

INFORMING PATIENT CHOICE

A guide to the GP Practice Comparison
Tool and online patient feedback

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1. Background

NHS Choices (www.nhs.uk) is the NHS' digital health information service and receives over 7 million visits a month, making it the UK's leading health information website.

The aim of NHS Choices is to support individuals to make informed lifestyle decisions that lead to better health outcomes and provide them with information to help them decide when and where to receive their healthcare. Its 80,000 pages include directories of local services, information on over 800 treatments and conditions, performance data on healthcare providers, and magazine style information about health and well-being.

This briefing paper explains two new important features: first, a GP practice comparison tool that allows users to view on a single page the different services and facilities at different practices; and second, the opportunity for patients to post online feedback about their experience of visiting a GP practice.

2. GP Practice Comparison Tool

What is the GP Practice Comparison Tool?

The Comparison Tool allows members of the public to view key information about an individual GP practice and compare it to that of the four nearest practices, or any others selected by the user.

There is a huge demand for accurate information about GP services; each month 400,000 users access the GP practice pages on NHS Choices. This is perhaps not surprising; it is estimated that 2 million people move house each year and the MORI patients' survey indicates that many more would like to change from their existing practice.

The Secretary of State for Health recently announced the government's intention to abolish the long established practice boundaries that have traditionally limited patients' choice of GP practice. It is likely therefore, that in future, patients will have greater opportunity to choose between different practices for their care.

The GP Comparison Tool will help patients to make an informed decision about which practice best suits their needs and those of their family, be it based on the availability of extended hours, or the range of clinics and services offered.

Comparative Information and Sources

The following comparative details are published on NHS Choices:

- The number of male and female GPs at each practice (Practice data)
- Extended opening and availability of appointments (MORI Patient Survey)
- Clinics and others services offered at this practice (Practice data)
- How patients rated this practice overall (GP practice patient feedback and MORI Patient Survey)
- What patients say about staff at this practice (MORI Patient Survey)
- What patients say about the practice itself (MORI Patient Survey)
- Location, transport and parking (Practice data)
- Information on registering a patient (Practice data)

The GP practice data is taken directly from GP profile pages on www.nhs.uk. This data is edited either by the practice itself, or the local primary care trust

Viewing the Information

Users can access the GP comparator information in three views:

When a user enters his/her postcode in the Find and Choose services box, they are given a list of the closest practices. The following information is displayed for each practice:

- The number of female and male GPs
- Details of languages spoken
- The number of NHS Choices visitors who would recommend the practice
- Details of extended opening hours
- Whether the practice is accepting new patients

<p>Micawber Medical Centre 9 Travers Road, Leeds, LS2 4RE • Tel: 020 8222 3333 • 0.2 miles from you</p> <div> <div> <p>3 male & 4 female GPs at this practice Similar number of patients per GP (1325) to the national average</p> </div> <div> <p>5 out of the 5 people who rated this GP Practice on NHS Choices would recommend it to a friend > 5 ratings received</p> </div> <div> <p>Extended appointments available - Before 8am</p> </div> </div> <p>> Compare <name of practice> with the others on this page (and see available clinics & names of doctors)</p> <p>Currently accepting new patients: Find out how to register here Add to shortlist</p>	<p>NHS Choices shows you facts about GP practices gathered by organisations across the NHS. On the main part of this page you can see</p> <p>The number of patients per GP at each practice</p> <p>Why this fact is important: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam</p> <p>Things to note Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor</p> <p>Further detail on <name of indicator></p> <p>Collected by: THE GP PATIENT SURVEY</p>
<p>Robinson GP Lead Health Centre 9 Travers Road, Leeds, LS2 4RE • Tel: 020 8222 3333 • 0.2 miles from you</p> <div> <div> <p>3 male & 4 female GPs at this practice Similar number of patients per GP (1325) to the national average</p> </div> <div> <p>No Choices visitors have rated this GP yet > Be the first to rate this practice</p> </div> <div> <p>Extended appointments available - Before 8am</p> </div> </div> <p>> Compare <name of practice> with the others on this page (and see available clinics & names of doctors)</p> <p>Currently accepting new patients: Find out how to register here Add to shortlist</p>	<p>The number of contributors to this website who recommend each practice</p> <p>Why this fact is important: Lorem ipsum dolor sit amet, consectetur adipiscing elit</p> <p>Things to note Lorem ipsum dolor sit amet, consectetur adipiscing elit,</p> <p>Further detail on <name of indicator></p> <p>Collected by NHS Choices</p>
<p>Dr Mendis and partners 9 Travers Road, Leeds, LS2 4RE • Tel: 020 8222 3333 • 0.2 miles from you</p> <div> <div> <p>3 male & 4 female GPs at this practice Similar number of patients per GP (1325) to the national average</p> </div> <div> <p>5 out of the 5 people who rated this GP Practice on NHS Choices would recommend it to a friend > 5 ratings received</p> </div> <div> <p>Extended appointments available - Before 8am</p> </div> </div> <p>> Compare <name of practice> with the others on this page (and see available clinics & names of doctors)</p> <p>Currently accepting new patients: Find out how to register here Add to shortlist</p>	<p>Whether practices offer</p>

View One: Simple List

Having searched for their GP practices, the user can click on a link entitled “Detailed Comparison”. This link takes the user to the Comparison Tool page that displays the full comparative information for each practice side by side.

We found 395 GP practices within 5 miles of E1 0qf. ☐ Only show practices accepting new patients

[Refine your results](#)

[Update results](#) [Start a new search](#)

Results: 1 - 5 [with closest to you shown first](#) Page view: [Simple list](#) [Detailed comparison](#) [Map](#)

DR VARMA	JUBILEE STREET PRACTICE	CABLE STREET SURGERY	EAST ONE HEALTH	STEPNEY HEALTH CENTRE
Add to shortlist	Add to shortlist	Add to shortlist	Add to shortlist	Add to shortlist
▼ GPs at this practice				
DR VARMA 1 male and 0 female GPs at this practice	JUBILEE STREET PRACTICE 13 GPs at this practice	CABLE STREET SURGERY 3 male and 2 female GPs at this practice	EAST ONE HEALTH 3 male and 2 female GPs at this practice	STEPNEY HEALTH CENTRE 3 male and 4 female GPs at this practice
▼ About Number of GPs				
Extended opening & availability of appointments				
Clinics and other services offered at this practice				
How patients rate this practice overall				
What patients say about staff at this practice				
What patients say about the practice itself				
▼ Location, transport and parking				
DR VARMA 0.2 miles from you 5 Brayford Square London E10SG 08444 773106	JUBILEE STREET PRACTICE 0.2 miles from you 368-374 Commercial Road London E10LS 0844 477 8727	CABLE STREET SURGERY 0.26 miles from you 445 Cable Street London E1W3DE 020 7423 9022	EAST ONE HEALTH 0.38 miles from you 14 Deancross Street London E12QA 020 7790 2978	STEPNEY HEALTH CENTRE 0.4 miles from you 79 Bon Jonson Road London E14SA 020 7790 1059
Parking available	Parking not available	Parking not available	Parking available	Parking available
▼ Registering and being treated at these practices				
DR VARMA Currently accepting new patients: Find out how to register at DR VARMA	JUBILEE STREET PRACTICE Currently accepting new patients: Find out how to register at JUBILEE STREET PRACTICE	CABLE STREET SURGERY Currently accepting new patients: Find out how to register at CABLE STREET SURGERY	EAST ONE HEALTH Currently accepting new patients: Find out how to register at EAST ONE HEALTH	STEPNEY HEALTH CENTRE Currently accepting new patients: Find out how to register at STEPNEY HEALTH CENTRE

1 - 5 of 395 [Next 5 >](#)

View Two: comparative information displayed

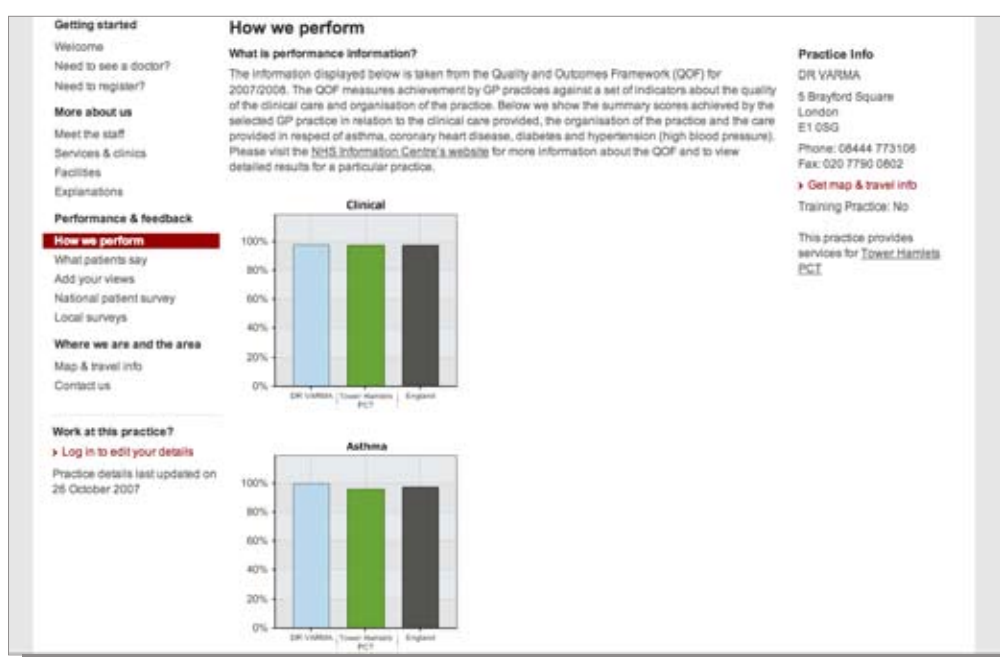
This same information is available from a view of the practice's location detailed on a map.



View Three: Location Map

Updating the Information on NHS Choices

The data displayed on NHS Choices is updated regularly. The annual Mori patients' survey data is updated on an annual basis, while the practice information can be updated in real time by the practice or PCT. The Quality and Outcomes Framework data, which is currently held in the tab "How we perform", will continue to be regularly updated and will remain in its current place on the profile pages.



3. GP Practice Patient Feedback

What is GP Practice Patient Feedback?

Since launch, NHS Choices has included a patient feedback facility, which allows patients, carers and their families to comment on and rate their hospital experience. Members of the public now have the opportunity to post online feedback on NHS Choices about their experience of visiting their GP practice and read the views of others online.

All comments appear on the respective GP practice's profile pages, which are accessible via the Find and Choose section on the website. Elements of Patient Feedback also feed into the Comparison Tool.

Leaving a Comment

To leave a comment, users need firstly to access their GP profile page via the Find and Choose services section. They then click on 'Add Your Views' from the left hand menu or right hand comments box.

Home | Accessibility | Sitemap | About | Contact | Blogs | Videos | Tools

Log in or create an account | Go to HealthSpace

NHS choices Your health, your choices

Enter a search term **Search**

Medical advice Health A-Z **Live Well** Carers Direct Health news **Find and choose services**

Swine flu: [read the latest official advice](#) to help protect yourself, your family and others. Last updated 7:56 AM Wednesday 30 September 2009

DR VARMA
5 Brayford Square

We are currently accepting new patients

Log in or create an account to save GP details to my page

Getting started

- Welcome**
- Need to see a doctor?
- Need to register?
- More about us**
- Meet the staff
- Services & clinics
- Facilities
- Explanations
- Performance & feedback**
- How we perform
- What patients say
- Add your views
- National patient survey
- Local surveys
- Where we are and the area**
- Map & travel info
- Contact us
- Work at this practice?**
- Log in to edit your details
- Practice details last updated on 26 October 2007

Location & Contact Details

5 Brayford Square
London
E1 0SG
Phone: 08444 773106
Fax: 020 7790 0602
[Get map & travel info](#)
Training Practice: No

Our normal opening times

Reception times	
Monday	08.00 - 20.00
Tuesday	08.00 - 18.00
Wednesday	08.00 - 18.00
Thursday	08.00 - 13.00
Friday	08.00 - 18.00
Saturday	Closed
Sunday	Closed

[Surgery times](#)

Doctors

Other CHANDRASEKHAR MOHENLAL VARMA
[Meet the staff](#)

What patients say about this GP practice

No comments added.
Be the first to [add your views](#) about this GP practice.

First, the user is asked to state whether they would recommend the practice.
They are then asked to rate the practice in the following areas:

- Reaching the practice by telephone
- Making a convenient appointment
- Being treated with dignity and respect
- Being involved in decisions about care and treatment
- Provision of up to date information

The screenshot shows the NHS Choices website interface for a GP practice named 'DR VARMA' located at '5 Brayford Square'. The top navigation bar includes links for 'Medical advice', 'Health A-Z', 'Live Well', 'Carers Direct', 'Health news', and 'Find and choose services'. A red banner at the top contains a swine flu warning and a timestamp: 'Last updated 7:50 AM Wednesday 30 September 2009'. The practice's status is shown as 'We are currently accepting new patients'.

The main content area is titled 'Add your views on this GP practice'. It includes a section for 'First, please enter your email address' with a text input field and a 'Log in / create an account' link. Below this is an 'Overall rating for this GP practice' section with three radio buttons: 'I would recommend this GP practice to a friend' (selected), 'I would not recommend it', and 'I have no view'.

The 'About the GP practice' section contains five statements, each with a 'please select' dropdown menu:

- I am able to get through to the practice by telephone
- I am able to get an appointment when I want one
- I am treated with dignity and respect by the staff
- This GP practice involves me in decisions about my care and treatment
- This GP practice provides accurate and up to date information on its services and opening hours

Below this is an 'Add a comment if you want to...' section with a text area, a checkbox for 'I prefer my comment to be anonymous', and a 'Last visited this GP practice in' field.

On the right side, there is a 'Before you send in your feedback...' section with a warning about moderation rules and a link to 'Read our privacy policy on moderation rules'. Below this is a 'Be helpful and respectful' section with advice on how to provide feedback and a 'Do you want a reply?' section.

The left sidebar contains various links including 'Getting started', 'More about us', 'Performance & feedback', 'Add your views', 'Where we are and the area', and 'Work at this practice?'.

Users are then invited to submit comments in free text boxes to describe:

- What they liked about their experience
- What could be improved
- Anything else

The screenshot shows a patient feedback form on the NHS Choices website. At the top, it says 'Last visited this GP practice in' with a dropdown menu showing 'October' and '2009'. Below this is a section titled 'Title your comment' with a character limit of 'Max 80 characters(0 Used)'. A prompt asks 'If you could write your comment in one sentence, what would you say?'. This is followed by a text box labeled 'What I liked' with a character limit of 'Max 2000 characters(0 Used)'. Below that is another text box labeled 'What could have been improved' with a character limit of 'Max 2000 characters(0 Used)'. At the bottom is a text box labeled 'Anything else you'd like to add?' with a character limit of 'Max 2000 characters(0 Used)'. On the right side of the form, there is a note: 'The GP practice concerned will receive a copy of your message and though it might respond on these pages, it is under no obligation. If you want a response, please use the NHS complaints procedure or contact the GP practice directly.' Below this note is a link that says '> NHS complaints procedure'.

Moderation and Safeguarding

A number of safeguards are in place to protect practices and staff from unwarranted threats to their reputation.

All comments are pre-moderated by trained staff from the same company that moderate websites run by the BBC, the NSPCC and the Home Office. Comments that are racist, libellous, generally offensive, defamatory or that name either clinical or non-clinical staff are not published.

The patient feedback channel is not a channel for complaints; the authors of comments that raise issues of medical negligence are referred to the official complaint channels.

Although anonymous comments are allowed, users have to provide a validated e-mail address before a comment is allowed to appear on the site.

Should a practice feel that a comment is unsuitable, it can use an alert button to have it removed pending further investigation to ascertain if the moderation rules have been breached. If the rules have been broken, the comment will be removed permanently. If not, it will re-appear. Members of the public may also flag comments as “offensive or unsuitable” via the website.

Users are prohibited from using NHS Choices to campaign or make politically motivated comments; vexatious comments are not permissible - moderators will be able to identify multiple comments from the same ISP address.

Replying to Patient Feedback

Once a comment has been published, an alert is sent to the respective practice making them aware that a comment has been published. The practice may then post a reply that will appear under the original comment. All patient comments are published on the profile page of the respective practice.

4. Further Information

*For more information please contact the Choices Team at:
thechoicesteam@nhschoices.nhs.uk or call 0845 650 4865*