConsult system. Please follow your normal practice procedure for issuing out appointments to patients with urgent symptoms. |
| I completed an eConsult, but I have not heard back from the practice. | Please have a look in the patients notes to see if someone has recorded a failed attempt and speak to the team to understand what went wrong and advise the patient accordingly. |
| I have an administrative request. | You can submit admin requests by visiting our website, go to the eConsult banner and select administrative requests. |

Telephone messages

Patients can be informed about eConsult when they call the surgery and are waiting to speak to someone. Placing a message on your phone system can boost patient traffic to the service by up to 15%.

| Pre Go Live | Go Live |
|---|---|
| <p>Thank you for calling [your practice name]. If you are ringing to book an appointment or speak to a doctor, please note that we will have a new online consultation service from [insert Go Live date]. eConsult will be available on our practice website 24/7. You tell us what we can help you with by filling out an online form, and we'll get back to you by [agreed response time] with the next steps.</p> | <p>Thank you for calling [your practice name]. If you are calling for an appointment or want to speak with a doctor, please go to our website at [www.yourmedicalpractice.com] and click on 'Contact our Doctors Online'. You will then fill out a short online form so that we know how best to help you. You will receive a response to your eConsult by [agreed response time]. A face to face appointment will be offered if required. eConsult is available 24/7 and can also be used to request advice for children and administrative request.</p> |

Text messages

These are around 160 characters including the **bit.ly** link. You can create a **bit.ly** link for your practice website easily and quickly online. Before sending the texts out to patients, send a text to an in-house mobile phone so you can test that the practice web address link has been included properly and works.

Text campaigns can be targeted to

- Frequent callers, Patients who book appointment frequently
- All patients who have had an appointment in the last 6 months

| Pre Go Live | Go Live |
|---|--|
| With eConsult you will soon be able to get help/advice from the practice online & a response by [agreed timescale]. Find out more http://bit.ly/2ZRtTWP | You can get help or advice from the practice online & get a response back by [agreed timescale]. Visit our website to try it http://bit.ly/2ZRtTWP |
| From [date] you can use our 24/7 online consultation system eConsult to submit all admin queries. Visit http://bit.ly/2ZRtTWP | Next time you need advice, a GP letter or sick note from us, use eConsult. Fill out a form online and we'll get back to you by [agreed timescale]. http://bit.ly/2ZRtTWP |
| eConsult will allow you to ask for advice from our GPs, get sick notes, test results and letters online. Live from [date]. Find out more http://bit.ly/2ZRtTWP | If you think you need a doctor, use eConsult, our 24/7 online service for advice. Find out more and try it now on website http://bit.ly/2ZRtTWP |
| If you don't feel like leaving home you will soon be able to get help and advice from us online using eConsult. Find out more http://bit.ly/2ZRtTWP | We are one doctor short today and very busy. Help us to help you by using eConsult online now http://bit.ly/2ZRtTWP and get a response by [agreed timescale] |
| We are introducing a new service from [date] that will allow you to ask for advice online from us at any time using eConsult. Find out more http://bit.ly/2ZRtTWP | The weather forecast isn't good. You can still get help from us online using eConsult – available on our website http://bit.ly/2ZRtTWP |