

# Marketing eConsult to patients

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We have designed the following pack to be as easy to use as possible.

You can edit the content if you want, but all of the content is ready to use now to help you explain what eConsult is, how it works and why patients should be using it.



# Different Marketing channels

For the majority of your patients you will want to encourage them to avoid visiting the practice where possible. We have designed the following marketing to be carried out over digital channels so you can reach patients without them needing to come into the practice.

- **Content for your practice website**
- **Ensure all staff have completed the training and understand how to use eConsult**
- **Pre-written text messages**
- **Change your answer phone message**
- **Twitter posts:** What is eConsult | How to use eConsult | Why we are using eConsult | Myths
- **Facebook posts:** What is eConsult | How to use eConsult | Why we are using eConsult | Myths
- **Leaflets:** There will still be some patients who will be coming into the practice. We have created leaflets you can give out to patients

# 4 main marketing techniques



## Ensure all your staff have completed the training and submitted an eConsult:

- Your staff are the best form of marketing to your patients. Complete the [online training here](#):
- Ensure all staff have **submitted a test eConsult** so they understand how it works
- You can find more [marketing tools here](#):
- Your patients will have questions.
  - You can view our [FAQs here](#).



## Send a text message to your patient population:

Due to Coronavirus, help protect patients and our staff by using our new online services called eConsult available 24:7, via our website [[www.website.co.uk](#)] and click on the eConsult banner. eConsult is a service for patients wanting to contact the GP and you will get a response within 24 hours. Avoid calling the practice as our phone lines are busy. Simply use eConsult and avoid the queue. Thank you. [**Practice name**].



## Your practice website & newsletters

Upload the eConsult banner to the front page of your website. It is important to make the banner as visible as possible. We would recommend adding to other pages. Your operations executive will provide this.

Include our quick description on what eConsult is (see next page)



## Change your answerphone message:

“Thank you for calling [**Practice Name**]. If you are ringing to contact a member of our team, save yourself waiting in our phone queue and try our online consultation service eConsult. You can access eConsult on our practice website. You tell us what the practice can help you with, fill out an online form, and we’ll get back to you by [**the end of the next working day or your own deadline**] with the right care.”

# Your practice website



**Content for your practice website. Please ensure this is easily accessible to all patients. Copy and paste onto your site**

## **What is eConsult?**

eConsult is an online consultation service that allows patients to contact our practice to ask for medical help or advice, or for administrative requests.

*Please note:* All identifiable patient medical data will pass straight to us at the practice. eConsult will not have access to any of this information. [Find out more on their website.](#)

## **How does it work?**

If you want to request anything from the practice, click on the eConsult banner and select the right option for you. Fill out the online form, which asks similar questions to what a GP would ask during an appointment. Every eConsult is then reviewed by our own team and we will be able to decide on the right care for you. We will respond to every eConsult by the end of the next working day, if not sooner.

If you need an appointment we will make sure you get one.

Click here to start an eConsult: [\[INSERT YOUR practice eConsult link\]](#)

You can watch a [quick video here](#) (if you are able to include as a video on the page please do)

## **Why have we started using eConsult?**

eConsult takes a detailed set of information about your symptoms or request, so we can look after patients based on their need, not who can get into the practice first, or ring the practice first.

For many patients this will mean they won't have to come into the practice helping to keep you, our patients, and our staff safe and healthy.

# Twitter and Facebook images and GIFs

[You can download all our social media content here:](#)

**Password:** econsultlogin

See the next slide for pre-written content you can use on Facebook or Twitter.

# Twitter and Facebook posts

[You can download all our social media content here:](#)

**Password:** econsultlogin

If you need to contact the practice, please go to our website and use eConsult. Click on the eConsult banner and submit an eConsult. Our team will review every eConsult and make sure you get the right care.

Keep yourself safe and eConsult from home.

[@econsult\\_thinks](#)

If you have internet access, please use eConsult if you need to contact the practice.

Go to our website and use eConsult for free. Click on the eConsult banner and submit an eConsult. Keep yourself safe and eConsult from home.

[@econsult\\_thinks](#)

Our team review every eConsult you submit so we can give you the right care.

Keep yourself and our team safe and eConsult from home.

[@econsult\\_thinks](#)

It only takes 5 minutes to submit an eConsult. There are no phone queues and no need to come into the practice.

If you know anyone who can't use eConsult please let us know.

The more people who can the better for you and us.

[@econsult\\_thinks](#)

Did you know?

All the patient identifiable information you submit in an eConsult goes straight to us and not to any 3<sup>rd</sup> party

Keep yourself safe and eConsult from home

[@econsult\\_thinks](#)

Did you know?

eConsult asks the same questions that our GPs would so we can make sure you get the right care.

Keep yourself and our team safe and eConsult from home.

[@econsult\\_thinks](#)

How do you submit an eConsult?

Go to our practice website  
Click on the eConsult  
Fill out the form and submit  
Our team review every eConsult and get you the right care

Keep yourself safe and eConsult from home.

[@econsult\\_thinks](#)

We know that not everyone can use eConsult. If everyone who can does, it means we can look after those who can't use eConsult in other ways.

[@econsult\\_thinks](#)

# Leaflets

Some patients will have to come into the practice. This is the perfect time to make sure your staff are promoting the benefits of eConsult. Make sure all your staff have completed the eConsult training and have also submitted at least one eConsult.

We have also put together the following eConsult leaflets that you can give to patients if they do come into the practice.

[You can download our leaflet designs by clicking here:](#)

**Password:** econsultlogin

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| <h2>Thank you for attending the practice</h2> <p>Next time you feel unwell or have a request for the practice, use eConsult online for free, 24/7. Visit our practice website to begin.</p> <p><b>What can you use eConsult for?</b></p> <ul style="list-style-type: none"><li>• Contact your own GP for medical advice</li><li>• Administrative requests e.g. fit notes, GP letters, test results</li><li>• Search for trusted NHS self-help advice</li></ul> <p>Our team review every request and will get back to you by the end of the next working day</p>  | <h2>Thank you for attending the practice</h2> <p>Next time you feel unwell or have a request for the practice, use eConsult online for free, 24/7. Visit our practice website to begin.</p> <p><b>What can you use eConsult for?</b></p> <ul style="list-style-type: none"><li>• Contact your own GP for medical advice</li><li>• Administrative requests e.g. fit notes, GP letters, test results</li><li>• Search for trusted NHS self-help advice</li></ul> <p>Our team review every request and will get back to you by the end of the next working day</p>  |
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