General Practice profiles on NHS Choices
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Introduction

NHS Choices is the primary public facing website of the NHS and receives more than 40 million visits a month. It launched in June 2007 to provide a comprehensive and trusted source of reliable health information to help people make the most of their health and get the best out of the healthcare system.

Its pages include directories of local health and care services, information on a wide range of conditions and treatments, and accessible clinical information related to primary healthcare.

The site also shows comparative data about healthcare providers, to help people make informed choices about their healthcare. This includes feedback on services. One of the guiding principles of NHS Choices is that a modern, taxpayer-funded NHS should provide the public with the opportunity to comment publicly on the services they receive.

Since its launch, patients have been able to post online feedback about their hospital experience. This functionality extended to General Practices (GPs) in October 2009 and the public are now able to comment on all NHS services. We currently have approximately 300,000 comments posted on GP profiles.

MANAGING YOUR PROFILE ON NHS CHOICES

Every GP in England has a profile (a mini-website) on NHS Choices. Over 1.5 million visits are made to these profiles each month to access a wide range of information, including opening hours, staff, services, performance data and facilities.

The information on these profiles has been managed by GPs using NHS Choices’ Provider Information Management System (PIMS). The PIMS system offers straightforward editing functions and a what-you-see-is-what-you-get (WYSIWYG) display that helps the user to create the best possible profile pages.

Described below are practical steps to start editing your profile. However, we recommend you navigate around the sections to explore different opportunities the site offers practices and visit nhs.uk/gp to access more resources to assist you.

Obtaining your log on details:

To add a new user or register yourself to edit your practice’s profile, email our Service Desk on servicedesk@nhschoices.nhs.uk and they will set up access for you and issue you with log on details via email.
Accessing your profile

1. Click ‘Log in’ – located at the top right corner of any page.

2. Click on the organisation you want to edit in the list displayed.
Updating your profile

Information on your profile is grouped into modules. You can edit modules which have been marked with the ‘Edit’ or ‘Add’ icons.

1. Click ‘Edit’ anywhere on your profile to update information.

2. Click the ‘Add’ button to enter new information to your profile.

3. When changes are made click ‘Save’ to keep your changes.
4. If you are unhappy with your changes click, ‘Undo’ to cancel your most recent change.

Click ‘Undo’ to cancel changes.

5. Not all modules can be edited. These modules are marked ‘This cannot be edited’.

Content managed by NHS Choices.

Top tips

Your profile has several tabs which can be updated. Over a 1.5 million visits a month are made to compare practices looking for information about opening times, services and facilities.

Ensure you update your practice’s information regularly to provide the public with up-to-date information.
Practice feedback on NHS Choices

With over, 300,000 comments online, visitors are actively leaving feedback about their practice experience. It is important that practices are aware of local feedback and have the ability to manage patient feedback.

Each practice has the ability to reply to each comment. These replies appear directly beneath the original comment. When a comment is left on a practice profile, “comment administrators” will receive an email alert from NHS Choices about the comment.

To respond to comments, comment responders must log into the ‘organisation response’ system via https://choicesmoderation.nhs.uk.

For more information about responding to comments please visit the managing patient feedback page on NHS Choices.