

THE CRANBORNE PRACTICE PATIENT PARTICIPATION GROUP (PPG) PATIENT FEEDBACK ON THE PRACTICE WEBSITE



Introduction

In July 2021, PPG members helped rebuild The Cranborne Practice website to make it more intuitive and customer-focused. Following its redesign, www.thecranbornepractice.co.uk provides straightforward and improved navigation for website users to find the information they need to manage their health and wellbeing. The build and ongoing development of the site have enabled users to have online access to as many GP services as possible.

At the end of 2021, the PPG developed and promoted a survey to obtain patient feedback on the relaunched website. The aim of the survey was to ensure that it continues to meet the needs of our patients. Over six months since its launch, over 24,000 sessions had been viewed by 13,000 users.

This document summarises the results, insights, and opportunities that have helped the Practice plan and improve accessibility as a result of the survey. This report will be presented for consideration by the Practice and PPG members at their June 2022 meeting.

As of the end of May, the website had over 19000 page views in more than 37,000 sessions.

The Approach and Responses

PPG Members Alan Prangle and Julie Saunders jointly developed a survey that could be completed online or on paper. The online survey was created through Microsoft Forms and was publicised on the Practice website, on social media, in Practice and by word of mouth through PPG membership. It ran for just over four weeks in February 2022. However, despite survey promotion activity, only 32 responses were elicited.

Most respondents visit the website at least once a month, with over 90% finding it easy to find the information or service(s) they need as a patient.

1. How often do you visit our website?

[More Details](#)

Daily	1
Weekly	7
Monthly	19
Less often	3
I have never used the Practice w...	2



2. Please visit our website by following this link:>> www.thecranbornepractice.co.uk (or copying and pasting the link into your internet browser). Then take a look around and let us know:

[More Details](#)

Extremely easy	21
Somewhat easy	8
Neutral	2
Not at all easy	1



In terms of what people like about the website, comments include:



Almost half of the respondents commented about wanting to book a face-to-face appointment with a GP through the Practice website. Despite these having been offered to patients for some months since the lifting of pandemic restrictions, a few respondents were seemingly unaware they could choose this option. This misconception led the Practice to develop communications and raise awareness that in-person GP appointments could be booked through the website rather than through SystemOnline (only telephone appointment slots were offered at that time through SystemOnline).

Other comments on which the Practice has acted included making access to the SystemOnline log-in screen more easily accessible from the Home Page and updating the web eForms to make the date of birth entry field a free text rather than calendar format. Some respondents stated that having to scroll back to find their year of birth was an annoyance and a barrier to using online forms.

However, when asked how likely they were to recommend the website to friends and family, 65% were very likely, and a further 22% were somewhat likely to do so. The three respondents who were somewhat or very unlikely to do so commented that this was due to the date scrolling issue or inability to get a face-to-face appointment, despite the latter not being the case.

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