

# Audit of GP Websites: Central London CCG

A report by Healthwatch Central West London



April 2021

“GP practices websites are very badly designed. Luckily NHS websites have provided very good information”

Local Patient

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## 1. Introduction

Healthwatch Central West London (CWL) is an independent organisation for people who use health and social care services. We deliver the statutory Healthwatch projects in Kensington & Chelsea and Westminster. Through our research and local engagement, we make sure that local people's views are always at the centre of decision making about health and social care.

We make this happen by

- Listening to what people like about services and what could be improved
- Monitoring how changes in the health care system affect local people
- Helping to improve the quality of services by letting those commissioning, running, and making decisions about services know what people want from care

## 2. Background

GP practice websites became an important tool to communicate information and signpost patients to correct services during the Covid-19 pandemic.

However, during that time, Healthwatch Central West London received patients feedback that some GP practice websites are difficult to navigate or it is hard to find the right information. Many of them are cluttered with pop ups and the CQC ratings are not clearly displayed or are not up to date. Patients found hard to communicate with practice staff online or through the website.

To help GP practices improve their websites and make it more relevant to patients needs, we carried out the GP practice website audit and created the checklist for GP practices use.

## 3. Methodology

Healthwatch CWL undertook a review of GP websites between 29<sup>th</sup> March and 7<sup>th</sup> April 2021. We looked specifically for content around accessibility and general information, service access and support, and engagement and involvement.

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

## 4. Strengths & Limitations

The information was correct at the time of the audit.

## 5. Executive Summary

GP websites were reviewed between 29<sup>th</sup> March and 7<sup>th</sup> April 2021.

We looked specifically for content around accessibility and general information, service access and support, and engagement and involvement.

### Summary of Key Findings

#### Accessibility and General Information

- Around three quarters of websites (73%) are considered 'easy to navigate' and 90% are compliant with mobile devices.
- Just 1 website does not have a visible means of changing the language.
- 10% of websites do not clearly display the CQC rating.
- A broad majority (93%) 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.
- Just a third (37%) suggest a level of flexibility on consultation method.
- Fewer than a quarter (23%) clearly describe the online systems.
- eConsult is prominent on 87% of websites.
- Just 1 website references Primary Care Networks.
- A clear majority have comprehensive sections on self-help.
- On community support, 17% of websites clearly include local organisations and groups. 53% supply a link to MyHealth London.

#### Engagement and Involvement

- The PPG is visible on all websites, however just 10% encourage patients to participate in a way that best suits them, and only 13% have documents (such as minutes) dated within the last 18 months.
- 93% of websites give some encouragement to feed back.
- While the complaints process is visible on the vast majority of sites (90%) just 27% offer clear guidance on the process itself, and what to expect.
- Most websites (80%) reference the Friends and Family Test.

## 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) and the CQC (Care Quality Commission) rating 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 Paddington, Edgware Road, Bayswater & Harrow Road

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
The Connaught Square Practice	Green	Green	Green	Green	Green	Green	Green	Green	Green
Crompton Medical Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Lisson Grove Health Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Little Venice Medical Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
The Newton Medical Centre	Amber	Green	Amber	Green	Green	Amber	Green	Green	Green
Paddington Green Health Centre	Amber	Green	Red	Green	Amber	Green	Red	Green	Green
Westbourne Green Surgery	Green	Green	Green	Green	Green	Green	Green	Green	Green
Woodfield Road Surgery	Amber	Red	Green	Green	Green	Green	Amber	Green	Green

Green 86%, Amber 10%, Red 4%

6.2 St John's Wood & Maida Vale

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
The Lanark Medical Centre - Dr Kashif	Amber	Red	Green	Amber	Green	Green	Amber	Green	Green
Third Floor Medical Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Maida Vale Medical Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
St John's Wood Medical Practice	Green	Green	Green	Green	Green	Green	Green	Green	Green
The Randolph Surgery	Amber	Green	Green	Green	Amber	Green	Amber	Green	Amber
Wellington Health Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green

Green 85%, Amber 13%, Red 2%



### 6.3 West End & Marylebone

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
Cavendish Health Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Covent Garden Medical Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Crawford Street Surgery	Green	Green	Green	Green	Green	Green	Green	Green	Green
Fitzrovia Medical Centre	Green	Green	Green	Green	Green	Green	Amber	Green	Green
Great Chapel Street Medical Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Marylebone Health Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Soho Square General Practice	Amber	Green	Green	Green	Green	Green	Red	Green	Green
The Mayfair Medical Centre	Green	Green	Green	Green	Green	Green	Green	Green	Green
Soho Square Surgery	Green	Green	Green	Green	Green	Green	Green	Green	Green

Green 97%, Amber 2%, Red 1%

6.4 Pimlico, Victoria, Belgravia, & Millbank

	Easy to Navigate	Mobile Compliant	Languages Available	CQC Rating	Address And Times	OOH Help	Extended Hours	Staff Names	Service List
Dr Shakarchi's Practice	Green	Green	Green	Green	Green	Green	Green	Green	Green
Dr Victoria Muir's Practice	Amber	Green	Green	Red	Green	Green	Green	Green	Green
Millbank Medical Centre	Red	Red	Green	Green	Green	Green	Green	Green	Green
Pimlico Health at The Marven	Green	Green	Green	Green	Green	Green	Green	Green	Green
The Belgravia Surgery	Green	Green	Green	Green	Green	Green	Green	Green	Green
Victoria Medical Centre	Green	Green	Green	Red	Green	Green	Green	Green	Green
The Doctor Hickey Surgery	Green	Green	Green	Green	Green	Green	Green	Green	Green

Green 92%, Amber 2%, Red 6%

## Findings: Accessibility and General Information

All practices together (Central London CCG region) score 90% green/positive. West End & Marylebone, Pimlico, Victoria, Belgravia, & Millbank outperform the region, while Paddington, Edgware Road, Bayswater & Harrow Road, St John's Wood & Maida Vale underperform.

### Summary of Findings

#### Accessibility

- On website layout, over a quarter of practices (27%) have accessibility related issues, however just 1 was rated as red.
- Typical issues include poor sectioning - that could be too much clutter, or oppositely white space, or menu choice options that are not conventional - with titles that are vague or hard to relate to.
- Some websites replicate the menu options with boxes on screen - this can be confusing, making it more difficult to remember the route to a certain option.
- The vast majority of websites (90%) are compliant with mobile devices - in fact some work best in this format. The 3 sites rated as red appear to be technically dated, and do not adjust to screen size.
- Just 1 website does not have a visible way of changing the language.

#### General Information

- 3 websites (10%) do not have a clearly displayed CQC rating.
- The vast majority (93%) have contact details and opening times that are clearly easy to find.
- Out-of-hours services are clearly referenced on all but 1 website.
- Extended hours services can be clearly found on the majority of websites (80%). Some simply say 'closed on weekends and bank holidays' without reference to the wider network, while others offer no visible information.
- All websites have a comprehensive, easy to find list of staff.
- Just 1 does not appear to have a clear list of services offered.

## 7. Service Access and Support

In this section we examine the ability to book appointments, assessing levels of information and choice, and whether there is a clear process and route in accessing the variety of online services (appointments, prescriptions, test results and referrals). We also consider general information on self-help, community support, and awareness of PCNs and the evolving primary care roles.

### 7.1 Paddington, Edgware Road, Bayswater & Harrow Road

	Clear Booking	Choice When Booking	Clear Online Pathway	eConsult Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
The Connaught Square Practice	Green	Amber	Green	Green	Green	Red	Green	Red	Green
Crompton Medical Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
Lisson Grove Health Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
Little Venice Medical Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
The Newton Medical Centre	Green	Green	Amber	Amber	Green	Red	Green	Amber	Green
Paddington Green Health Centre	Amber	Red	Amber	Amber	Green	Red	Red	Green	Red
Westbourne Green Surgery	Green	Amber	Amber	Green	Red	Red	Green	Amber	Green
Woodfield Road Surgery	Green	Amber	Green	Green	Red	Red	Green	Amber	Green

Green 52%, Amber 29%, Red 19%

## 7.2 St John's Wood & Maida Vale

	Clear Booking	Choice When Booking	Clear Online Pathway	eConsult Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
The Lanark Medical Centre - Dr Kashif	Green	Amber	Amber	Green	Red	Red	Green	Amber	Green
Third Floor Medical Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
Maida Vale Medical Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
St John's Wood Medical Practice	Green	Amber	Amber	Green	Green	Red	Green	Green	Green
The Randolph Surgery	Green	Green	Green	Red	Red	Green	Green	Green	Amber
Wellington Health Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green

Green 57%, Amber 28%, Red 15%

### 7.3 West End & Marylebone

	Clear Booking	Choice When Booking	Clear Online Pathway	eConsult Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
Cavendish Health Centre	Green	Green	Amber	Amber	Green	Red	Green	Green	Green
Covent Garden Medical Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
Crawford Street Surgery	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
Fitzrovia Medical Centre	Green	Green	Amber	Green	Red	Red	Green	Amber	Green
Great Chapel Street Medical Centre	Green	Green	Amber	Green	Green	Red	Green	Amber	Green
Marylebone Health Centre	Amber	Amber	Amber	Green	Green	Red	Green	Amber	Green
Soho Square General Practice	Amber	Green	Amber	Green	Green	Red	Green	Red	Green
The Mayfair Medical Centre	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
Soho Square Surgery	Green	Amber	Green	Green	Green	Red	Green	Green	Green

Green 59%, Amber 27%, Red 14%

### 7.4 Pimlico, Victoria, Belgravia, & Millbank

	Clear Booking	Choice When Booking	Clear Online Pathway	eConsult Info	eReferral Info	PCN Info	Self-Help Resources	Community Support Info	Reliable Info Source
Dr Shakarchi's Practice	Green	Green	Green	Green	Red	Red	Green	Amber	Green
Dr Victoria Muir's Practice	Green	Green	Green	Green	Red	Red	Green	Amber	Green
Millbank Medical Centre	Green	Green	Amber	Green	Red	Red	Amber	Red	Green
Pimlico Health at The Marven	Amber	Amber	Amber	Green	Red	Red	Amber	Amber	Green
The Belgravia Surgery	Green	Amber	Amber	Green	Green	Red	Green	Amber	Green
Victoria Medical Centre	Green	Green	Green	Green	Red	Red	Red	Red	Red
The Doctor Hickey Surgery	Green	Green	Amber	Green	Green	Red	Green	Amber	Green

Green 53%, Amber 22%, Red 25%

## Findings: Service Access and Support

All practices together (Central London CCG region) score 55% green/positive. West End & Marylebone, St John's Wood & Maida Vale outperform the region, while, Paddington, Edgware Road, Bayswater & Harrow Road, Pimlico, Victoria, Belgravia, & Millbank underperform.

### Summary of Findings

#### Service Access

- The broad majority of websites (87%) have clear, concise information on how to book appointments. None were rated as red.
- While information on how to book may be clear, there is much less clarity on choice - whether remote or in-person services are available. Just a third of websites (37%) give a detailed explanation.
- In terms of accessing online services (appointments, prescriptions and test results) just under a quarter of sites (23%) give detailed guidance in a clear way. Many websites do not have a clearly visible guide on the online services offered, while some have outdated or broken links to the information.
- eConsult is clearly visible on the majority of sites (87%) and some deploy a pop-up banner, which remains usefully open.

#### Self-Help and Community Information

- Information on PCNs was found on just one website. Additionally, none mention the wider primary care roles.
- A clear majority of sites 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 17% of websites clearly list local organisations and support groups. While this information may exist on the remaining 83%, it was not discovered during our review. Around half of the sites (53%) provide a link to MyHealth London, which while very useful - is not specific or dedicated to the local area.



## 8. Engagement and Involvement

In this section we examine the visibility of the Patient Participation Group (PPG), complaints process and ability to give feedback, including access to the Friends and Family Test (FFT).

### 8.1 Paddington, Edgware Road, Bayswater & Harrow Road

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
The Connaught Square Practice	Green	Green	Green	Green	Green	Green	Green
Crompton Medical Centre	Green	Amber	Amber	Green	Green	Amber	Green
Lisson Grove Health Centre	Green	Amber	Amber	Green	Green	Amber	Green
Little Venice Medical Centre	Green	Amber	Red	Green	Green	Amber	Green
The Newton Medical Centre	Green	Amber	Red	Green	Red	Amber	Green
Paddington Green Health Centre	Amber	Red	Green	Amber	Green	Red	Green
Westbourne Green Surgery	Amber	Amber	Red	Green	Green	Green	Amber
Woodfield Road Surgery	Green	Amber	Red	Green	Green	Green	Green

Green 59%, Amber 29%, Red 12%

## 8.2 St John's Wood & Maida Vale

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
The Lanark Medical Centre - Dr Kashif	Green	Amber	Red	Green	Green	Amber	Red
Third Floor Medical Centre	Green	Amber	Red	Green	Green	Amber	Green
Maida Vale Medical Centre	Green	Amber	Red	Green	Green	Amber	Green
St John's Wood Medical Practice	Green	Red	Amber	Green	Green	Amber	Green
The Randolph Surgery	Amber	Green	Green	Green	Green	Green	Amber
Wellington Health Centre	Green	Amber	Red	Red	Green	Red	Green

Green 55%, Amber 26%, Red 19%

### 8.3 West End & Marylebone

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
Cavendish Health Centre	Green	Amber	Red	Green	Green	Amber	Red
Covent Garden Medical Centre	Green	Amber	Red	Green	Green	Amber	Green
Crawford Street Surgery	Green	Amber	Red	Green	Green	Amber	Green
Fitzrovia Medical Centre	Amber	Amber	Red	Green	Green	Green	Green
Great Chapel Street Medical Centre	Green	Amber	Red	Green	Green	Amber	Green
Marylebone Health Centre	Green	Amber	Red	Green	Green	Amber	Green
Soho Square General Practice	Green	Amber	Red	Green	Green	Green	Green
The Mayfair Medical Centre	Green	Amber	Red	Green	Green	Amber	Green
Soho Square Surgery	Green	Amber	Red	Green	Green	Green	Green

Green 59%, Amber 25%, Red 16%

8.4 Pimlico, Victoria, Belgravia, & Millbank

	PPG Clearly Visible	Participation Choice	PPG Minutes Published	Feedback Route	Complaints Procedure	Complaints Methods	FFT Visible
Dr Shakarchi's Practice	Amber	Amber	Amber	Green	Green	Amber	Red
Dr Victoria Muir's Practice	Green	Amber	Red	Green	Red	Red	Red
Millbank Medical Centre	Amber	Amber	Red	Green	Red	Red	Red
Pimlico Health at The Marven	Green	Amber	Red	Green	Green	Amber	Red
The Belgravia Surgery	Green	Amber	Red	Green	Green	Amber	Green
Victoria Medical Centre	Green	Green	Green	Green	Green	Green	Green
The Doctor Hickey Surgery	Green	Amber	Red	Green	Green	Amber	Green

Green 46%, Amber 27%, Red 27%

## Findings: Engagement and Involvement

All practices together (Central London CCG region) score 55% green/positive. West End & Marylebone, Paddington, Edgware Road, Bayswater & Harrow Road outperform the region, St John's Wood & Maida Vale match the region average, while Pimlico, Victoria, Belgravia, & Millbank underperform.

### Summary of Findings

#### PPG

- The PPG is visible on all websites, and clearly so on the majority (80%).
- Information about the PPG ranges from a couple of lines, to comprehensive guidance including terms of reference.
- On ability to join and levels of choice, just 3 websites (10%) encourage patients to engage in a way that best suits them. Many simply give advice to contact reception or the management to express interest.
- When looking for PPG minutes, just 4 websites (13%) have documents dated within the last 18 months. A large number contain historical documents, or none at all.

#### Feedback and Complaints

- A clear majority of websites (93%) give encouragement to feed back, with various options available (typically phone, email or online form).
- While the complaints process is visible on the vast majority of sites (90%), many do not describe the process itself, or have links to documents, policies or guidance - a large number simply advise to contact the management. Just 8 sites (27%) offer clear guidance on lodging a complaint, and what to expect.
- Most websites (80%) reference the Friends and Family Test.

## 9. Suggestions

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

### Based on the Evidence

#### Accessibility and General Information

- Try to avoid duplication of options (such as a top menu category that is replicated by a text-box in the main website body). This will enable users to more easily remember their route to a certain option.
- Check that the website is compliant with mobile devices - does the window automatically resize to fit the screen?
- More than one pop-up box can cause a problem, try to sequence appearance.
- Ensure the CQC rating is clearly displayed, with a link to the report.

#### Service Access and Support

- While appointment method (remote or in-person) is often a clinical decision, it will be reassuring to know that options may be available. A 'one size fits all' impression may be discouraging.
- Give clear guidance on the online system (not simply a link to SystmOnline itself) and locate it in a logical place - such as the 'Appointments' section.
- To raise awareness of PCNs and the wider primary care roles, give a concise but detailed account, with links to local documentation if available.
- When detailing self-help and support options, include local organisations wherever possible.

#### Engagement and Involvement

- While PPGs are prominent on most websites, the content is too often lacking - with inadequate descriptions, outdated documents and no clear route to participation. Give a good description, update the documents and provide a clear path to take part - this will encourage interest and uptake.
- Many patients wishing to complain are simply directed to the management or reception, without a clear idea of the process. Given that a complaints policy should exist, provide a copy, or detailed summary on the website.
- Include a link to the Friends and Family Test within a main menu - a text box in the main website (only) can be easily missed.

## Check List exercise for Administrative Staff

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

Does the website avoid duplication of options?

Is it compliant with mobile devices?

Does it have tools for translation to community languages?

Are pop-up boxes loaded one at a time and are not overused?

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 is 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 [The Connaught Square Practice](#), which has the highest green/positive rating overall (88%).

## 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.

Healthwatch Central West London, Grand Union Studios, 332 Ladbroke Grove, North Kensington, London, W10 5AD

 020 8968 7049

 [info@healthwatchcentralwestlondon.org](mailto:info@healthwatchcentralwestlondon.org)

 [healthwatchcwl.co.uk](http://healthwatchcwl.co.uk)



“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