Audit of GP Websites in Hounslow

A report by Healthwatch Hounslow



January 2022



"The eConsult pop-up is very handy, once completed you usually get a response soon after."

Local Patient

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1. Introduction

Healthwatch Hounslow is an independent organisation that gives people a voice to improve and shape services and help them get the best out of health and social care services.

A website audit of all the GP surgeries in the London borough of Hounslow was carried out during January 2022. Evaluations were be based on a set criteria assessing how effective Hounslow GP's websites were in providing the expected information.

The aims of the audit were:

- to review each GP website in the borough against a set criteria, taking into account what we would expect to see from a patients perspective
- to identify a set of consistent content that should be on all websites in Hounslow and across NWL
- to identify surgeries that perform well and those falling short
- and to provide a comprehensive report of the website review.

2. Background

The audit took place as a result of focusing on improving access to consistent information across GP websites.

3. Methodology

The websites were assessed using the following criteria:

- Accessibility and General information
- Service Access and Support
- Engagement and Involvement

HWH staff spoke with Network Patient Participation Group (NPPG) Chairs prior to the website audit to find out their views on what a good website looks like from a patient's perspective.

The analysis is based on the experience and expertise of the patient voice. A panel of staff and volunteers have contributed to this.

5. Executive Summary

In January 2022 we reviewed the websites of all 46 GP practices in Hounslow. We looked specifically for content around accessibility and general information, service access and support, and engagement and involvement.

This is a one-page summary of key findings - see sections 6-8 for findings in full.

Summary of Key Findings

Accessibility and General Information

- Around three quarters of websites (76%) are considered 'easy to navigate' and 93% are compliant with mobile devices.
- Just 3 websites (7%) do not have a visible means of changing the language.
- A broad majority (81%) have easy to find contact details and opening times.
- Out of hours and extended hours services are also broadly referenced.
- Practice staff and service lists are prominent on almost all websites.

Service Access and Support

- 87% of websites give clear information on booking appointments.
- It is clearly possible to book online on 44 websites (96%), however on 5 of those (11%) there is no e-consult pop-up, and no clear instruction of how to operate their systmonline service. On 2 websites (4%) we did not find an online method of booking.
- eConsult is prominent on over 80% of websites.
- No websites made references to Primary Care Networks.
- A clear majority have comprehensive sections on self-help.
- On community support, just 57% of websites clearly list local organisations and support groups.

Engagement and Involvement

- The Patient Participation Group (PPG) is visible on a clear majority of websites (93%) and in most cases easy to find.
- While the PPGs are clearly referenced, we found an adequate level of information on just 3 websites (6%).
- Similarly with complaints processes, we found information relatively easy on the vast majority of websites (87%). However just 4 (13%) go on to explain the process clearly what to do and expect.

General Observation

• 36 websites (78%) were developed by professional company <u>Silicon Practice</u>. These are wholly fit for purpose, and much better in most aspects, than the remaining 22% of sites.

Based on findings we make several recommendations - see section 9.

6. Accessibility and General Information

We start by looking at accessibility - is the website easy to navigate (colours, font, logic), compatible with mobile devices and able to translate? Is basic information - such as contact details, opening times (including out of hours) clearly displayed? Is there a list of practice staff, and a full list of services on offer?

We use a RAG (Red, Amber, Green) traffic light system to highlight findings, and report by Primary Care Network (PCN):

6.1 Brentford & Isleworth

Albany Practice
Argyle Health Group Isleworth Practice
Brentford Family Practice
Brentford Group Practice
Spring Grove Medical Centre
St Margarets Medical Practice
Thornbury Road Centre for Health

Easy to Navigate	Mobile Compliant	Languages Available	Address And Times	OOH Help	Extended Hours	Staff Names	Service List

Green 82%, Amber 16%, Red 2%

6.2 Chiswick

	Easy to Navigate	Mobile Compliant	Languages Available	Address And Times	OOH Help	Extended Hours	Statt Names
Chiswick Family Doctors Practice							
Chiswick Health Practice							
Glebe Street Surgery							
Grove Park Surgery							
Grove Park Terrace Surgery							
Holly Road Medical Centre							
Wellesley Road Practice							
West 4 GPs							

Green 81%, Amber 14%, Red 5%

Service List

6.3 Feltham

Carlton Surgery
Clifford House Surgery
Gill Medical Practice
Grove Village Medical Centre
Hatton Medical Practice
HMC Health Bedfont
HMC Health Feltham
Little Park Surgery
Mount Medical Centre
Pentelow Practice
Queens Park Medical Practice
St David's Practice
Twickenham Park Medical Practice

Easy to Navigate	Mobile Compliant	Languages Available	Address And Times	OOH Help	Extended Hours	Staff Names	Service List

6.4 Great West Road

	Easy to Navigate	Mobile Compliant	Languages Available	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
Clifford Road Surgery								
Cranford Medical								
Crosslands Surgery								
Dr Sood's Practice								
Firstcare Practice								
HMC Health Heston								
Jersey Practice								
Skyways Medical Centre								

Green 59%, Amber 19%, Red 22%

6.5 Heart of Hounslow

Bath Road Surgery
Blue Wing Surgery
Chestnut Practice
Green Practice
HMC Health Hounslow
Hounslow Family Practice
Hounslow Medical Practice
Kingfisher Practice
Redwood Practice
Willow Practice

Easy to Navigate	Mobile Compliant	Languages Available	Address And Times	OOH Help	Extended Hours	Staff Names	Service List

Green 90%, Amber 10%, Red 0%

Findings: Accessibility and General Information

All practices together score 80% green/positive. The collective websites of Heart of Hounslow, at 90% positive significantly outperform the borough average, while Great West Road, at 59% noticeably underperforms.

Summary of Findings

Silicon Practice Websites:

- We notice that 35 websites (76%) were developed by professional company <u>Silicon Practice</u>. These websites are all well presented, very easy to navigate and fully compliant with mobile devices.
- There are two different templates 28 of the websites (60%) use a model (such as at <u>Carlton Surgery</u>) with a prominent top menu, local image and clear sectioning scrolling down. Everything is where you would expect to find it, and there is no unnecessary content (or 'clutter'). The only difficulty we found with this model is presentation of the staff lists this section, at a first or second glance appears to be <u>blank</u> it was only on visiting the third website we realised the staffing categories are to the right. The website at West4GPs is the only one to address this, with the list <u>clearly visible</u>.
- 7 practices (16%) use an alternative template (such as <u>Wellesley Road Practice</u>) which appear to be slightly cluttered with use of boxes, however everything is easy to find on a computer, tablet and phone. Uniquely on these sites, information on neighbouring practices is provided, we also gather that local news will be added to this section.

Other Websites:

• 11 practices (24%) have developed their own websites. These, without exception are inferior to the Silicon Practice models and issues are varied. Examples of poor sectioning include use of two menus (top and side), too much clutter or oppositely white space, a lack of translation and non-compliance with mobile devices. Several websites score well-below the average 4 are rated as 50% positive (Spring Grove Medical Centre, Glebe Street Surgery, Grove Park Terrace Surgery, Jersey Practice). Dr Sood's Practice, scoring 25% noticeably lacks content and Firstcare Practice at 13% is additionally a challenge to navigate.

7. Service Access and Support

In this section we examine guidance on booking appointments, in particular whether pathways are easy to find and concise. We also consider general information on self-help, community support, and awareness of Primary Care Networks (PCNs).

7.1 Brentford & Isleworth

	Clear Booking	eConsult Pop-Up	PCN Info	Self-Help Resources	Local Community Support Info
Albany Practice					
Argyle Health Group Isleworth Practice					
Brentford Family Practice					
Brentford Group Practice					
Spring Grove Medical Centre					
St Margarets Medical Practice					
Thornbury Road Centre for Health					

Green 54%, Amber 11%, Red 35%

7.2 Chiswick

Chiswick Family Doctors Practice	
Chiswick Health Practice	
Glebe Street Surgery	
Grove Park Surgery	
Grove Park Terrace Surgery	
Holly Road Medical Centre	
Wellesley Road Practice	
West 4 GPs	

Clear Booking	eConsult Pop-Up	PCN Info	Self-Help Resources	Local Community Support Info

Green 50%, Amber 8%, Red 42%

7.3 Feltham

Carlton Surgery
Clifford House Surgery
Gill Medical Practice
Grove Village Medical Centre
Hatton Medical Practice
HMC Health Bedfont
HMC Health Feltham
Little Park Surgery
Mount Medical Centre
Pentelow Practice
Queens Park Medical Practice
St David's Practice
Twickenham Park Medical Practice

Clear Booking	eConsult Pop-Up	PCN Info	Self-Help Resources	Local Community Support Info

Green 66%, Amber 3%, Red 30%

7.4 Great West Road

Clifford Road Surgery
Cranford Medical
Crosslands Surgery
Dr Sood's Practice
Firstcare Practice
HMC Health Heston
Jersey Practice
Skyways Medical Centre

Clear Booking	eConsult Pop-Up	PCN Info	Self-Help Resources	Local Community Support Info

Green 43%, Amber 12%, Red 45%

7.5 Heart of Hounslow

	Clear Booking	eConsult Pop-Up
Bath Road Surgery		
Blue Wing Surgery		
Chestnut Practice		
Green Practice		
HMC Health Hounslow		
Hounslow Family Practice		
Hounslow Medical Practice		
Kingfisher Practice		
Redwood Practice		
Willow Practice		

Clear Booking	eConsult Pop-Up	PCN Info	Self-Help Resources	Local Community Support Info

Green 70%, Amber 2%, Red 28%

Findings: Service Access and Support

All practices together score 57% green/positive. The collective websites of Heart of Hounslow, at 70% positive significantly outperform the borough average, while Great West Road, at 43% noticeably underperforms.

Summary of Findings

- The broad majority of websites (87%) have clear, concise information on how to book appointments. Just 1 is rated red.
- eConsult is clearly visible on the majority of sites (82%) and most deploy a pop-up banner, which remains usefully open.
- Information on PCNs was found on just one website. Additionally, none mention the wider primary care roles.
- A clear majority of sites (89%) have sections on self-help, with typically many conditions covered, and links to authoritative guidance from the NHS and leading charities.
- On community support, just 57% of websites clearly list local organisations and support groups. While this information may exist on the remaining 43%, it was not discovered during our review.

Silicon Practice Websites:

- Websites of the <u>Wellesley Road Practice</u> model have a superior 'Appointments' section containing a breakdown of appointment type and giving associated information and advice (this is a pop-up box so we cannot provide a link).
- Typically, websites of the <u>Carlton Surgery</u> model contain <u>links to local services</u>, lacking on all other websites. This feature could be extremely useful in condition management and self-help.

Other Websites:

5 practices score just 20% positive in this category (<u>Spring Grove Medical Centre</u>, <u>Dr Sood's Practice</u>, <u>Firstcare Practice</u>, <u>Jersey Practice</u>, <u>Twickenham Park Medical Practice</u>) while 2 (<u>Glebe Street Surgery</u>, <u>Clifford Road Surgery</u>) receive no positive ratings.

8. Engagement and Involvement

In this section we examine the visibility of the Patient Participation Group (PPG) - whether information is easy to find, adequate and up-to-date. We also examine information and guidance on complaints processes.

8.1 Brentford & Isleworth

	PPG Clearly Visible?	PPG Content Up-to-Date?	Complaints Procedure Visible?
Albany Practice			
Argyle Health Group Isleworth Practice			
Brentford Family Practice			
Brentford Group Practice			
Spring Grove Medical Centre			
St Margarets Medical Practice			
Thornbury Road Centre for Health			

Green 34%, Amber 52%, Red 14%

8.2 Chiswick

	PPG Clearly Visible?	PPG Content Up-to-Date?	Complaints Procedure Visible?
Chiswick Family Doctors Practice			
Chiswick Health Practice			
Glebe Street Surgery			
Grove Park Surgery			
Grove Park Terrace Surgery			
Holly Road Medical Centre			
Wellesley Road Practice			
West 4 GPs			

Green 29%, Amber 42%, Red 29%

8.3 Feltham

	PPG Clearly Visible?	PPG Content Up-to-Date?	Complaints Procedure Visible?
Carlton Surgery			
Clifford House Surgery			
Gill Medical Practice			
Grove Village Medical Centre			
Hatton Medical Practice			
HMC Health Bedfont			
HMC Health Feltham			
Little Park Surgery			
Mount Medical Centre			
Pentelow Practice			
Queens Park Medical Practice			
St David's Practice			
Twickenham Park Medical Practice			

8.4 Great West Road

	PPG Clearly Visible?	PPG Content Up-to-Date?	Complaints Procedure Visible?
Clifford Road Surgery			
Cranford Medical			
Crosslands Surgery			
Dr Sood's Practice			
Firstcare Practice			
HMC Health Heston			
Jersey Practice			
Skyways Medical Centre			

Green 29%, Amber 25%, Red 46%

8.5 Heart of Hounslow

	PPG Clearly Visible?	PPG Content Up-to-Date?	Complaints Procedure Visible?
Bath Road Surgery			
Blue Wing Surgery			
Chestnut Practice			
Green Practice			
HMC Health Hounslow			
Hounslow Family Practice			
Hounslow Medical Practice			
Kingfisher Practice			
Redwood Practice			
Willow Practice			

Green 43%, Amber 50%, Red 7%

Findings: Engagement and Involvement

All practices together score 34% green/positive. The collective websites of Heart of Hounslow, at 43% positive significantly outperform the borough average, while Chiswick and Great West Road, both at 29% noticeably underperform.

Summary of Findings

PPG:

- The Patient Participation Group (PPG) is visible on a clear majority of websites (93%) and in most cases easy to find.
- While the PPGs are clearly referenced, we found an adequate level of information on just 3 websites (6%). The vast majority do not explain what a PPG is or does, we also found documentation such as meetings minutes to be absent, and where present noticeably out of date.
- As overall findings are clearly disappointing, we provide a good practice example from Hounslow Family Practice.

Complaints:

- Similarly with complaints processes, we found information relatively easy on the vast majority of websites (87%) however just 4 (13%) go on to explain the process clearly what to do and expect.
- Again as overall findings are clearly disappointing, we provide a good practice example from the Albany Practice.

9. Recommendations

Based on our audit, we offer the following recommendations, to further improve the experience of accessing the website - and with it services and support.

We make 3 recommendations for practices using the Carlton Surgery model:

9.1 Silicon Practice Websites (Carlton Surgery Model):

- 9.1.1 While there is sufficient detail in the 'Appointments' sections, it is somewhat basic, nowhere near as detailed, or comprehensive as that used on the Wellesley Road model sites (as a pop-up we cannot provide a link). We recommend that these sites adopt a similar approach, outlining the various type appointment, and giving more detail and advice.
- 9.1.2 The <u>staff list</u> sections at a first or second glance appear to lack content. This has been addressed on the <u>West4GPs</u> website and we hope this can be broadly replicated.
- 9.1.3 The Wellesley Road model websites have a section on <u>neighbouring practices</u> which patients would find useful. We recommend adopting this section.

29 practices use the Carlton Surgery model:

Brentford & Isleworth

Albany Practice, Argyle Health Group Isleworth Practice, Brentford Family Practice, Brentford Group Practice, St Margarets Medical Practice

Chiswick

<u>Chiswick Family Doctors Practice</u>, <u>Chiswick Health Practice</u>, <u>Grove Park Surgery</u>, West 4 GPs

Feltham

Carlton Surgery, Gill Medical Practice, Grove Village Medical Centre, Hatton Medical Practice, HMC Health Bedfont, HMC Health Feltham, Little Park Surgery, Mount Medical Centre, Pentelow Practice, St David's Practice

Great West Road

HMC Health Heston, Skyways Medical Centre

Heart of Hounslow

<u>Bath Road Surgery, Green Practice, HMC Health Hounslow, Hounslow Family Practice,</u> Hounslow Medical Practice, Kingfisher Practice, Redwood Practice, Willow Practice We make 1 recommendation for practices using the Wellesley Road model:

9.2 Silicon Practice Websites (Wellesley Road Model):

• 9.2.1 The majority of websites using the Carlton Surgery model have a section containing searchable <u>links to local services</u>. We hope this is broadly adopted, as it could be extremely useful in condition management and self-help.

7 practices use the Wellesley Road model:

Brentford & Isleworth

Thornbury Road Centre for Health

Chiswick

Holly Road Medical Centre, Wellesley Road Practice

Great West Road

Cranford Medical, Crosslands Surgery

Heart of Hounslow

Blue Wing Surgery, Chestnut Practice

We make 6 recommendations for practices using other models:

9.3 Other Websites

- 9.3.1 Not all websites have language translation, we recommend that this is checked.
- 9.3.2 The older websites are not compliant with mobile devices the screen area does not automatically adjust to the smaller window size. We urge that these older websites are phased out and replaced with more modern alternatives.
- 9.3.3 Presentation is an issue on some websites we observe both too much clutter, or conversely white space. These websites are not accessible and need to be redesigned.
- 9.3.4 Some sites have both a top (conventional) menu and lower side (unconventional) menu. This causes confusion and some items which should be at the top, such as out-of-hours services are not.
- 9.3.5 We observe news stories dating back several years on some sites this suggests that other content may also be outdated. Content needs to be reviewed to ensure accuracy and current relevance.
- 9.3.6 Both models supplied by Silicon Practice are excellent in both design and content. We encourage practices to switch over, to improve the overall experience and to enhance consistency across the borough.

11 practices use other models:

Brentford & Isleworth

Spring Grove Medical Centre

Chiswick

Glebe Street Surgery, Grove Park Terrace Surgery

Feltham

Clifford House Surgery, Queens Park Medical Practice, Twickenham Park Medical Practice

Great West Road

Clifford Road Surgery, Dr Sood's Practice, Firstcare Practice, Jersey Practice

We make 2 general recommendations:

9.4 General Recommendations

- 9.4.1 While most practices highlight their PPG, almost none give an adequate
 description of what a PPG is, or does. We found documents (such as minutes) on very
 few websites, and those listed were typically several years old. We urge practices to
 do more in this area it should be entirely possible to include an outline of the PPG,
 and supply the most recent documents.
- 9.4.2 Similarly with complaints, we found information easily on most websites, however hardly any included detail on both how to formally lodge a complaint, and what to expect after doing so. We urge that more information is supplied perhaps a link to a user-friendly complaints policy.

Tick box exercise for Administrative Staff

Spend a few minutes to review the following, to improve the experience for your patients and their families and carers.

Is the website compliant with mobile devices?	
Is the content well-sectioned, easy to navigate and read?	
Is language translation available? If so, is it adequate?	
Is the CQC rating clearly visible?	
Do consultation options offer a prospect of flexibility?	
Is there clear guidance about online systems?	
If so, is the guidance located in a convenient place?	
Is there an outline of PCNs and primary care roles?	
Are local organisations listed under community support?	
Is the PPG content detailed and up-to-date?	
Does the complaints content outline what to expect?	
Is there a menu link to the Friends & Family Test?	

Checkout the website of <u>Willow Practice</u>, which is one of 3 practices scoring 81% positive in our review.

10. Glossary of Terms

CCG	Clinical Commissioning Group
CQC	Care Quality Commission
PCN	Primary Care Network
PPG	Patient Participation Group
RAG	Red, Amber, Green

11. Distribution and Comment

This report is available to the general public, and is shared with our statutory and community partners. Accessible formats are available.

If you have any comments on this report or wish to share your views and experiences, please contact us.

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"I'd like to lodge a complaint but I don't know what to expect - whether it would be worthwhile or not.

No guidance online."

Local Patient

