Content process overview

1. Commission content
2. Research Content
3. Produce content
4. Enter/edit content
5. Review content

New content requested

External news event

6. Produce Behind the Headlines

Finish

Thursday, April 23, 2015
1. Commission content

NHS Choices Operations Board

1. Approves Roadmap

Present Roadmap following consultation with stakeholders

Subject editor

2. Contacts policy team(s) and informs them of subject and plan (if appropriate) and identifies clinical contacts

Editor assigned to subject

Policy teams

3. Collates key messages from all interested parties

4. Initial clinical input if required

Clinical engagement

5. Takes key messages from policy team(s) and collates content list

6. Reviews content list and provides feedback

7. Incorporates feedback and creates content list

Subject meeting with relevant stakeholders

2. Research Content

Create content

Thursday, April 23, 2015
2. Research content

**Subject editor**
- **Agreed content list**
  - 1. Consults peer reviewed scientific research
- **Evidence and other peer reviewed research**
  - 2. Research NHS Evidence for systematic reviews and other peer reviewed data
  - Evidence base consulted
- **Direct experience**
  - 4. Consult Healthtalk.org (www.healthtalk.org) where relevant
  - 5. Consult relevant clinicians
  - 6. Consult national charities where relevant
  - 7. Patient organisations
- **Review comments**
- **Complies research and completes content**
- **Produce content**
- **Completed content**

When direct experience is required, consult people with direct experience (defined below).

Consult Healthtalk.org (www.healthtalk.org) where relevant.

Consult relevant clinicians.

Consult national charities where relevant.

Patient organisations.

Feedback to NHS Choices from patients and the public where relevant.

Thursday, April 23, 2015
3. Produce content

Subject editor

1. Content drafted
   - With appropriately qualified clinician for clinical sign off

2. Receive comments
   - Edits work and sends to subject policy team(s) where relevant

3. Reviews content and disseminates to interested parties

4. Collates feedback and sends to editor

5. Editor agrees with feedback?
   - Yes: Significant changes? Return content to clinical sign off
   - No: Negotiate with clinician/policy. If unresolved, request final decision from CIAG

   - No: Edits content and sends to Head of production for entry

Policy teams

Clinical engagement

Head of production

Enter/edit content

Approved content entered
4. Enter/edit content (after final sign off)

Head of production

Head of production receives content/changes

Change to existing content?

Yes → Content passes review?

No → Assigns Sub editor

Content passes review?

Yes → Edits properties to include a publish begin date

No → Review and amend content in CMS

To be published immediately?

Yes → Content published to live site

No → Informs Head of production content is ready

Sub editor

1. Enters content into CMS

2. Review and amend content in CMS

3. Informs Head of production content is ready

Sub edtor

4. Review and subedit content in CMS (checks facts, spelling, grammar, style)

5. Submits for approval to Head of production and provides hard copy

6. Content passes review?

Yes → Content published to live site

No → Change to existing content?

Yes → Head of production receives content/changes

No → Product lead

7. Informs Product lead or nominated deputy for approval

8. Reviews content

9. To be published immediately?

Yes → Content published to live site

No → Review and amend content in CMS

10. Submit for publishing

Product lead

9. Content passes review?

Yes → Content published to live site

No → Change to existing content?

Yes → Head of production receives content/changes

No → Product lead

8. Reviews content
Content on the site is reviewed systematically

- Arrive at scheduled date
- User generated feedback
- Evidence update

Triggers content review

2. Research Content
3. Produce content
4. Enter/edit content

Finish
6. Produce Behind the Headlines

BtH editor

1. Research Media outlets
2. Select appropriate story
3. Research scientific papers
4. Send paper clippings and scientific papers to Bazian
5. Write article
6. Reviewed by in house clinicians for clinical sign off
7. Edits article

Bazian

5. Write article
6. Reviewed by in house clinicians for clinical sign off

Internal lawyers

10. Review article

Content published on live site

- Significant edits?
  - Yes
  - No

- Libel check needed?
  - Yes
  - No

- Article accepted?
  - Yes
  - No