Bringing a technological revolution to frontline general practice
Technological revolution?

The Iron Triangle

Waiting for the doctor in 1907

Waiting for the doctor in 2014

Technological revolution needs to deliver all three
Why not just encourage GPs to invite email addresses to patients?
• GPs cannot verify patient’s identity so risk disclosing sensitive data
• Limited governance of clinical email e.g. GP response time could be days
• Medicolegally risky for GPs
• Arguably too easy for patients and can lead to banter and supply-led demand
• Elicits history in piecemeal manner and doesn’t optimise data capture
• Email doesn’t close communication loop and requires passwords
• Causes additional work [come + call + click] rather than reducing work [come + call => click]

What about web chat or secure messaging?
• May become more popular but may well increase workload
• Will exclude patients less able to manage passwords and technology
• Great patient access but identity issues, fragmented and clinically risky

What about Skype?
• Logistical issues remain cumbersome
• Will unleash new demand at time when general practice struggling if open to all
• Has a role with niche patient groups
Examples of the 100 symptoms, conditions and scenario questionnaires we created

- 5 in core GP Team
- 30 GP Checkers
- Medical Defence GPs

100 structured history-taking templates
Bringing these tools to any GP practice’s website

Example banner can be linked to any GP website

Register, book appts, repeats, Self-help content and nurse call back

Practice specific identifiers boost patient confidence

Simple flow guide

Commonest conditions on home page

100 more conditions available
Patients are guided through the various options

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

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 to ring you within 1 hour (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 a clinician to call you back
- Book an appointment on 020 7537 1444 (020 7377 7151 out of hours)

Explanatory video on various offers and how e-consults work
Patient friendly language
Options for patients who don't know their condition
Patients select their condition

All Health Conditions

Search by condition or symptom

COMMON CONDITIONS

CONDITIONS A-Z

AREAS OF THE BODY

Roll your mouse over the figures to select the affected area

Head / Neck
They select from the various options presented.
Thank you, Micky. The answers to your consultation have been securely sent to Docklands Medical Centre GPs.

**WHAT HAPPENS NEXT?**
A GP at Docklands Medical Centre will now review your consultation. We will then call you on 07956100000 by 6:30pm on Tuesday 24 June 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 Tuesday 24 June, please contact us on 020 7537 1444 to speak about your recommended treatment.

**WHAT IF I FEEL WORSE?**
If your condition worsens please contact us on 020 7537 1444 as soon as possible.

**I THINK I MADE A MISTAKE ON MY CONSULTATION! WHAT DO I DO NOW?**
Please contact us on 020 7537 1444. One of our staff will be able to update your record.

**FOR YOUR RECORDS:**
We have emailed your consultation answers and your GP's anxiety guide to micky.mouse@disney.com
Patient submits completed questionnaire to the practice generic email box as a GP summary report. Staff then workflow or print e-consult for GP to review.

Triangles highlight positives, key negatives, and free text.

GP report or e-consult takes an average of 2.9 minutes for GPs to process.

- 40% result in prescription
- 20% result in phone consult
- 40% still need to come in
Patient submits questionnaire from their practice website

Admin phone patient to collect prescription or give appointment

GP prescribes, phones or recommends an appointment

Admin print off e-consult or workflow it to the GP

By the end of the next working day

By the end of the next working day
Pilot Results

Did patients use it?
- 36,000 visits in 6 months
- 27,000 unique visits
- 9,000 used self-help
- 18% self-managed avoiding an appt.
- 80% 111 calls closed
- 60% e-consults closed
- Over 2,000 e-consults
- 400 GP hours saved

Who used it?
- 2/3rd < 45
- 1/3rd > 45
- 57% women
- 25% BME
- 28% English Second language
- 11% unemployed

Top 10 symptoms or conditions
- Cystitis (female)
- Depression
- Contraception (restarts)
- Knee pain
- Earache
- Asthma
- Sore Throat
- Rectal Bleed
- Shoulder pain
- Cough

When did they use it?
- Templates by hour of day

Did patients like it?
- 95% patients said website was good or excellent
- 83% FFT recommend

What did GPs think?
- 100% GP confidence
- 83% GPs said good for patients
- 78% GP want in own practice
- E-consults took 2.9 minutes on average
Amplification Effect

For every e-consult
- 5 patients use self-help
- 2 patients use pharmacy advice
- 1 patient requests a nurse call back
- 1 patient uses the symptom checkers

For every 3 e-consults (= 1 appointment)
- 15 patients use self-help
- 6 patients use pharmacy advice
- 3 patient requests a nurse call back
- 3 patient uses the symptom checkers

Up to 10 patients benefit
Up to 30 patients benefit

Supply-led Demand?

We asked patients: *What would you have done if the service hadn’t existed?*

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request of face to face appointment</td>
<td>79%</td>
</tr>
<tr>
<td>Request a telephone appointment</td>
<td>4%</td>
</tr>
<tr>
<td>Gone to walk in centre or A&amp;E</td>
<td>14%</td>
</tr>
<tr>
<td>Nothing, wait and see</td>
<td>3%</td>
</tr>
</tbody>
</table>
Pricing

webGP is being purchased by both GP practices and CCGs
webGP costs vary depending on the number of patients included per annum
Discounts for early adopters and larger purchasers

Platform and Support

1. Creation of bespoke webGP website
2. Maintenance and hosting of website
3. All new versions and upgrades of webGP
4. Training of staff on site or via webinar
5. Patient marketing support (including materials)
6. Helpline for operational and technical issues
7. Dashboard feedback on patient usage patterns.

Return on Investment

• Practices typically gain £2 for every £1 invested (assuming they market effectively to patients).
• CCG purchasers also gain £2 for every £1 invested due to lower urgent care attendees (14% of patients using webGP stated they would have gone to an urgent care setting).
• Return on Investment Calculator available on request.
Five Steps to Going Live

1. **Send us your practice details** using the form on webgp.com and we set up your bespoke webGP website

2. **Notify your medical defence organisation** (MDU, MPS or MDDUS) that you will be using webGP by faxing them the relevant letter/s on webgp.com

3. **We train your staff** in person or via a webinar which takes about 30 minutes with a GP, Practice Manager and Administrator, all at the same time

4. **We integrate webGP into your existing website** by liaising with your existing website designer

5. **We support you in marketing the service** to patients using information and materials we provide you.
Summary
Many talk about how existing general practice is unsustainable but few provide solutions.

webGP provides:

- **Better access** to 24/7 self-help, sign posting, symptom checking, 111 call back and response to an e-consult within 1 working day
- **Better outcomes** through comprehensive history-taking, earlier intervention and impact of digital disinhibition
- **Better use of practice resources** by helping patients self-triage, self-manage or use e-consults
- **Commissioner savings** through lower attendances in urgent care and reducing complications through earlier intervention for minor illnesses