

Let your patients know you have eConsult

Supercharge your Marketing



What's included

- Why bother
- How:
 - Know your patients
 - Thinking about a multi-faceted marketing approach
- Resources: Get creative
- Pre-built marketing plan

Why bother?

So you've got eConsult in your practice? Your staff have been trained, you've allotted GP slots to manage demand.

Now what?

You need eConsults

- If you patients don't know you have it they won't use it
- Marketing to your patients is one of the most important things in making eConsult work for your practice.
- The more patients you switch to using eConsult the great the benefits you will feel

You would imagine the larger the list size, the greater the number of eConsults a practice would receive. At the moment this is not the case. It is the practices which spend time marketing to their patients

These are the practices that see the real benefit eConsult can bring

So how do I do this?

We have spent time understanding you and your practices

We have more experience in online consultation and patient interactions than any other provider in the business.

We have also spent time researching messaging and marketing with Sense Worldwide (TBC)

How? You need more than posters...

- Before you start you need to think about who you are marketing to. Your patient list, your frequent users, the demographics you want to see more of. Each practice will be a bit different.
- You can also use your patient feedback we send you to see what needs and pressure points patients want explained or changed.
- With this you can build your marketing strategy. You have a lot of free or cheap tools at your disposal to speak to your patients. Below are a few. Remember posters only work for people who come into the practice.

Face to face - use your practice staff.	Text messaging and answer phone message	Social media	Your waiting room - posters, TV screens	Newsletters, leaflets, appointment cards	Local press
This is your most important tool. Your patients trust your staff. If your staff recommend it, your patients will feel it is safe and helpful to use	<p>Use your lead GP to tell patients they could contact the practice immediately with eConsult.</p> <p>Send text messages to patients in certain demographics with a link to eConsult from</p> <p>We have templates you can use</p>	<p>Do you use social media to promote your practice?</p> <p>If not, you should. It is free and a significant proportion of your practice will.</p> <p>We can help get you set up.</p>	<p>We have a selection of marketing materials you can order with credits included in your contract.</p> <p>Use these to promote eConsult to patients who come to your practice.</p>	<p>Patients wait in your waiting rooms, give them something to read. Newsletters and leaflets can be a good way to inform patients on the benefits of eConsult and how it works.</p> <p>We can provide templates</p>	<p>Letting your local press know about the changes you have made to the practice and then difference it will make to people can be a great way to publicise eConsult to your whole community</p>

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graph LR; A[Understand your demographic] --> B[Build your strategy]; B --> C[Create your own content or use ours]; C --> D[Market to your patients and see the difference];
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Understand
your
demographic

Build your
strategy

Create your
own content
or use ours

Market to
your patients
and see the
difference

Not just for Christmas...

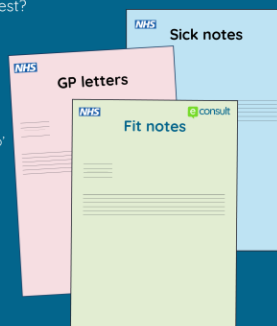
- Marketing should be constant and regular, but you can use special seasonal occasions, events, and activities as launchpads to make an impact.
- Speak with your team about the benefits of eConsult. It may be better access out of surgery hours, the ability to book in appointments for vaccinations or flu jabs, the ability to ask for fit notes without taking up an appointment
- If you are letting patients know about flu jabs, why not tell them about eConsult at the same time. If there is a bank holiday tell patients to use eConsult and you will get back to them after the bank holiday
- The NHS promotes many of these things already so you can 'piggyback' off this

Did you know...

If you have an admin request?

There is no need to book an appointment:

Go to our practice website
Click on the eConsult banner
Click 'I want administrative help'



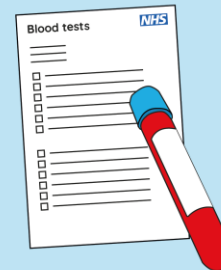
NHS

econsult

Need to request a blood test.

No need to book an appointment.

Go to our practice website
Complete an eConsult
We will find a time for you to come in



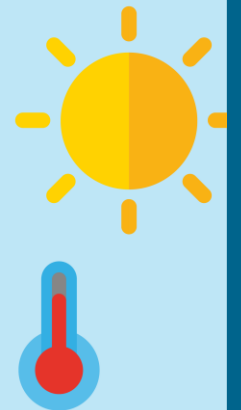
NHS

econsult

If you are feeling unwell and don't want to head out into the heat use eConsult.

You can contact your GP from the comfort and cool of your home and your doctors will get back to you by the end of the next working day, if not sooner.

You can also get trusted self-help advice while you wait.



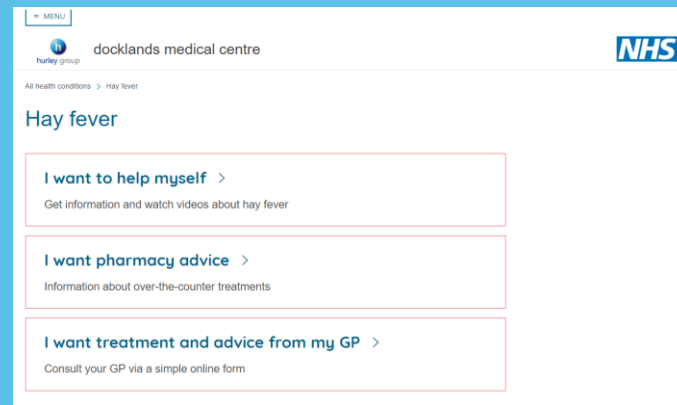
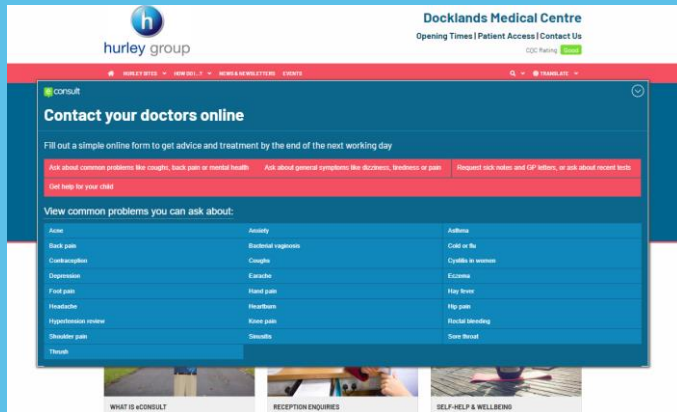
NHS

econsult

Be creative, BUT...

- Your patients are your patients and you will know how to communicate with them better than anyone. However, be keeping a consistent style when promoting eConsult can help patients recognise the brand and trust that they will receive the service they expect.
- We have provided templates, pre-made marketing, posters, and designs. We would recommend you use these. If you do want to create your own we have provided the files you will need to include our branding in your style.

One consistent journey



If you can't help but let your creativity flow, please let us know and we can help advise on how best to include our brand

Resources and templates

All our resources can be found on our customer site here:

Face to face - Speak to your patients

- A major benefit of eConsult is that your patients stay with their own GP. You are some of the most trusted people to your patients so if you tell them eConsult will benefit them and your practice they will listen.
- We have over 4 years and more experience than any other supplier understanding what patients and practices want from eConsult and online consultation. We have put together scripts that your staff can use to promote eConsult to your patients

[Download here](#)

- Check that all your GPs promote it after each consultation, your admin staff should promote it when a patient comes in. Once patients understand how eConsult works and the benefits it can have, it will become the norm and you can reap the benefits.

Text messaging | Answer phone message

- You may already use text messaging to inform patients of different campaigns so why not tell patients to use eConsult to action each one?
- You have a list of every patient and their phone number. You can select a certain demographic you want to inform and just message that group. For example you might have a student population. When term time starts send them a message to let them know what they could use eConsult for.

[You can download our text message templates here](#)

- The majority of your patients will probably phone the practice if they need anything. This will probably lead to them waiting in a phone queue and becoming frustrated. You can let patients know as they wait in this queue that they could use eConsult without having to wait, from the comfort of their own home. You will then get back to them with the right care.

[You can download our voicemail templates here:](#)

Social Media

- Social media can be a great way to inform patients of news, practice updates or general information. It is also a quick and simple way to interact with ppgs without them having to call or come into the practice.
- We have created a bank of 'ready-to-post' social media posts on a variety of topics we think practices would find helpful. You can use free software to schedule posts for an entire week in advance.
- If you want to create your own we have templates you can use to create a consistent look and feel.
- [You can download these here](#). Please email marketing@webGP.com and we can help create anything you need

Would you rather queue outside the practice from 8am, or consult your own doctor from the comfort of your own home?

Next time you need your doctors. Go to your practice website & click 'Contact your doctors online'



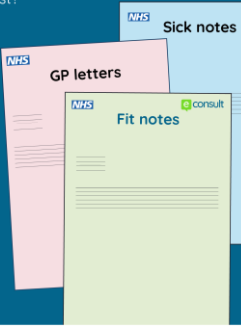
NHS e consult

Did you know...

If you have an admin request?

There is no need to book an appointment:


Go to our practice website
Click on the eConsult banner
Click 'I want administrative help'



NHS e consult

Your doctors look after hundreds of patients


Help us, so they can care for everyone



NHS e consult

Your doctors look after hundreds of patients

eConsult and help them look after everyone.




NHS e consult

"eConsult is great for working parent who is not always able to access a telephone at the required time to book a face to face appointment."

Heatherview Medical Centre Dorset

Insert your text here (headline)

Insert your body text here



NHS e consult

Did you know...

70%

Of online consultations do not require a face to face appointment

3 mins

The average eConsult takes 3 minutes to complete

that means...

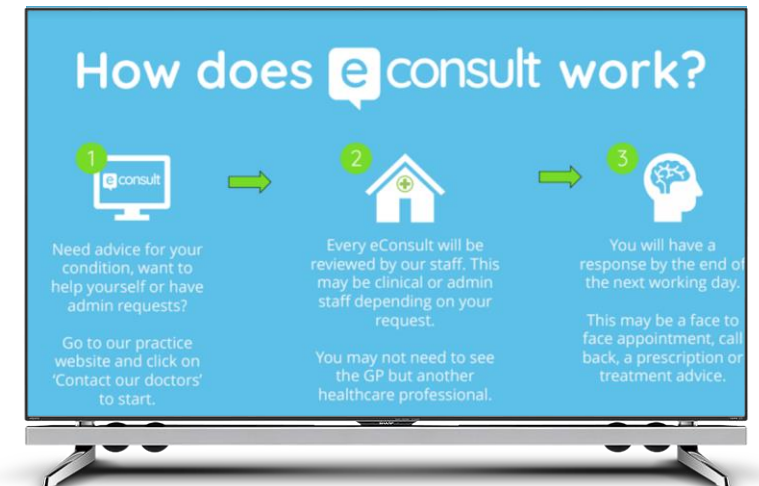
If you have 60 eConsults per month you can save at least 1 GP appointment



NHS e consult

Your waiting room

- Patients will have to 'wait' in your waiting room. You can use this space to inform patients of eConsult and how if they had used eConsult it may have saved them the journey and wait!
- We have a selection of posters and banners you can purchase as well as content to add to your TV screens.
- We are constantly updating this content with our new features, benefits and wording.
- Think about where you place the marketing, you want patients to see it.
- Remember that the majority of your patients don't come into the practice. You need to combine this with other marketing methods.



Newsletters, leaflets, appointment cards

- We know that your patient demographic is varied, not everyone will respond to social media or text messaging. You may also want to include the benefits of eConsult in your newsletters.

TOP TIP: speak to your PPG, if they have a newsletter they can share this with the other patients

- We also have leaflets and appointment cards [that you can download and print](#). We have recommended printers who can professionally print leaflets at a low cost.

Did you know...
70% of requests do not require a face to face appointment?

Why wait for an available appointment when you could get the care you need immediately?
Use eConsult from home at a time that suits you and get the right care for you quickly. It may save you a trip to the practice.

- Go to our practice website
- Click on 'Contact your doctors online'
- Complete an eConsult and we will get back to you by the end of the next working day

Did you know...
You can use eConsult for fit notes, test results, GP letters, or you can consult online with your own GP .

eConsult and if you need an appointment we will book one in for you.
Help us look those who need to see us first

- Go to our practice website
- Click on 'Contact your doctors online'
- Complete an eConsult and we will get back to you by the end of the next working day

Your next appointment **NHS**

DATE TIME

SURGERY

DOCTOR

Next time ask for advice online with eConsult. It could save you a trip to the practice. **econsult**

econsult

Get help, advice or ask for a sick note or GP letter from the comfort of your own home.

Use eConsult to fill out a simple form and we'll get back to you by the end of the next working day or sooner.

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Pre-built marketing campaign

We know that not everyone has enough time to create their own strategy. This is what we would recommend when starting out with eConsult



Pre-built marketing campaigns for practices

Sit as a team and think about your demographic.

We can provide feedback from other practices if it would help to show pressure points.

From this you can build your strategy and areas you want to focus on

Week 1	Week 2	Week 3	Go live	Week 1	Week 2	Week 3
Text message to whole list		More directed text to big users	Text to all to announce launch Update your answer phone Update TV screens Leaflets in the waiting room		Text to select group e.g. students and how it would help	Text – including link to eConsult landing page
		Begin to tell patients this will be going live – explain the benefits and ‘how they eConsult’	From now – every patient interaction should involve speaking to promoting eConsult			
	Add posters to your practice waiting room.		Update TV screens Leaflets in the waiting room			
Social media post – tag PPG or local council	Benefits post – before weekend/ after hours	Social on when you should use eConsult/ How to eConsult	Social to mirror text – benefits – save yourself a trip in/ taking time off work	How to eConsult post Repost eConsult content	Social post – when you should use – best times to use eConsult.	Social post – how many appointments saved by eConsult Post patient feedback

Pre-built marketing campaigns

**Week 1 (3 weeks till launch) –
Social Media post - sent from PPG**

In 2 weeks we are transforming how you contact your doctors



We will be upgrading our practice with eConsult, allowing you to contact your doctors online 24/7 without any wait

NHS 

**Week 1 (3 weeks till launch) –
Text message to all patients**

*“On ... we will be launching eConsult at our practice.
You will now be able to get help or advice, request sick notes and test results online with & get a response from us within 2 hours. Click here for more (enter website)”*



**Week 2 (2 weeks till launch) –
Add posters to waiting room and benefits leaflets to be printed and add to waiting room**

**Week 2 (2 weeks till launch) –
Social Media posts – benefits of eConsult
Mirror more closely posters**

eConsult from our practice website at a time that suits you.

Your doctor will get back to you to let you know the best care for you. It may save you coming in or taking time off work



NHS 

**Week 2 (1 weeks till launch) –
Directed text message to key demographics**

*“From next week you can contact your doctors online.
Now that term has started, don't worry about getting up to see us. You can eConsult us 24/7 from the comfort of your own room. We will get back to you within 2 hours (during our working hours).”*

**Week 2 (1 weeks till launch) –
Social Media posts – How to eConsult/
When to**

Did you know

Not every GP request requires an appointment. Go to our practice website click on ‘Contact our doctors’ and fill in the form.

We will let you know what is right for you.

