

Web Access Matrices Simplified Score

	Positive Matrices	Y/N	Detracting Matrices	Y/N	Standard Score			
Basics	Make your website welcoming to all by:		Less successful websites will have:					
First impressions really do matter – they set the scene for the total healthcare experience. A calm, well ordered familiar and easy to use website makes all the difference	Using a clear (ideally NHS approved) font for all text		Excessive medical & operational jargon		All Positive	More Positives than Negatives (but not all)	More Negative than Positive (But not all Negative)	All Negative
	Making sure there is a clear contrast between text & background (dark text on light background)		Over-use of colour, bold, capitalisation & punctuation – giving an aggressive impression of Practice to patient relationships					
	Easily navigable menu		Poorly selected, mixed fonts					
	Easy to read & understand		Reactive & badly considered messages (especially in response to emergency issues)					
	Clear indications that the user is in the right place		No form of quality or content checking in place					
	Promote the benefits of self-help, self-service		Overly complex menus					
	Promote the benefit of online consultation & other tools that help Practices to manage demand		No content management at all (everything added to the front page)					
	Content is to the point		Sentences exceeding 20 words					
	Short words over long - e.g., “have” or “get” instead of “experience” in phrases like “if you experience headaches”		Unbroken text without sub heading and bullet points					
	Language is active: the active voice = “find a pharmacy” rather than “a pharmacy can be found”.							

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Context	To set the context:	Websites that don't set context well will:					
<p>Adding context to your PCN website can be helpful in gaining support for new ways of working, such as asking patients to book online, to book directly into an MSK service or to visit the pharmacy. If you are changing the way you manage your 'phone calls, scene-setting can make all the difference too - it's easier to accept a receptionist asking you questions, being navigated, telephone triage or video appointments, if you know it is going to happen in advance.</p>	Take time to explain how your service works	Adopt an aggressive tone					
	Say why you are doing it the way you are	Let the frustration of operational pressures overflow into the website					
	Be open about the demand challenges you face	Make unrealistic demands on the patient					
	Ask for patients to support you and those in greatest need by doing their bit for the NHS	Offer overly complex explanations					
	<p>Give patients tangible things they can do to help you – 'book online'; 'contact us at quieter times for non-urgent issues, such as Wednesday mornings' or 'if you can, please avoid our busiest times, which are...'</p> <p>Consider using nudge theory like to do as others (in this context)</p>						



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Accessibility	Good accessibility:	Poor accessibility:						
Good websites will welcome everyone & be accessible to all. Websites should be designed with this in mind from the outset, with specific adaptations to support those with additional needs	A floating accessibility toolbar that allows users to adjust the font size, screen colours/contrast, text spacing, line spacing, the cursor size, & to control animations, change saturation and select dyslexia-friendly layouts.	Gives no consideration to those with additional needs			All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	An option to translate into other languages	Is limited in its approach						
	Easy to find, high contrasted buttons to activate accessibility settings	Is untested (even if a website does have an access toolbar, check that it works correctly too)						
	Zoom up to 300% with text staying visible on the screen, and most images scaling without resolution loss	Isolates patients						
	Allow users to navigate most of the website using a keyboard							
	User can listen via read aloud software							
	User can access the website even if JavaScript is switched off							
	Be written to a reading age standard of 12 years accept where medical terminology cannot be avoided							
	Not require the user to access excessive amounts of PDF or other files							

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Quality of Content	Good Quality is:	Poor quality is:					
<p>Quality is all about having access to good writers and a strong sign off process – content discipline is crucial.</p> <p>The NHS provides helpful content guidelines: https://www.nhs.uk/our-policies/content-policy/ https://service-manual.nhs.uk/content/standard-for-creating-health-content</p>	Content is up to date.	Spelling & grammar errors		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	A consistent content policy	Inaccurate content					
	Consistent voice and tone	Low grade images					
	Conduct annual reviews to ensure your site is still meeting expectations, standards and relevancy	Difficult to navigate web pages					
	An evident process for dealing with emergency or short term messaging that you may want to upload to your website	Unexplained or badly explained tools such as Apps or online consultation channels					
		Inconsistency of tone & voice					
		Operational pressures/frustrations spilling into website content					
		Demanding or bossy language					
		Overuse of punctuation, bold & capitalisation (feels shouty)					
		Out of date content					
		An approach that isn't inclusive					
		Website that sits in isolation of other channels					
	Non-compliance with contractual requirements						

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Local Practice Branding/Setting	Make sure you:		Less successful centralised websites:					
<p>A centralised website, with Practice websites, does not mean compromising on the local look & feel of your content. If set up correctly, patients should still access the website through Practice-specific URLs/landing pages & not notice when they drop onto centralised pages.</p>	Have appropriate visuals, maps & directions to confirm your Practice identity		Make it hard for users to seamlessly navigate between central & local content		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	Don't have centralised content that isolates any particular Practice or cohort		Don't tell the user where they are or have visual cues to build user confidence					
	Keeps content concise & relevant to what local patients need, let the bigger site do the heavy lifting		Have multiple online tools/solutions which differ by Practice					
	Make it easy for a patient to navigate back to your Practice Pages when they are on the centralised pages		Have different writing voice/tone in each of the Practice areas					
	It is clear which service, solution or page a patient is using at any one time							



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Online Tools	Good:	Poor use of online tools is when:					
<p>In an ideal world, PCNs would have one online consultation tool, procured & managed centrally – however, this isn't always possible, so make sure patients can clearly recognise which tool they need & check that they are using the right one.</p>	<p>If you are running a PCN campaign (e.g., balance clinic) use your full website capability to allow patients to book on line</p>	<p>The tools look like an after thought on the website</p>		<p>All Positive</p>	<p>More Positives than Negatives (but not all Positive)</p>	<p>More Negative than Positive (But not all Negative)</p>	<p>All Negative</p>
	<p>Don't redesign that which already exists – the NHS symptom checker & the NHS App being the two most obvious tools to promote which are centrally controlled to an NHS standard, saving you time & effort.</p>	<p>Multiple clicks are needed to access the tools</p>					
		<p>The tools are hard to find on the website – even if you know they are there</p>					
		<p>The tools are not understood or promoted by staff (including clinicians) or via other channels</p>					
		<p>Users cannot easily navigate between tool and website</p>					
		<p>There are multiple solutions, that do the same thing (such as historical systems that haven't been switched off)</p>					
		<p>It is not clear what a tool does or the benefit it brings is not explained</p>					
		<p>There is cross-over functionality between the tools & the patient doesn't know which to use</p>					
		<p>Tools are cumbersome, with too many questions, too difficult to use or require too much of the patient's time</p>					
	<p>The way you use a tool changes unpredictably (e.g., switching online consultation on/off to try to manage demand)</p>						

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<p>Nothing about the way you communicate with your patients should be about forcing them down a particular route – this will just create resentment & frustration, which could spill into the Practice environment.</p>	<p>Think about channel choice – where you encourage those ‘who can’ to ‘do so’ & those with ‘less urgent needs’ to take ‘less direct routes to care’.</p>		<p>Don’t instil confidence, so the patient picks up the ‘phone instead</p>		<p>All Positive</p>	<p>More Positives than Negatives (but not all Positive)</p>	<p>More Negative than Positive (But not all Negative)</p>	<p>All Negative</p>
	<p>Accept and enable patients who, despite being digitally savvy, will have times when they ring or walk-in for practical reasons or reassurance.</p>		<p>Don’t explain their own benefits</p>					
	<p>Encourage uptake of self-help, self service, symptom checkers, Apps & online consultation by making these more prominent on the website.</p>		<p>Are not presented together or consistently across the website</p>					
	<p>Sell the benefits of each channel, (e.g., we will text you an appointment, a few taps for repeat prescriptions, no need to wait in a call queue, order at any time of the day)</p>		<p>Require too much effort by the user – too many questions, clicks</p>					
	<p>Consider a communications channel banner – allowing the patient to click-through to the information they need from any page. Order these so that digital channels are first & obvious</p>		<p>Are not positioned with patient safety in mind (especially response timescales & clear explanations about what they are not suitable for)</p>					
	<p>On explanation pages (e.g., how are online consultation works) include call-to-action buttons such as “try it now”.</p>		<p>Make the telephone numbers too hard or impossible to find - Force the patient down a particular path, regardless of suitability</p>					
	<p>Remember, you still need to offer a telephone service, but when people look for the number to call you can promote other options too (see positioning below)</p>							

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Self Help & Self Service	Self-help & self-service options to consider:		Poor self-help & self service options:					
<p>Self-help & self-service are a very effective way of deflecting demand – especially if such services are available 24/7. As with all other online tools, there is real value in making self-help/serve options prominent on your website – again, explain the benefits.</p>	NHS App		Are out of date		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	NHS symptom checker		Lack well managed content					
	Pharmacy appointment bookers		Are hard to use					
	MSK provider services		Don't feel relevant to the user					
	Third party counselling appointment bookers		Are unsafe					
	Vaccination booking services		Cause further anxiety					
	Mid-wife diaries		Drive the wrong behaviour (e.g., going to A&E unnecessarily)					
				Don't help you deflect demand, where there is no need for a patient to see a clinician				



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Images	Good website images:	Website images should never contain:					
<p>With imagery, the adage of 'less is more' applies. Images should always be of good quality, genuinely local to the site in question & avoid stock content where possible. Mobile 'phone images can be a low cost, efficient way of illustrating a live event or to capture the positivity of an event. These are best kept to social media channels & shouldn't be the backbone of your website. If you use mobile 'phone images on keep the volume down & standards up.</p>	Reinforce your messages (especially in campaigns)	Patient identifiable information such as on-screen records, printed notes or even notes made by staff in the course of their daily work		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	Confirm information (such as location, directions, where to wait)	Traceable, in-direct numbers such as patient ID's					
	Illustrate particular points (such as hazards & access challenges)	Staff identifiable information, including vehicle number plates					
	Help users to find or do (on the website or in the real world)	Internal contact numbers such as those regularly posted on noticeboards					
	Encourage behaviours (so that users can associate with the ask)	Overly commercialised images provided by one of your commercial partners that could infer NHS endorsement					
	Are inclusive & representative of your patient cohort	Low grade, blurry, overly dark, rushed pictures (e.g., from mobile 'phone) unless highly targeted (e.g., to show centralised flu clinic going live as part of a social media/wider awareness campaign)					
	Do not exclude by inference (e.g., only young people booking appointments online)	Avoid colour-washed images					
	Are positive & realistic	Avoid images with text over the top					
		Avoid pictures as page backgrounds					
		Try not to use (or at least over-use) stock images which are impersonable & detach the user from you					
	"Meet the team" headshots & avatars are hard to maintain (and often incomplete)						

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NHS Design Principles	The headline principles are:		Less effective websites:				
<p>Following the NHS Design Principles ensures a consistent & inclusive approach to web design: https://service-manual.nhs.uk/design-system/design-principles They help you to get the best out of your digital design opportunity.</p>	Put people at the heart of everything you do		Don't feel relevant to the audience		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)
	Design for the outcome		Don't represent the Practice, local PCN-wide services or clinical community				
	Be inclusive.		Aren't a place for patients to go to find the information they need				
	Design for context		Are static and don't evolve over-time, so become out of date				
	Design for trust		Are too complex & so push the patient towards familiar routes that are perceived to be easier (such as picking up the 'phone)				
	Test your assumptions		Aren't tested with the audience or for functionality				
	Make, learn, iterate		Don't help patients to achieve an outcome				
	Do the hard work to make it simple						
	Make things open: it makes things better						

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GP Website Best Practice	Key Principles:		Less effective websites might:					
<p>There is an increasing amount of good quality guidance on web design across the NHS and it makes sense to follow the principles closely: https://www.england.nhs.uk/long-read/creating-a-highly-usable-and-accessible-gp-website-for-patients/</p>	Understand who uses your website, why & what they need		Plough their own path, preferring not to take account of best practice or to take account of other people's learning		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	Agree how to manage content & keep it up to date		Have less flexible procurement arrangements, leading to less control of look, content, useability & design					
	Adopting the NHS look & feel		Not meet the access needs of their patients					
	Managing suppliers well		Be corporately or operationally orientated, rather than focussed on the patient experience					
	Testing your site correctly		Not feel part of the NHS					
	Committing to accessibility		Fail to meet their contractual obligations					
	Procuring well							
	Designing a well organised, navigable site, focussed on patient need							
	Meeting your contractual requirements							

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Campaigns & Seasonal	It would be expected that:		Less successful websites:					
Websites have an important role to play in campaign messaging, especially where they are delivered PCN-wide or by other centralised means.	Content is up to date (& removed when no longer required)		Fail to take down out of date content		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	You confirm & give reassurance of key details (photos can help here)		Don't put clear & easy to read information on the website in good time or aligned to other message releases					
	Directions & instructions are available		Don't think about the demand impact of a campaign on traditional channels & so don't contain all the information or facilities patients need to transact independently					
	The website facilitates the process of booking, amending & cancelling (taking demand away from Practice telephones)		Success of your website campaign will also be limited if your staff (including clinical) have not been briefed – if they don't know about something, they can't promote or reinforce the messages					
	Confirms all the information patients need (to prevent unnecessary contacts into Practices)							
	Content evolves as your operation does (if something changes, this is updated on the website)							

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Patient Engagement	Ask you Patient Participation Group to:		Poor website solutions:					
<p>Patient engagement remains a critical part of all that we do across the NHS with website design & continuous improvement being included in this.</p>	<p>Review your website wireframe (the map of your website and how it will work/link together)</p>		<p>Have not involved their audience in the creation, content & continuous improvement process</p>		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	<p>Feedback on content</p>		<p>Don't show how & where engagement took place, what was said & how the PCN/Practice reacted</p>					
	<p>Create content</p>							
	<p>Test accessibility</p>							
	<p>Review website performance data</p>							
	<p>Review & support/promote seasonal & targeted campaigns</p>							
	<p>If you run a centralised PCN website model, you should use some of your centralised PCN pages to show how you engage with patients, what they've said & how you have responded.</p>							



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Contractual Content	Meetings contractual content requirements:		A poor website:					
The NHS provides full GP Practice website contractual requirements here: https://www.england.nhs.uk/long-read/creating-a-highly-usable-and-accessible-gp-website-for-patients/#part-4-contractual-requirements-of-a-gp-website	Contact details, opening times & named GP		Makes no attempt to meet it's compliance obligations or fails to do so in significant areas		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	Practice leaflet		Doesn't integrate compliance into the working framework of the offer					
	GP earnings		Doesn't take a proportionate approach, relative to the main functioning of the site – for example giving GP earnings the same prominence as making an appointment					
	Accessibility		Applies the letter of the law, ignoring the spirit when doing so prevents an enhanced patient experience from being offered					
	Patient registration & managing personal details							
	Online access & self-service							
	Repeat prescription & pharmacy nomination/services							
	Legal advice & requirements, including data protection							
	Performance & patient feedback							

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Communication Channels	Each communication channel should support and reinforce the others:	Less successful websites:						
Websites need to form a part of your total Patient Access Strategy so you should know what you expect them & the other channels to achieve.	Use your 'phone queue and on-hold messages to promote the website and online tool benefits. "Dr Popular" (a senior or well known GP recording an informal message for the 'phones, where they introduce themselves & then suggest tangible things patients can do) is an effective option here		Sit in isolation of the rest of your PCN/Practice offer		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	Use your waiting room screens to promote website, App and online consultation benefits		Don't form part of a considered communication strategy					
	Make use of Digital Facilitators to "show and tell" at clinics		Are poorly understood by Practice staff – they can't promote any of the benefits of use					
	Get real examples from real patients and create short case studies (for use on screens and social media)		Aren't seen as a necessary part of care by patients					
	Train all of your staff (reception to clinical leads) to understand how your website and digital offer works – get them to use it, set them objectives to promote your channels		Have low patient awareness levels (especially in relation to the benefits they may bring to care)					
	Train your front line team in handling objections, to limit 'the path of least resistance'							
	Develop internal campaigns – e.g., 'Let's talk about the NHS App this month – every time someone books a prescription the traditional way'							
	Where patients insist they need to see a GP for a minor ailment that could be resolved more quickly without an appointment, develop a discreet system that allows the GP to have a conversation with them							
	Make sure your operation is designed to give a good service to those who are adopting the channels you are asking them to – set SLAs, communicate them to the patient, track your performance against them							
	Introduce online booking systems for high-demand services such as flu clinics, that run on your site & so draw new users in							

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Useability	Positive Matrices		Detracting Matrices					
Ensuring patients can easily find the information they need, in an efficient and user-friendly way is vital in creating a successful website offer.	The patient journey is clear, logical and needs based		Web pop ups are in use		All Positive	More Positives than Negatives (but not all Positive)	More Negative than Positive (But not all Negative)	All Negative
	The home page offers a start point for finding all of the things which a patient needs - the logical place to find what is needed with minimal clicks thereafter		The website is excessively complex, with too many layers making it hard for the user to navigate					
	The search box is highly visible to the user and functions well							
	There are distinct easy to follow routes/patient pathways with distinct calls to action for: Appointments (make, change, cancel) Prescriptions Non medical services Surgery information Test results							
	Traffic analysis is undertaken, to ensure non-productive pages are removed							

