engage**consult**

Top Ten Tips for promoting Engage Consult
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1 **Website & Banner Placement:**

- Ensure the online consultation banner is prominent on the homepage of your website.
- Check that the banner is clearly visible from all mobile devices
- Ensure that there is some text alongside the banner explaining to patients what to use the service for and a link to the 'Patient User Guides'
- Write an article for your website listing the benefits for patients of using the service over the more traditional ways of contacting the practice
- Move your practice telephone contact details from the home page to a 'contact us' page
- Use the EC Patient Portal to add links to other local services, online repeat prescription ordering and for completing your online web forms

2 **Staff promotion:**

Your staff are your greatest asset. The reception and admin teams will have the most daily contact with your patients so use them to promote Engage Consult at every interaction with a patient whose care could have been provided online. Take the opportunity to thank patients for using the application at every interaction.

Ask your staff to help patients to create accounts or submit online forms as part of your total triage process. Consider asking patients who are calling in for telephone triage to create an Engage Consult account and submit an online medical questionnaire before being added to the doctors call back list. This will provide the doctor with useful information before the call-back.

Don't forget there will be a cohort of patients that cannot or will not use online applications, therefore use your staff to help patients to submit their message using 'proxy' access as an alternative option.

3 **Practice Telephone Messages:**

- Ask your senior partner to record your telephone message
- Make the online consultation message clear at the start of your welcome message.
- When giving the website address do this slowly & repeat so patients have time to note the address
- Call queuing message - remind patients to use EC for all admin and medical messages to save them time waiting in a phone queue
- Include in the message advising patients to use EC to send in any admin enquiries

4 **Promotion, Promotion, Promotion:**

- Practice Newsletter
- Add patient user guidance to your website

- Use your TV waiting room media to display messages about the 'new' online consultation process
- Review your waiting room notice boards and walls. Remove outdated material, do a display about online consultation using the EC logos & banners that you have on your website
- Put the EC pull up banner in a prominent position in your waiting area
- If your practice provides patient wifi access add something to the landing page with a link to your website
- Update your new patient information pack with information on the new consultation process
- Don't do one campaign to promote the service, repeat the messages throughout the year as part of your engagement plan

5   Improved Patient Medical Information:

When asking patients to get back in touch tell them to use Engage Consult to provide you with this information. You can also ask patients to use the 'Upload Health Data' option for blood pressure recordings daily if doing hypertension checks rather than patients uploading or bringing in documents.

To encourage your patients to complete the medical questionnaire consider moving the ICE/custom questions to 'after the questionnaire' in Engage Consult settings.

6   Social media:
- Update your practice Facebook page to promote EC
- Post updates on Twitter and LinkedIn
- Start a 'blog' on your website
- Share EHS posts on your practice's social media platforms

7   SMS/MJOG messaging:
Review your registers and send out targeted promotional activity to patients with;
- long term conditions
- a physical disability
- deaf & hard of hearing
- anxiety and stress related illness
- carers

If you are responsible for a care home and their residents then ask them to use EC to send in their clinical messages and use video consultation for MDT/ward rounds or patient consultations.

8   Respond promptly to messages:
Patient satisfaction will ultimately drive use. Doing what it says on the tin i.e. responding more quickly to requests from patients and keeping to the promised times in your response window will all have positive effects on your patients satisfaction. The patient will get the right advice, from the right professional at the right time.

9   Patient Voices:

Engage with your Patient Participation Group as early as possible in your implementation process. Ask if they would help to promote the system; patient testimonials are a powerful way of encouraging others to use the system.

Consider contacting patients from your long term conditions registers or disabled patients who have used EC online for feedback that can be used on your website or practice newsletters.

Support patients who are struggling to use online services to create accounts and sign up to the NHS App, making sending in messages to the practice quicker and easier. Address any patient concerns or problems encountered in using the system quickly.

10   Email Signatures & Letterheads:

- Update your practice email signatures and out of office messages to promote your online consultation.
- Add EC details to letterheads