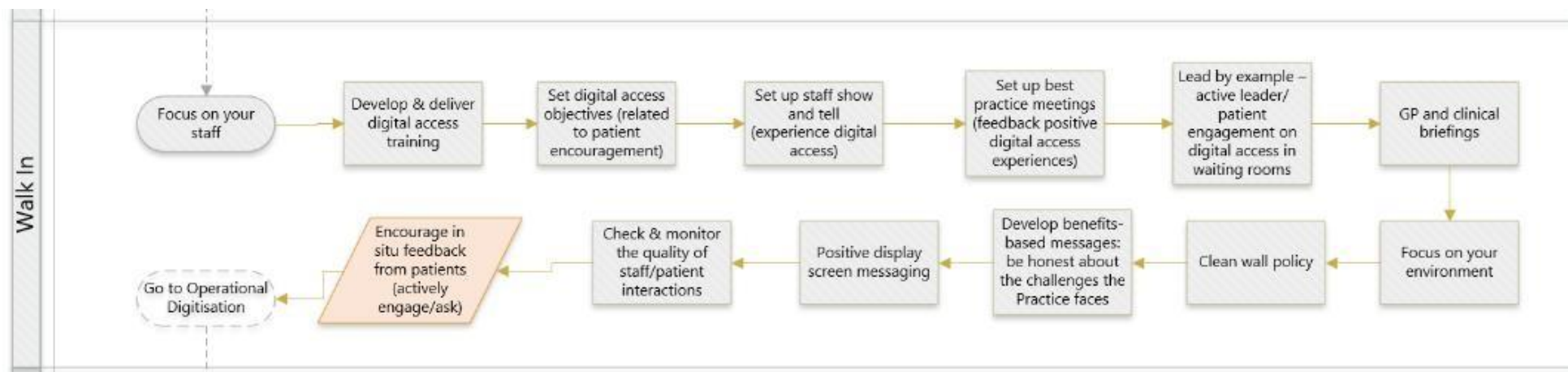


Walk In

Considering walk-in as part of the digital approach is important as this is of course the time when practices have the potential to make a significant impression. Whether walking in to make an appointment or to attend one, patients are open to messaging from the moment they walk through the door.



Process 13. The Walk-in Opportunity

Quick Check: What is it like to walk into a clinical reception area?	Yes	No
Does the organisation welcome walk-in's and take the opportunity to engage with patients about the wider digital offer?		
Are waiting room communications of high quality and encouraging a digital curiosity amongst patients?		
<i>Answered no to any question? Consider making some changes</i>		

Walk In

Helping staff to support corporate messaging about digital

- ✓ Recognise that reception staff work in a stressful environment and support them, so they feel positive – negativity, frustration, stress, and anger rarely translate into positive service standards.
- ✓ Train teams well on digital – give them the confidence to talk to patients about digital access alternatives.
- ✓ Set objectives – make the promotion of digital access a part of their job
- ✓ Encourage staff to try digital services themselves – create advocates and problem solvers; consider show and tell sessions
- ✓ Share best practice and praise at team meetings.
- ✓ *Have a go* – show the team that even leaders can promote digital, by taking the time to engage with patients in a non-clinical way about their use of digital solutions
- ✓ Make sure clinicians and GPs are on-point – able to continue the messaging and encourage those patients who have refused online consultations to do so

Using waiting room messaging to reinforce patient choice

- Use screens to convey the benefits of digital.
- Minimise messaging – try to avoid unnecessary posters and unprofessional homemade content.
- Keep messages to a designated area.
- Focus on the benefits of change (e.g., that the NHS App could be quicker and easier for the patient)