

# Fact Sheet on NHS Choices Website

## A quick guide to getting started



"The sign of a patient-centred GP practice."

**NHS Choices is increasingly used by patients looking for a GP practice** and by your patients who have not yet found your own practice website. Keeping it up to date and friendly is vital to future marketing and the success of your practice. Spend a while making sure that it reflects how you see your practice and acts as a free advertisement.

Knowing how reluctant we all are to read the instructions, here is a quick and easy guide to getting round the site. The full information is on the NHS Choices website - it downloads as a 35 page PDF file with lots of pretty screenshots to help you when you get lost. Here is the short version.

**Getting started** Go to [www.nhs.uk](http://www.nhs.uk) then click on GP on the top right and enter your surgery postcode. With luck, your surgery will be the top of the picking list. Click on the surgery name. Log in at the **BOTTOM** of the left side - the upper LOGIN is for patients to customise your site for their purposes and to use their Healthspace.

Your username is the surgery code (e.g. J83645) and for your password either ring NHS Choices on 0845 402 3089 or email [thechoicesteam@nhschoices.nhs.uk](mailto:thechoicesteam@nhschoices.nhs.uk) - they are quick to respond and helpful.

**Now start editing** I suggest that you work your way methodically through all the categories on the left side. You can use the pre-suggested template text by clicking on the "+" sign or the template box or you can write your own blurb. You can now edit the pre-suggested text or your own and use a lot of facilities including alignment and hyperlink creation to get people jumping to your website where you actually want them to be! You will find the pre-suggested text is often quite good too!

Don't forget to "save" every time you make an entry. You can "Publish" as you go or "Publish All" when you finish - there is a preview pane for every section as well. Once you "Publish" you are then responsible for the site's content. Up to then, the responsibility rests with NHS Choices.

**Publicise your Family Doctor Association Membership** Go to the "Contact Us" tab on the lower left of the home page and click on the "Practice Details" tab. Scroll down. You can then answer "Yes" on the "Member of the Family Doctor Association" dialogue box which will bring the Family Doctor Association logo up onto your home page.

**Add photos** You can add photos of your building, your staff and your facilities. Go to the Contact Us tab, Then in sequence use the Premises tab, Pictures tab, Browse then upload the photo - it will swallow the common formats but is REALLY slow - allow it time and don't forget to save!

For Facilities, click the edit tab next to the facility and then you can upload a picture of a disabled toilet or any other exciting feature of your building.

For Staff - on the "meet the staff" tab, again click edit, pictures and browse.

### Remember

*Your practice already has a free listing* on this powerful patient information website. Invest a little time to make it better for your patients and your business.

*Once you start editing practice information you are responsible for its accuracy.* If NHS Choices gets a complaint from the public it will be referred to your practice, not the PCT.

*A picture paints a thousand words.* So bring your practice to life with some photos of staff and the premises. The clear evidence is that patients like to know who is on your practice team.

*Flaunt your successes!* Use the news and documents box to publicise flu clinics or practice news and awards. This information will then appear across the top of the front page.