Improving patient access, health outcomes and efficiency in general practice
We need a technological revolution

The Iron Triangle

Access  Quality  Efficiency

Technological revolution needs to deliver all three

Royal London waiting room in 1907

GP waiting rooms..... today
Available Options

Why not email?
- Governance issues e.g. response time
- Cannot identify the patient?
- Communication loop not closed
- Suboptimal data capture

Why not webcam?
- Logistical challenge
- Increases workload and supply-led demand

Why not webchat?
- Medicolegally indefencible

So, how do we create a secure, efficient and clinically safe way for us to electronically communicate with our patients for advice or treatment?
Pilot in 2013/14
133,000 patients
20 practices
10 CCG areas
6 months data

Existing model of general practice delivery

Click first strategy

No work for the Practice

Less work for the Practice

Patient journey to general practice

COME

CALL

Online Transactions

Registration, appointment booking, repeat medication

Written content

Self-help

Symptom Checkers

Video content

Sign post

Pharmacy

Online CBT

111

eConsult

100 common symptoms, conditions or scenarios

CLICK?

Click first strategy

No work for the Practice

Less work for the Practice
TRADITIONAL DELIVERY MODEL – call or come to the practice

Click first strategy

NEW DELIVERY MODEL – encourages use of alternatives

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

written/video self-help info

Symptom Checkers

Sign-post e.g. pharmacy

24/7 call to a 111 clinician

eConsult your own GP

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

1. Patient self-manages or completes condition-based questionnaire online
2. Answers are converted into a GP report that highlights key points for the GP (eConsult)
3. GPs review hard or soft copy and then prescribe, phone the patient or recommend an appt.
4. Reception notify patient of outcome before the end of the next working day
Beat the queue!
Consult our GPs from home

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

Or choose from 100 common conditions

- 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

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

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

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
Patients select their condition

Search box steers which questionnaires we create next.
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?

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

Is Docklands Medical Centre your usual surgery?

Take a consultation
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 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.
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

As seen in

THE TIMES  THE SCOTSMAN  BBC  The Telegraph

webGP
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

<table>
<thead>
<tr>
<th>ROI Calculator</th>
<th>Pilot Results</th>
<th>Calculator</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>List Size</td>
<td>132,500</td>
<td>6900</td>
<td>&lt;= Enter total patients in yellow box</td>
</tr>
<tr>
<td>Website hits</td>
<td>72,000</td>
<td>3,749</td>
<td>Based on pilot uptake (higher if marketed more effectively)</td>
</tr>
</tbody>
</table>

## SAVINGS TO A PRACTICE PURCHASER

Reduction in demand for appointments through:

<table>
<thead>
<tr>
<th></th>
<th>Reduction in demand for appointments through:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patients who self-manage</td>
<td>4,406 229 One third of web visitors used self-help tools and 18% self-managed</td>
</tr>
<tr>
<td>Patients who use 111</td>
<td>2,390 124 Users closed by 111 rather than coming to surgery</td>
</tr>
<tr>
<td>Net saving from patients using eConsults</td>
<td>3,943 205 Net saving recognises clinical time dedicated to processing eConsults</td>
</tr>
<tr>
<td>Total Appts Saved pa</td>
<td>10,739 559</td>
</tr>
<tr>
<td>Financial impact of reduced appts requested</td>
<td>£204,049 £10,626 Assuming each GP appt costs the practice £19</td>
</tr>
<tr>
<td>% eConsultors who attend but see nurse rather than GP</td>
<td>15% 15%</td>
</tr>
<tr>
<td>Financial impact of diversion to nurses</td>
<td>£14,097 £734 Only saved if practice employs more nurses and less GPs</td>
</tr>
<tr>
<td>Total saving to practice</td>
<td>£218,146 £11,360</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Savings to Commissioner</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of patients who planned to attend urgent care</td>
<td>14% 14% Assumes 75% would have come</td>
</tr>
<tr>
<td>% of patients who would have actually gone</td>
<td>10.5% 10.5%</td>
</tr>
<tr>
<td>Urgent care attendees avoided</td>
<td>7560 394</td>
</tr>
<tr>
<td>Cost per Urgent Care attendance</td>
<td>£54 £54</td>
</tr>
<tr>
<td>Total savings to Commissioner</td>
<td>£408,240 £21,259</td>
</tr>
<tr>
<td>Cost per patient of WebGP pa (inc VAT)</td>
<td>£0.75 £0.75</td>
</tr>
<tr>
<td>Cost of WebGP pa</td>
<td>£99,375 £5,175</td>
</tr>
<tr>
<td>Net saving to commissioner purchaser</td>
<td>£308,865 £16,084 ROI = 3.1</td>
</tr>
</tbody>
</table>

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)
### Patient feedback

#### Satisfaction

- Very satisfied: 25.00%
- Fairly satisfied: 56.25%
- Neither satisfied nor dissatisfied: 12.50%
- Very dissatisfied: 6.25%
- Neither satisfied nor dissatisfied: 6.25%

#### Friends and family recommendation

- Very satisfied: 25.00%
- Fairly satisfied: 56.25%
- Neither satisfied nor dissatisfied: 12.50%
- Very dissatisfied: 6.25%
- Neither satisfied nor dissatisfied: 6.25%

### Staff feedback

**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.

### Table

<table>
<thead>
<tr>
<th>Practice</th>
<th>List Size</th>
<th>Days Live</th>
<th>Visits to Date</th>
<th>Users to Date</th>
<th>Sign Post</th>
<th>111 Page</th>
<th>Self-Help</th>
<th>Pharmacy</th>
<th>Consultations</th>
<th>Approx Appointments Saved</th>
<th>Approx Saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essex</td>
<td>21000</td>
<td>-</td>
<td>3357</td>
<td>2999</td>
<td>900</td>
<td>600</td>
<td>1620</td>
<td>1115</td>
<td>702</td>
<td>345</td>
<td>£12600</td>
</tr>
<tr>
<td>Robert Frew Surgery</td>
<td>7000</td>
<td>45454</td>
<td>1357</td>
<td>999</td>
<td>300</td>
<td>200</td>
<td>540</td>
<td>356</td>
<td>234</td>
<td>115</td>
<td>£4600</td>
</tr>
<tr>
<td>Deal Tree Health Centre</td>
<td>7000</td>
<td>45454</td>
<td>1357</td>
<td>999</td>
<td>300</td>
<td>200</td>
<td>540</td>
<td>356</td>
<td>234</td>
<td>115</td>
<td>£4600</td>
</tr>
<tr>
<td>Tile House Surgery</td>
<td>7000</td>
<td>45454</td>
<td>1357</td>
<td>999</td>
<td>300</td>
<td>200</td>
<td>540</td>
<td>356</td>
<td>234</td>
<td>115</td>
<td>£4600</td>
</tr>
</tbody>
</table>
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

“For Full Details see webgp.com”