

## Web Access Matrices User Statements

Our website will	Our website wont
Be easy to find	Isolate users with additional or different needs
Be easy to use & navigate	Offer information beyond that which is needed to deliver services or to comply with NHS requirements
Be a trusted source of information	Force patients to act in a certain way – the emphasis being on choice & encouragement
Be accessible for every user in the PCN, regardless of ability, additional need or language	Be disorganised, out of date & mismanaged
Comply with NHS guidelines	Become a place of last resort for patients
Feel like it belongs to & represents the voice of each Practice in the PCN	
Naturally flow users to the communication channels that help to reduce unnecessary GP demand, including the promotion of:	
Online consultation tools	
Self-help tools	
Self-book services (such as MSK providers)	
The NHS App	
Other community support functions (such as local pharmacies & third sector organisations)	
Still make it easy enough to find telephone numbers & directions needed by those who have appropriate need	

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Our patients will	Our patients wont
Have a practical, informative & outcomes driven website experience	Feel isolated or like the website isn't for them
Trust the content they see & know that it relates to their Practice	Be forced to use a particular route to care or communication channel
Feel like the website is relevant to them	Be looking for an experiential, brand-led or entertaining website visit
Be able to easily find the information they need, be that self-help, online consultation, repeat prescriptions, directions, telephone numbers or other healthcare related content	Be put off from digital or self-led experiences
Recognise digital opportunities, their benefits & be willing to give them a try or...	
Want to use the digital solution they used last time again	

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Our PCN operation will	Our PCN operation wont
<p>Maintain &amp; review the PCN-wide Web Access Strategy</p> <p>Procure a good value, compliant website for all Practices</p> <p>Enable Digital Facilitators to promote web access as part of their wider digital agenda</p> <p>Create centralised content pages, that are relevant to every Practice in the PCN</p> <p>Support the roll out of website accreditation, where a centralised templated approach is not appropriate for the PCN</p> <p>Regardless of templated or standalone approach, work towards accreditation across all PCN websites</p> <p>Provide templated Practice-specific pages, updated with the content provided by the relevant Practice</p> <p>Provide a Practice-specific URL &amp; allow historical URLs to be maintained &amp; pointed to the relevant Practice page</p> <p>Quality check &amp; review all content, including Practice pages</p> <p>Uphold &amp; audit for compliance – especially those defined by the NHS &amp; relating to accessibility</p> <p>Maintain add-ons &amp; their contracts (such as accessibility toolbars)</p> <p>Provide a website content manager or co-ordinator</p> <p>Run seasonal website campaigns such as flu responses</p> <p>Update emergency response messages (such as ticker tapes) or provided templated answers for use by each Practice</p> <p>Aim, as contracts expire, to centrally negotiate &amp; procure suitable web add-ons (such as online consultation tools) on behalf of each Practice</p> <p>Track usage &amp; report regularly on website performance</p>	<p>Create content that isn't approved or in line with the agreed strategy</p> <p>Force a Practice to adopt a communication channel or toll that it isn't happy with</p> <p>Produce content that overly favours one Practice or organisation</p> <p>Be the 'dominant' website result when a patient looks for their Practice place</p> <p>Use the website as a political voice/platform</p>

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Our Practice operation will	Our Practice operation wont
Produce an annual web content & communication strategy	Detach itself from the centralised approach, recognising the value and efficiency this brings
Ensure all the information needed to run the website is accurate, reviewed regularly & up to date	Adopt an overly different tone from the wider website that creates a sense of division
Make sure seasonal content & campaign information is provided on time	Blame the PCN for things that aren't quite right, adopting a constructive approach instead
Review & respond to monthly activity report data as required	Create solutions that conflict with the PCN website approach, without talking to the wider team first
Ensure that all bespoke solutions such as Practice-specific online consultation platforms, conform to the expected standards of the web platform & are positioned appropriately to patients	Undermine the goals of the website by allowing users to 'beat the system' or 'adopt shortcuts' that aren't fairly & openly available to all
Support the web demand deflection strategy with Navigation & Triage	
Train & keep all staff up to date – including clinicians	
Manage patient feedback	