eConsult from webGP
Virtual Clinics in Primary Care

Setting up and Running Virtual Clinics Conference
May 2016
Dr Murray Ellender MRCGP MCEM

www.webgp.com
In the next 20-30 minutes....

• What is eConsult?
• Who are the Hurley Group?
• Constructing a Solution
• Click First Strategy
• Patient Experience
• Practice Workflow
• eConsult example
• Evaluation
• Testimonials
• Price/Features
• Where is this going?
What is eConsult?

- Web based patient triage for General Practice
- Built by clinicians for clinicians
- Use technology to improve patient access, practice efficiency and commissioner value
• London based NHS GP Partnership
• 14 practices with 100,000 registered patients
• 6 Urgent Care services seeing 350,000 patient pa
• 111 and Out of Hours covering 250,000 patients
• Unwell doctors service (Practitioner Health Programme)
• 30 School based health services in Lambeth
We need:
Better Access
Better Health Outcomes
Greater Practice Efficiency
Reduced Commissioner Costs
## Constructing a Solution

### Why not Email/Text or Webcam?

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Econsult is designed to tick all the right boxes

| Econsult | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Reduced Urgent Care | Yes |

### How we construct each Econsult

#### The Team
- Highly accomplished GPs
- 5 authors and 30 reviewers
- Deep user experience input
- Design Council involvement
- Astute programme architects
- Stakeholders - MDU/MPS/MDDUS, HSCIC and NHS Choices

#### The Task
- Create comprehensive history gathering questionnaires on many common general practice issues
- Patient focus e.g. language, tone, simplicity
- Amplify the impact by combing it with self-management options to top-slice appointment demand
Click First Strategy

Via Practice’s own Website

Patient Access
Symptom Checkers
Self Help
Pharmacy Advice
111 Clinician
eConsult Own GP

Tailorable for local services

www.webgp.com
Patient Experience

Beat the queue! Consult our GPs from home

Contact us online about:

- 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

eConsult banner linked to any Practice website
Simple flow guide
Generic templates
Self-help and 111 options
Administrative help

Geared towards enticing patients planning to call or come to the practice in to going online, creating both patient convenience AND practice efficiency
Patient Selects or Searches for their issue

### Common Conditions

- **Allergies**
  - Hay fever
  - Hives
  - Urticaria

- **Breathing problems**
  - Asthma
  - Bronchitis
  - COPD
  - Cold or flu
  - Cough
  - Emphysema
  - Flu
  - Wheezing

- **Ear problems**
  - Earache

- **Eye problems**
  - Conjunctivitis

### Other Sections

- **Search by condition**
- **Search by condition or symptom**
- **Areas of the Body**

Docklands Medical Centre

TELEPHONE: 020 7537 1444
OUT OF HOURS: 020 7377 7151
Patient Self-manages or selects to eConsult

Back pain

I want to help myself
Get information and watch videos about back pain.

I want pharmacy advice
Information about over the counter treatments

I want advice from a 111 clinician
Find out how to get advice from a clinician. The service is available 24/7.

I want treatment and advice from my GP
Consult your GP via a simple online form - we get back to you by the end of the next working day
Learn more about back pain: introduction

Back pain is a common problem that affects most people at some point in their life.

It may be triggered by bad posture while sitting or standing, bending awkwardly, or lifting incorrectly. It’s not generally caused by a serious condition. Find out more about the causes of back pain.

In most cases, back pain will improve in a few weeks or months, although some people experience long-term pain or pain that keeps coming back.

Types of back pain

Backache is most common in the lower back (lumbago), although it can be felt anywhere along your spine, from your neck down to your hips. Read information on neck pain and shoulder pain, which are covered separately.

Sometimes, back pain can be caused by an injury or disease, such as:

- a slipped disc – when one of the discs in the spine is damaged and presses on the nerves
- sciatica – irritation or compression of the sciatic nerve, which causes pain, numbness and tingling that travels down one leg
- whiplash – neck injury caused by a sudden impact
- frozen shoulder – inflammation around the shoulder that causes pain and stiffness
- ankylosing spondylitis – a long-term condition that causes pain and stiffness where the spine meets the pelvis

The rest of this information will focus on back pain that doesn’t have an obvious cause. Doctors call this “non-specific back pain”.
Patient Self-manages or selects to eConsult

Back pain

Getting treatment for your back pain

Find Your Nearest Pharmacy  About  NHS choices

postcode  Find  Reset

Treatments for back pain vary depending on how long you have had the pain, how severe it is, and your individual needs and preferences.

Short-term back pain

Initially, back pain is usually treated with over-the-counter painkillers and home treatments. Most people will experience a significant improvement in their symptoms within six weeks.

Keep moving

It used to be thought that bed rest would help you recover from a bad back, but it's now recognised that people who remain active are likely to recover more quickly.

This may be difficult at first if the pain is severe, but try to move around as soon as you can and aim to do a little more each day.

Activity can range from walking around the house to walking to the shops. You will have to accept some discomfort but avoid anything that causes a lot of pain.
Patient Self-manages or selects to eConsult

NHS 111 Service

111 is the NHS non-emergency number. It’s fast, easy and free. Call 111 and speak to a highly trained advisor, supported by healthcare professionals. They will ask you a series of questions to assess your symptoms and immediately direct you to the best medical care for you.

NHS 111 is available 24 hours a day, 365 days a year. Calls are free from landlines and mobile phones.

When to use it

You should use the NHS 111 service if you urgently need medical help or advice but it’s not a life-threatening situation.

Call 111 if:
- you need medical help fast but it’s not a 999 emergency
- you think you need to go to A&E or need another NHS urgent care service
- you don’t know who to call or you don’t have a GP to call
- you need health information or reassurance about what to do next

For less urgent health needs, contact your GP or local pharmacist in the usual way.

If a health professional has given you a specific phone number to call when you are concerned about your condition, continue to use that number.

For immediate, life-threatening emergencies, continue to call 999.

How does it work?

The NHS 111 service is staffed by a team of fully trained advisers, supported by experienced nurses and paramedics. They will ask you questions to assess your symptoms, then give you the healthcare advice you need or direct you straightaway to the local service that can help you best. That could be A&E, an out-of-hours doctor, an urgent care centre or a walk-in centre, a community nurse, an emergency dentist or a late-opening chemist.
Patient Self-manages or selects to eConsult

Consult your GP

Back pain

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?

Need to order a repeat prescription instead? Call us on 020 7735 7918 or find out more on our main website.

Before you begin, please tell us:

Is the issue you wish to consult about an immediate emergency?

- Yes  - No

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

- Yes  - No

Is Hurley Clinic your usual surgery?

- Yes  - No

Take a consultation

Other ways to get help:

- Find out how to deal with back pain
- Check if your pharmacist can help
- Get advice from a 111 clinician

www.webgp.com
Consult your GP: About You

Back pain

Name *
Micky
Mouse

Gender *
Male

Your date of birth *
01 01 1950

Please verify your home address *
1 Main Parade

Contact phone number *
02071234567

Email address *
micky.mouse@disneytown.com

I'd like to help my doctors improve this service by taking a short survey, which will be emailed to me.

Next step ↩
Consult your GP: Your Expectations

Back pain

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

During a recent house move I've managed to hurt my back. I would like advice and treatment to enable me to move freely without the aches and pains I'm experiencing at the moment.

321 characters remaining

How much is this bothering you?

Quite a bit, I've been in pain for most of the day for the last couple of weeks.

424 characters remaining

Have you tried anything for this in the past?

- Yes  - No

Are you trying anything now?

- Yes  - No
Consult your GP: Your Condition

Back pain

Have you injured your back?

- Yes
- No

Please describe your injury (when and how did this injury happen and was it triggered by any heavy lifting, sport, twisting action, etc):

I first noticed the pain after lifting some heavy boxes during a house move. The pain started later in the evening.

381 characters remaining

Do you currently have back pain?

- Yes
- No

Would you describe your back pain as upper or lower back?

- Upper
- Lower

How would you rate your back pain on a scale of 1-10 (1 being the least painful and 10 being the most painful)?
Red-Flag questions are embedded in each questionnaire to intercept patients with serious symptoms and direct them to take urgent action immediately.
Consult your GP: Your Health

Back pain

Do you have any other medical conditions, e.g. gastric ulcer, asthma, heart disease, liver disease, deep vein thrombosis (DVT)?

☐ Yes  ☐ No

Are you taking any prescribed drugs not related to this condition?

☐ Yes  ☐ No

Are you taking any other drugs, e.g. over-the-counter medication from your pharmacist?

☐ Yes  ☐ No

Please provide more details:

Ibuprofen Gel

487 characters remaining

The information in this section will help your GP understand your general health.

Are my details kept safe? Your data remains confidential. It is not stored on the internet or shared with others.

Other common questions about online consultations.
Consult your GP: Confirmations

Back pain

- I am able to swallow tablets
- If offered a prescription, I will read the patient information leaflet which comes with the treatment. This includes details of side effects and how to take the medication
- I understand that the practice will leave a voicemail message or email me if I cannot be contacted by telephone
- Any medication I may be prescribed will be for my own use and not for anyone else

FOR YOUR RECORDS (OPTIONAL)

- Please email me a copy of my consultation answers
  Send my answers to mickey.mouse@disneytown.com
- Please email me a copy of my GP’s guide to back pain
  Send the guide to mickey.mouse@disneytown.com
Thank you, Mickey. The answers to your consultation have been securely sent to Any Medical Practice GPs.

WHAT HAPPENS NEXT?
A GP at Any Medical Practice will now review your consultation. We will then call you on 02071234567 by 6:30PM on Friday 16 October 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.

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 Friday 16 October, please contact us on 011 2222 3333 to speak about your recommended treatment.

WHAT IF I FEEL WORSE?
If your condition worsens please contact us on 011 2222 3333 as soon as possible.

I THINK I MADE A MISTAKE ON MY CONSULTATION! WHAT DO I DO NOW?
Please contact us on 011 2222 3333. One of our staff will be able to update your record.

FOR YOUR RECORDS:
We have emailed your consultation answers and your GP’s back pain guide to mickey.mouse@disneytown.com.
eConsult example

Docklands Medical Centre

Online consultation request from Mickey Mouse (Male, Age 48) for Back pain

**DOB:** 11-10-1967  
**Phone:** 0123456789  
**Email:** mickeymouse@disney.com  
**Address:** 1 Parade Road, Disneyland, DIS N3Y

Mickey is expecting a response by 18:30 on Wednesday 21 October. A same day response is best.

### Patient's Expectations:

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

  - The patient said: "During a recent house move I've managed to hurt my back. I would like advice and treatment to enable me to move freely without the aches and pains I'm experiencing at the moment."

- How much is this bothering you?

  - The patient said: "Quite a bit, I've been in pain for most of the day for the last couple of weeks."

- Have you tried anything for this in the past?

  - No

- Are you trying anything new now?

  - No

- Is there any particular treatment you would like to try now?

  - No

### Patient's Condition:

- Have you injured your back?

  - Yes

- Please describe your injury (when and how did this happen and was it triggered by any heavy lifting, sport, twisting action, etc.)

  - The patient said: "I first noticed the pain after lifting some heavy boxes during a house move, and the pain started later that evening."

- Do you currently have back pain?

  - Yes

- Would you describe your back pain as upper or lower back?

  - Lower

- How would you rate your back pain on a scale of 1-10 (1 being the least painful and 10 being the most painful)?

  - 8

- Please describe your symptoms.

  - The patient said: "Spasm like feeling in lower back when making excessive movements."

- How long have you had these current back symptoms?

  - 1-4 weeks

- Does your back pain wake you up at night?

  - Yes

- Are you able to walk without assistance?

  - Yes

- Are you confined to bed as a result of your back pain?

  - No

### Mickey's Answers End Here. Next Steps:

- You can offer this patient a prescription and ask reception to inform the patient

- You may signpost to an alternate service via reception (e.g. pharmacy)

- You may wish to telephone the patient to close the consultation

- You may ask reception to book an appointment with GP or nurse

**Share your feedback with our Medical Director Dr Mark Ashworth at webgp@nhs.net**

Online consultation request from Mickey Mouse (Male, Age 48) for Back pain  
Page 2 of 3  
www.webgp.com
Practice Workflow

Symptom checkers → Self-help videos and articles → Sign-posted content → NHS 111 → eConsult

No Action Required → No Action Required → No Action Required → No Action Required

Average 2.9 mins per eConsult

Call Patient back → 20% Telephone Consultation → Clinician reviews eConsult report → Task for Clinician

40% Offered Prescription → 40% Offered Appointment

60% Managed remotely

Admin monitor shared mailbox for eConsult reports
Benefits from the Pilot

- Improved Access
- Better Health Outcomes
- Increased Practice Efficiency
- Commissioner Savings

6 Months
133k Patients
20 Practices
10 CCGs
Improved Access

Popular with patients
36,000 website visits
27,000 unique IP addresses (1 in 5 of patients in the pilot)
2,000 eConsults analysed
1/3 used self-help info
2/3 women
2/3 18-45 years
25% Black and ethnic minorities
11% unemployed

Patient feedback overwhelmingly positive
Inclusive model with no usernames or passwords required
Easy to understand – 95% rated their experience as Good/Excellent
83% would recommend to friends and family
Mon-Fri > Sat-Sun
Peak usage at 9am, 2pm & 8pm
33% of use from mobile devices
Better Health Outcomes

Health Outcomes

• Top 10 conditions: cystitis (female), depression, contraception, knee pain, earache, asthma, sore throat, rectal bleeding, shoulder pain, cough
• Patients being given online resources and eConsults means treatment starts sooner than waiting for an appointment
• Digital disinhibition meant certain conditions presented sooner e.g. mental and sexual health, rectal bleeding
• eConsults widely accepted as comprehensive history gathering questionnaires by both doctors and patients
• GPs had a better understanding of the history before consulting those patients who did need a phone call or face-to-face appointment
Increased Practice Efficiency

Better use of Practice Resources

• eConsult redirects some patient requests for appointments into online self-management options.
• Patient demand routed more efficiently using an asynchronous GP analysis of the structured patient history.
• Over 1/3rd of patients use the self-help tools on the website and 18% of them self-managed an issue for which they had planned to see a GP.
• Doesn’t fuel supply-led demand - only 3% of eConsults were for conditions the patient didn’t plan to present.
• A 7,000 list practice typically receives 5 eConsults per day taking the GP under 3 minutes each to triage or close.
• 60% of eConsults did not require an appointment and of those that did, 15% were diverted to the practice nurse.
• Benefits of future learning - for every eConsult received a further 9 interactions occur with self-help tools.
• 100% of GPs found eConsults easy and intuitive to use.
Testimonials

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
Testimonials

What practices say...

eConsult 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 Kadircamar 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 eConsult if further assurance is required. Feedback from patients using it 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

Media coverage
Pricing/Features

- **63p** per registered patient per annum
- £200 of patient promotional material per practice included
- GP Web Solutions website for each practice included (or integrated in to the existing practice website)
- Remote Deployment
- 1-2-1 Remote Training (if required)
- 24/7 Telephone & Email Support
- Continual Product Development
- Continual Maintenance
- Secure Hosting
- CQC Registered
- Content powered by NHS Choices
Future Developments

Better Content
• Pre-appointment and follow-up templates

Better Feedback
Pop-up, post-eConsult and patient surveys feed an automated dashboard for practices and commissioners to log-in and review

Interoperability with all Clinical Software Systems
• eConsults sent directly into workflow manager in EMIS Web
• Read coding of data e.g. smoking and alcohol status

Other applications
• ED and UCC versions of eConsult
• Out-patient eConsult for Secondary Care

Long term conditions app
• Links to wearable technology
• Captures biometric data
• Piloting with hypertension from May 2016 in one of our London practices
Summary

Many talk about how existing general practice is unsustainable but few provide real solutions...

- Better access
- Better outcomes
- Better use of practice resources
- Commissioner savings

Now live in 240 practices across 33 CCGs in the NHS
Available to 2.1 million patients

www.webgp.com
Thank you

murrayellender@nhs.net

@webgphealth @emishealth