

## **NHS Choices service proposition**

NHS Choices is designed to meet the requirements of those with health or care needs, either directly (e.g. patient or service user) or indirectly (e.g. carer).

This proposition sets out what information, advice, data and services are hosted by NHS Choices and provides guidance about what should be published on NHS Choices or not. This proposition has been designed to ensure that users can access relevant information about health and care services, and make interacting with these services as easy as possible.

This proposition will be updated over time to reflect the needs of the population and in line with developments in the health and care system.

## **What goes on NHS Choices**

Something will go on NHS Choices if it has a demonstrable benefit to users and is unbiased, and meets at least 1 of the following criteria.

### **1. Information about health and social care**

Information and advice about health and social care, including conditions, treatment and service information, providing users with, or access to, the right information they need at the right time, for example:

- advice about risk factors
- information about a particular condition or symptoms

### **2. Health and care services**

Information, advice or data about health and care providers or accessing health and care services, including making interactions with health and care services as easy as possible, for example:

- data relevant to you about how well a local hospital or care home is doing
- booking a GP appointment
- information about a care assessment

### **3. Guidance about major health events**

Guides people to easy to understand advice and support about how to respond to major health events, for example:

- to pandemic flu outbreak advice on GOV.UK

### **4. Helping people change their behaviour to improve their health or care**

Helps to inform people about how to take action to improve their health or self-care, for example:

- Couch to 5K running plan
- Information about NHS Health Checks

### **5. Decision support**

Provides people with confidence and information to make decisions about their care and treatment, including understanding what comes next, for example:

- Service finders
- Patient decision aids

## **6. Facilitates feedback**

Encourages people to feedback and comment about their experiences of health and care services, and review other people's experiences.

## **7. Guidance to specialist information, advice and support**

Guides people to evidence-based, credible digital services that can provide more specific information, support or advice at a more specialist level, or connect to other users, for example:

- Macmillan Cancer Support
- Carers UK
- Apps

## **8. Rights**

Helps people to make sense of and know their rights when interacting with health and care services, and navigating the health and care system, for example:

- Promoting the role of the patient in care and treatment
- Outlining carers' rights
- How to complain about care and treatment

## **9. Health and care issues**

Provides unbiased, factual explanations of topical or newsworthy health and care issues, for example:

- Facts about a new scientific study

## **What doesn't go on NHS Choices**

It won't go NHS Choices if it is:

- information that relates to making a clinical diagnosis – NHS Choices can complement frontline services however it is not currently positioned to be a clinical service in its own right
- health campaign or raising awareness scheme because they have their own brands (e.g. Change4Life) – however they still sit on the nhs.uk domain and will be clearly signposted from NHS Choices in order to leverage value
- detailed information and guidance about policies, regulations or legislation – that's on GOV.UK and [www.legislation.gov.uk](http://www.legislation.gov.uk)
- public consultation – that's on the NHS England website ([www.england.nhs.uk](http://www.england.nhs.uk)) or on GOV.UK
- official information from ministers – that's on GOV.UK
- information for users in Wales, Northern Ireland, Scotland – that's on [www.wales.nhs.uk](http://www.wales.nhs.uk), [www.hscni.net](http://www.hscni.net) and [www.nhs24.com](http://www.nhs24.com)
- information or services that can be better supplied by organisations,

- particularly the third sector and commercial organisations
- information not primarily intended for the public, specifically patients, service users and carers – that's on the NHS England website ([www.england.nhs.uk](http://www.england.nhs.uk)) and on GOV.UK
- professional training, qualifications, volunteering or recruitment information, advice or opportunities
- promoting commercial organisations without a defined user benefit
- information that should be hosted on GOV.UK - <https://www.gov.uk/government/publications/govuk-proposition/govuk-proposition>