

Improving patient access, health outcomes and efficiency in general practice

Dr Arvind Madan
CEO Hurley Innovations



We need a technological revolution



Royal London
waiting room
in 1907



GP waiting
rooms.....
today

The Iron Triangle

Access

Quality

Efficiency

Technological revolution
needs to deliver all three

Available Options

Why not email?

Cannot identify the patient?

Why not webcam?

Why not webchat?

Governance issues e.g. response time

Logistical challenge

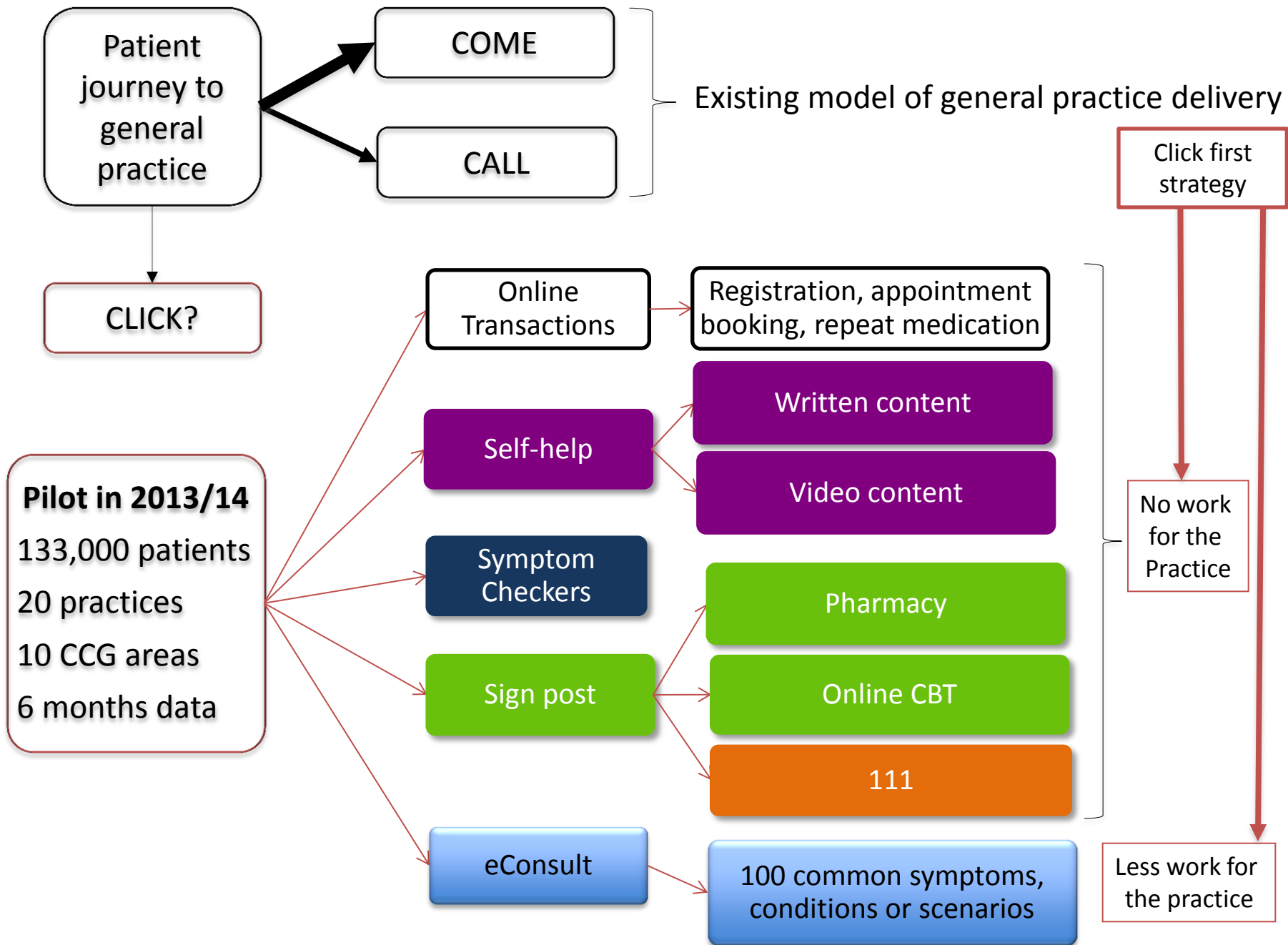
Communication loop not closed

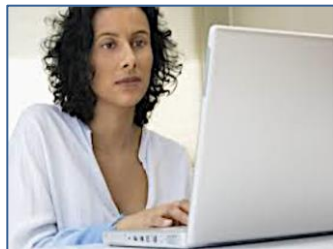
Increases workload and supply-led demand

Suboptimal data capture

Medicolegally indefensible


So, how do we create a secure, efficient and clinically safe way for us to electronically communicate with our patients for advice or treatment?

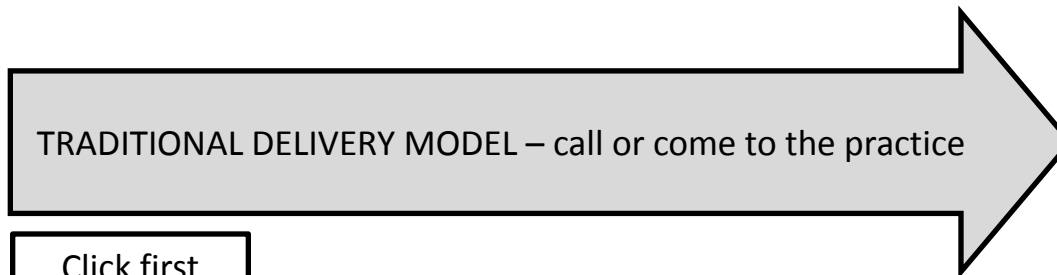




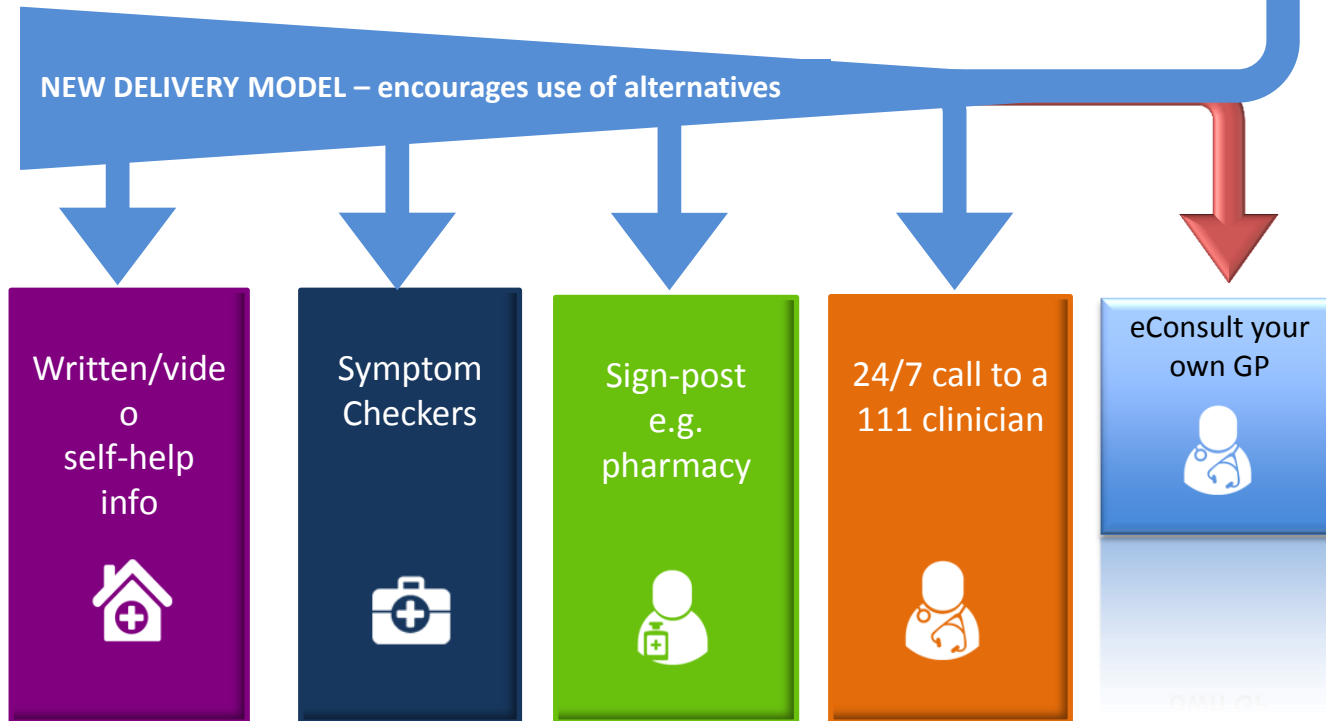
TRANSACTIONAL

- Book Appts
- Change details
- Repeat Meds
- Messaging
- View records
- EPS





Click first strategy



webGP targets patients planning to come or call the surgery, and entices them online with the offer of being able to eConsult their own GP from anywhere. It then uses the online journey to showcase how they can help themselves, thereby top-slicing appointment demand.

How did we construct the eConsults?

The Team

- Highly accomplished GPs
- Deep user experience input
- Astute programme architects

The Task

- Comprehensive history gathering questionnaires
- 100 common general practice issues
- Patient friendly approach

The Design

- Road tested with over 30 GP reviewers
- Regulator approvals (Medical defence, IG, CQC)
- Design Council involvement
- Collaboration with NHS Choices and HSCIC



The Process



Patient self-manages or completes condition-based questionnaire online



Answers are converted into a GP report that highlights key points for the GP (eConsult)



GPs review hard or soft copy and then prescribe, phone the patient or recommend an appt.



Reception notify patient of outcome before the end of the next working day



docklands medical centre



[Consult our doctors online](#)

[Get self-help information](#)

[Register with us](#)

[Appointments](#)

[Repeat prescriptions](#)

[Services](#)

Beat the queue! Consult our GPs from home

[FIND OUT MORE](#)



Send us details
about your
condition



Your GPs decide
on the best
treatment for you



We ring you back with
advice, a prescription or
an appointment

[Acne](#)

[Anxiety](#)

[Asthma](#)

[Back pain](#)

[Bacterial vaginosis](#)

[Cold or flu](#)

[Contraception](#)

[Coughs](#)

[Cystitis in women](#)

[Depression](#)

[Earache](#)

[Eczema](#)

[Foot pain](#)

[Hay fever](#)

[Knee pain](#)

[Malaria prevention](#)

[Periods - delaying](#)

[Periods - heavy](#)

[Periods - painful](#)

[Rectal bleeding](#)

[Shoulder pain](#)

[Sinusitis](#)

[Sore throat](#)

[Vomiting or diarrhoea](#)

[Or choose from 100 common conditions](#)

webGP banner
can be linked
to any practice
website

Self-help and
111 options

Team pictures
boost patient
confidence

Simple flow
guide

Commonest
conditions on
home page

100 more
conditions
available

Patients are guided through the various options



docklands medical centre



As our patient you can use this site to:

- Request treatment and advice from your GP by filling out a simple online questionnaire
- Get 24/7 advice from a clinician
- Find out how to manage your condition yourself

 **Get started below**

 **Learn how it works**



Explanatory
videos

To get started, tell us what help you need.

If you're unsure, we'll guide you to the best option.

Treatment or advice from my GP

Find your condition below. We respond
in 1 working day.



Quick advice about my symptoms

Ask a clinician for advice (24/7).

Guidance on helping myself

Find your condition below to learn more
about it.

**I'm not sure what my symptoms mean
or I'm not sure if I need to see a doctor**

- [Use a symptom checker to find out](#) 
- [Ask for advice from a clinician](#)
- Book an appointment on 020 7537 1444 (020 7377 7151 out of hours) or [on our website](#) 

Patient friendly
language

Patient-
centered
approach

Patients select their condition

<div>Allergies</div> <div>Hay fever</div> <div>Hives</div> <div>Urticaria</div> <div>Breathing problems</div> <div>Asthma</div> <div>Bronchitis</div> <div>COPD</div> <div>Cold or flu</div> <div>Coughs</div> <div>Emphysema</div> <div>Flu</div> <div>Wheezing</div> <div>Ear problems</div> <div>Earache</div> <div>Eye problems</div> <div>Conjunctivitis</div> <div>Sticky eye</div> <div>Stye</div> <div>Gut/bowel/stomach</div> <div>Acid reflux</div> <div>Constipation</div> <div>Diarrhoea</div> <div>Food poisoning</div> <div>Gastritis</div> <div>Gastroenteritis</div> <div>Heartburn</div> <div>Indigestion</div> <div>Irritable bowel syndrome</div> <div>Piles</div>	<div>B</div> <div>Back pain</div> <div>Bacterial vaginosis</div> <div>Bites & stings</div> <div>Bladder infection in men</div> <div>Bladder infection in women</div> <div>Blood in the urine for men</div> <div>Blood in the urine for women</div> <div>Bronchitis</div> <div>C</div> <div>COPD</div> <div>Cold or flu</div> <div>Cold sores</div> <div>Conjunctivitis</div> <div>Constipation</div> <div>Contact dermatitis</div> <div>Contraception</div> <div>Coughs</div> <div>Crabs</div> <div>Cystitis in men</div> <div>Cystitis in women</div> <div>D</div> <div>Dandruff</div>	<div>All Health Conditions</div> <div><div>Search by condition or symptom</div><div>Search</div></div> <div><div>COMMON CONDITIONS</div><div>CONDITIONS A-Z</div><div>AREAS OF THE BODY</div></div> <div><div>Roll your mouse over the figures to select the affected area</div><div></div></div>
---	---	---

Search box steers which questionnaires we create next

Hay fever

Learn more about

 View video on this page

Hay fever is a common allergic condition that affects your life.

Symptoms of hay fever include:

- sneezing
- a runny nose
- itchy eyes

Read more about the [symptoms](#)

The symptoms of hay fever are:

Pollen is a fine powder released by plants that can cause the nose, eyes, and throat (back of the throat) to become swollen, itchy, and irritated.

You can have an allergy to:

- tree pollen, released during spring
- grass pollen, released during summer
- weed pollen, released any time

Read more about the [causes](#)

Many people find that their symptoms improve in symptoms after treatment with antihistamines.

Treatment

There is currently no cure for hay fever, but treatment can help to relieve symptoms at least to a certain extent.

In an ideal world, the most effective treatment would be to avoid allergens. However, it's very difficult to do this, so people often choose to spend more time outdoors.

Hay fever

Getting treatment

Find Your Nearest Pharmacy

 postcode

Before visiting your GP, you can try to manage your symptoms with over-the-counter medication.

If these fail to improve your symptoms, you may need treatment with prescription medication.

Read on to learn about the different types of medication that can be found in the pharmacy.

You can also see a summary of the different types of medication to compare your options.

Antihistamines

Antihistamines treat hay fever by blocking the histamine when it attacks the nose, eyes, and throat from occurring.

Antihistamines are usually effective in helping with clearing a blocked nose.

They are available in tablet form.

NHS 111 Service

Looking for the clinic? This is part of a pilot scheme where you can still call 111 for advice.

NHS 111 is a new service that allows you to access local NHS healthcare. You need medical help fast but it's not an emergency, so you want to get the right help, when you need it.

NHS 111 is available 24 hours a day, 7 days a week.

When to use it

You should use the NHS 111 service if you are in a threatening situation.

Call 111 if:

- you need medical help fast but it's not an emergency
- you think you need to go to A&E but you're not sure
- you don't know who to call or you're not sure where to go
- you need health information or advice

For less urgent health needs, contact your GP or pharmacist.

If a health professional has given you advice for your condition, continue to use that advice.

For immediate, life-threatening emergencies, call 999.

Consult your GP

Condition: hay fever

Your consultation is a quick, secure questionnaire which is sent to your own GP. Is an online consultation right for me?

Your GP will review your answers and recommend advice or treatment. We will then call you **by the end of the next working day**. What happens next?

Before you begin, please tell us:

Is the issue you wish to consult about a medical emergency?

☐ Yes

☐ No

Are you over 18 and taking the consultation for yourself (not your child)?

☐ Yes

☐ No

Is Docklands Medical Centre your usual surgery?

☐ Yes

☐ No

[Take a consultation](#)

Other ways to get help:



Find out how to deal with hay fever



Check if your pharmacist can help



Get advice from a 111 clinician

Thank you, Micky. The answers to your consultation have been securely sent to Hurley Clinic GPs.

WHAT HAPPENS NEXT?

A GP at Hurley Clinic will now review your consultation. We will then call you on **02071234567** by 6:30pm on **Wednesday 08 April** and speak to you about your recommended treatment.

To ensure your absolute privacy, **our staff will only speak to you**. You may also be asked a security question such as the topic of your consultation and your date of birth.

WHAT IF I'M GIVEN A PRESCRIPTION?

If your GP decides you require a prescription you will be able to pick it up from the practice or your local pharmacy at your convenience.

WHAT IF I DON'T HEAR BACK FROM YOU?

If we're unable to reach you by 6:30pm on **Wednesday 08 April**, please contact us on **020 7735 7918** to speak about your recommended treatment.

WHAT IF I FEEL WORSE?

If your condition worsens please contact us on **020 7735 7918 as soon as possible..**


I THINK I MADE A MISTAKE ON MY CONSULTATION! WHAT DO I DO NOW?

Please contact us on **020 7735 7918**. One of our staff will be able to update your record.

FOR YOUR RECORDS:

We have emailed your consultation answers and your GP's hay fever guide to **micky.mouse@disney.com**

Patient is reassured that they will be phoned back (so we can confirm their identity and ensure the communication loop is closed), by the end of the next working day

 This indicates
key information

ONLINE CONSULTATION REQUEST Sore throat

(Male), Age 36

Phone:

Address:

Email:

Request received on: 23-05-2014 at 06:56:22

Response expected by: Tuesday 27 May

Patient's Expectations:

Text



Before we ask you detailed questions about your condition, please tell us what would you like to achieve from this consultation?

The patient said:

"Advice and possible treatment to relieve symptoms of persistent sore throat and swollen glands."



How much is this bothering you?

The patient said:

"I had the same symptoms about 2 months ago which I treated with penicillin. I had this current bout about 2 weeks. It's painful to swallow and wakes me up at night."



Have you tried anything for this in the past?

Yes



Please tell us what those treatments were Treatment names, dosages, when you started and stopped the treatment

The patient said:

"I visited the surgery previously and spoke to a doctor. I told him that I have recently (3 months) tested positive for HIV and that I go to 56 Dean Street clinic which is associated with the Chelsea & Westminster hospital. The doctor contacted them and I then I had to arrange another appointment to see them. I was prescribed penicillin."



Did they work?

Yes



Are you trying anything now?

Yes

Are you able to speak normally?

Yes

Do you have swollen glands in your neck?

Yes

Have you been diagnosed with G6PD deficiency?

No

Have you been diagnosed with acute porphyria?

No

- The completed questionnaire is converted into an **eConsult**
- Triangles highlight key patient information for GP to consider
- Arrives as a pdf email attachment in the practice nominated email box
- Staff check email box twice a day and workflow (or print) eConsult for GPs to review
- GPs take an average 2.9 mins to process:
 - 40% prescribed treatment
 - 40% asked to come in
 - 20% telephone consult
- Receptionists notify patients of need for appointment or agree arrangements for receiving the prescription e.g. EPS

Pilot Results



Access

36,000 visits in 6 months
 27,000 unique patients (1 in 4 of sample)
 2,000 eConsults analysed
 1/3rd used self-help info
 2/3rd women
 2/3rd 18-45 yrs.
 25% Black and ethnic minorities
 11% unemployed
 Patient feedback was overwhelmingly positive
 Inclusive e.g. no passwords
 Easy to understand e.g. 95% said website good or excellent
 83% would recommend FFT
 Weekdays > weekends
 Peaks at 9am and 2pm
 20% of users were from mobile phones



Health Outcomes

Top conditions: cystitis (female), depression, contraception, knee pain, earache, asthma, sore throat, rectal bleeding, shoulder pain, cough
 Patients being given online resources and eConsults meant treatment starts sooner
 Digital disinhibition meant certain conditions presented sooner e.g. mental and sexual health
 Patients more willing to seek advice on embarrassing conditions e.g. rectal bleeding
 eConsults widely accepted as sufficiently comprehensive
 GPs had better understanding of history before consulting those who needed to attend



Practice Efficiency

9 online interactions with self-help tools for every eConsult received – saving 3 appt. requests per eConsult
 1/3rd patients used self-help and 18% of them self-managed
 Increased pt. awareness of alternate offers e.g. pharmacy
 111 clinicians closed > 50% of callers
 60% eConsults did not need appt. (40% needed to attend)
 15% who did come in were seen by practice nurse
 eConsults took av. 2.9 mins
 Net 24,000 appts. saved
 3% supply-led demand (97% planned to attend GP or urgent care)
 100% of GPs found eConsults easy to process



Commissioner Costs

Common cause for urgent care attendance remains patients being unable or unwilling to get a GP appointment (particularly 18-30 year olds)
 14% of patients stated that they would have gone to urgent care had the website tools not been available
 9 months after installing webGP in the Peckham GP Walk-in Centre attendances dropped by 12,000 pa saving CCG £360K pa
 Return on investment over 2.5 times
 Increased uptake of other online tools e.g. appt. booking, repeat meds etc.
 Now being used by over 70 practices covering 500,000 patients

What patients say...



Easy to navigate and very informative
You may not need to come in at all
Saved a lot of time for me
More people would use it if they were aware



Fantastic idea
I'm not a computer whizz, but really easy
Followed step by step on my mobile phone
Was a better option for me



Technically very simple and no jargon
Much quicker with no waiting
Was able to go straight to pharmacist
Highly recommend as first port of call

What practices say...

WebGP is the way forward in 21st Century patient access to primary care. Our patients like it as it provides prompt, convenient access to address their concerns and needs. Our GPs like it as it provides a time efficient and safe way to manage a wide range of patient health issues.

Dr Ajit Kadirgamar Clinical Lead for The Practice+

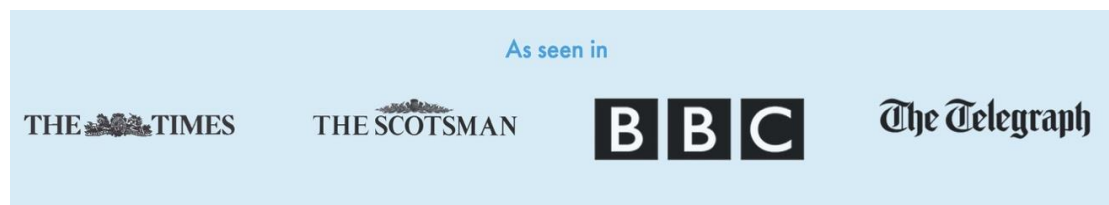
What Commissioners say...

Giving patients the option of self-managing presenting conditions is definitely the way forward in terms of extending patient choice and helping to manage the increasing demand faced by our GPs, especially when this is supported by an option to e-consult if further assurance is required.

Feedback from patients using WebGP in South Essex has been very positive ... just wish I had this option at my own GP practice in Kent!

Jeanette Hucey Associate Director of Transformation Basildon and Brentwood CCG

In the media



5 Steps to Going Live with webGP



Practice Managers **provide us with practice details** including existing website designer if they have a website (or we provide a new free website with support if wanted)



Practice Manager prints out pre-prepared letter to **inform the MDU, MPS or MDDUS** for each GP, obtains their signatures and faxes to number on each letter



Bespoke website is created and **webGP is linked to practice's existing website** (or new website)



Staff **watch 7 minute training video** on webgp.com for how to process eConsults. Support desk available for outstanding questions



We support practices to **let patients know** about the ability to use the practice website to self-manage or eConsult (free leaflets, posters and pop-ups)

Return on Investment

ROI Calculator	Pilot Results	Calculator	Assumptions
List Size	132,500	6900	<= Enter total patients in yellow box
Website hits	72,000	3,749	Based on pilot uptake (higher if marketed more effectively)
SAVINGS TO A PRACTICE PURCHASER			
Reduction in demand for appointments through:			
Patients who self-manage	4,406	229	One third of web visitors used self-help tools and 18% self-managed
Patients who use 111	2,390	124	Users closed by 111 rather than coming to surgery
Net saving from patients using eConsults	3,943	205	Net saving recognises clinical time dedicated to processing eConsults
Total Appts Saved pa	10,739	559	
Financial impact of reduced appts requested	£204,049	£10,626	Assuming each GP appt costs the practice £19
% eConsultors who attend but see nurse rather than GP	15%	15%	
Financial impact of diversion to nurses	£14,097	£734	Only saved if practice employs more nurses and less GPs
Total saving to practice	£218,146	£11,360	
Cost per patient of WebGP pa (inc VAT)	£0.75	£0.75	
Cost of webGP pa	£99,375	£5,175	
Net saving to practice purchaser	£118,771	£6,185	ROI = 1.2
SAVINGS TO COMMISSIONER PURCHASER			
% of patients who planned to attend urgent care	14%	14%	
% of patients who would have actually gone	10.5%	10.5%	Assumes 75% would have come
Urgent care attendees avoided	7560	394	
Cost per Urgent Care attendance	£54	£54	
Total savings to Commissioner	£408,240	£21,259	
Cost per patient of WebGP pa (inc VAT)	£0.75	£0.75	
Cost of webGP pa	£99,375	£5,175	
Net saving to commissioner purchaser	£308,865	£16,084	ROI = 3.1
Total savings to practices + commissioners	£427,636	£21,259	Combined savings minus total cost of WebGP
Return on Investment (ROI = for every £1 spent on WebGP how much is saved)	£4.30	£4.11	ROI to health economy (practices + commissioner)



Practice Dashboard

120
practices

114
in UAT

34
live

Essex

EXPORT

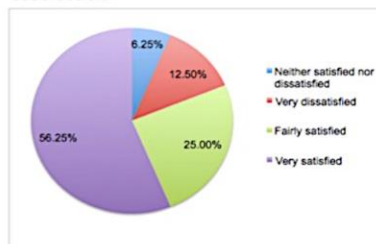
Filter by practice

PRACTICE	LIST SIZE	DAYS LIVE	VISITS TO DATE	USERS TO DATE	SIGN POST	111 PAGE	SELF-HELP	PHARMACY	CONSULTATIONS	APPROX APPOINTMENTS SAVED	APPROX £ SAVED
	21000	-	3357	2999	900	600	1620	1115	702	345	£12600
Robert Frew Surgery	7000	45454	1357	999	300	200	540	356	234	115	£4600
Deal Tree Health Centre	7000	45454	1357	999	300	200	540	356	234	115	£4600
Tile House Surgery	7000	45454	1357	999	300	200	540	356	234	115	£4600

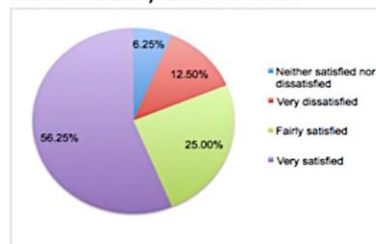
Patient feedback

Staff feedback

Satisfaction



Friends and family recommendation



Patient comments

Robert Frew Surgery

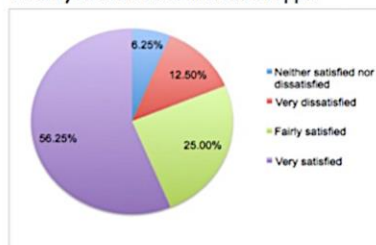
I had a repeat prescription the following working day and a referral to see the surgeon within a week. Swift and efficient service

Tile House Surgery

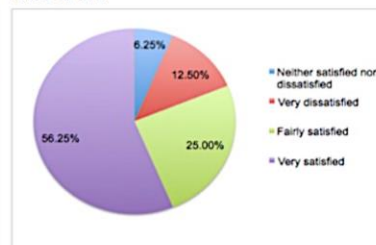
The questionnaire was easy to complete, I was contacted by the surgery and spoke with the doctor who asked me more detailed questions. He then advised me to come to the surgery and I booked the appointment with the doctor.

VIEW ALL

Would you use webGP instead of appt?



Ease of use

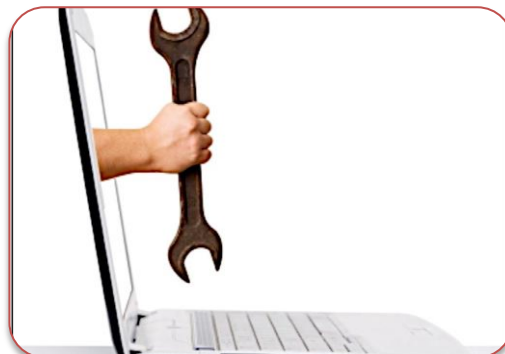


Enhancements in the pipeline



Prevention and early intervention

Practice home page wellness check
Screening tools for early diagnosis



Enhanced self-management tools

Improvements to self-help content
Interactive Apps linked to EPR



Improving eConsults

More content and functionality
Pre-appt and follow-up eConsults



Improved sign posting

Triggering electronic care packages
Localised self-referral options



Long term conditions monitoring

Target high risk patients
Harvesting of data e.g. QOF

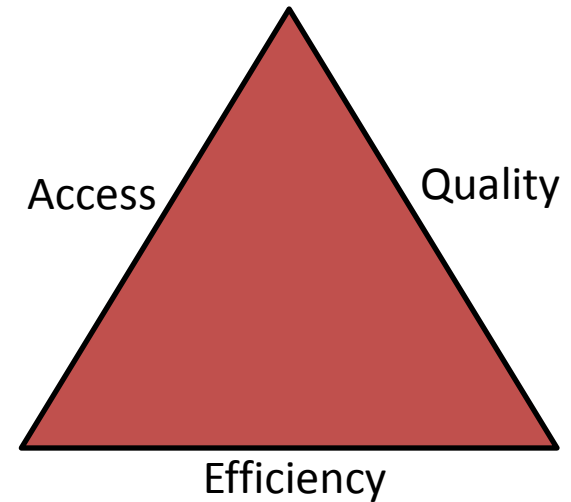


Operational improvements

Interoperability, out of hours,
nurses, federated working

WebGP provides:

- ✓ **Better patient access** to 24/7
 - symptom checking
 - self-help
 - sign posting
 - 111 call back, and
 - eConsults
- ✓ **Better outcomes** through earlier presentation, diagnosis, treatment and the impact of *digital disinhibition*
- ✓ **Better use of practice resources** using self-triage, self-management or use efficient eConsults
- ✓ **Commissioner savings** through lower attendances in urgent care and reducing complications from delayed access



“Finally, my GPs are using technology to save my time...and theirs”

For Full Details see webgp.com