



All about choice - What is NHS Choices saying about you?

A Healthwatch Newcastle report 2015



What is Healthwatch?

Healthwatch is the national independent champion in social care and health established throughout England on 1 April 2013 under the provisions of the Health and Social Care Act 2012. Healthwatch has statutory powers to ensure the voice of the community is strengthened and heard by those who commission, deliver and regulate social care and health services. Healthwatch exists in two distinct forms - local Healthwatch and Healthwatch England at national level.

Healthwatch Newcastle

The remit of local Healthwatch covers all publicly funded social care and health services for both adults and children. Healthwatch Newcastle collects feedback on services from people of all ages and from all parts of the community, through our network of voluntary and community sector organisations, comments cards at events, quarterly drop-in sessions at Newcastle city library, online through the website and social media and from callers to our 'Just ask' helpline. As part of the remit to gather views Healthwatch Newcastle also has the power to 'enter and view' services and undertake announced and unannounced visits.

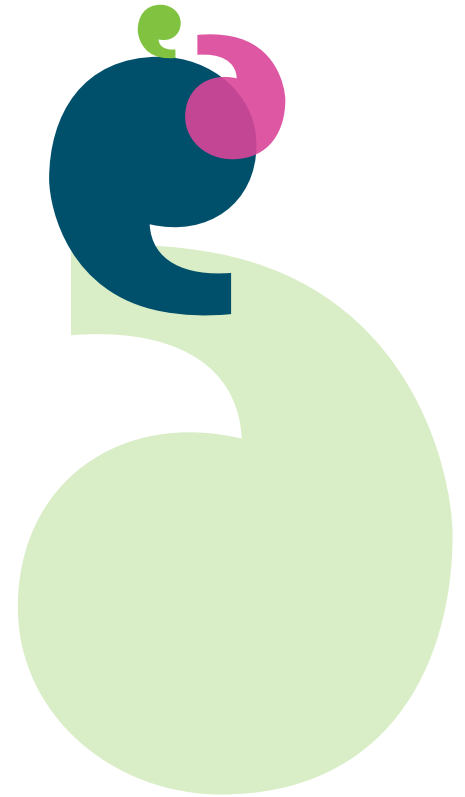
© Healthwatch Newcastle 2015

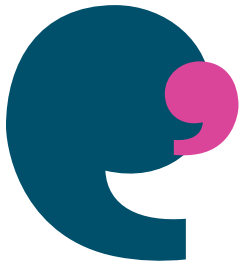
The Healthwatch logo is a registered trademark and is protected under trademark law. Any enquiries regarding this publication should be sent to us at info@healthwatchnewcastle.org.uk You can download this publication at www.healthwatchnewcastle.org.uk



Contents

1	Introduction
1	GP practices in Newcastle
2	NHS Choices
<hr/>	
3	The evidence for this report
<hr/>	
4	How we did it
<hr/>	
5	What we found
5	Overview tab
5	Services and clinics tab
6	Facilities tab
6	Staff tab
6	Performance tab
6	Contacts tab
7	Reviews and ratings tab
7	FAQ tab
7	General
<hr/>	
8	Next steps and recommendations
<hr/>	
9	Sources
<hr/>	
10	Appendices
<hr/>	





Introduction

Between August and October 2014 Healthwatch Newcastle carried out mystery shopping on the NHS Choices GP profile pages for the 35 GP practices in Newcastle upon Tyne.

The aim of the mystery shopping exercise was to find out what information GP practices had about their practice on their NHS Choices profile pages, if the information was complete and how clear that information was.

The main objectives were to:

- Find out if the information displayed online was complete
- Find out if the quality of information would allow patients to make informed choices
- Find out if there were gaps in the information provided

GP practices in Newcastle

Newcastle has 35 GP practices, housed in 45 individual surgeries when including branch surgeries. All GP practices belong to NHS Newcastle Gateshead Clinical Commissioning Group (CCG).





NHS Choices

NHS Choices is England's biggest health website, providing a comprehensive health information service. The website provides the public with information to make choices about health, lifestyle and NHS services. It provides a directory of services in England, including hospitals, GPs and dentists, and allows the public to search by location or postcode.

The GP profiles in the directory are an important opportunity for every practice to showcase their information including contact details, appointment information, opening

hours, staff profiles and available facilities. Having relevant information available for the public ensures they can make an informed choice based on location, patient experience and services provided.

All Newcastle GP practices, including branch surgeries, are listed with NHS Choices and some of the information is managed and updated by each practice.



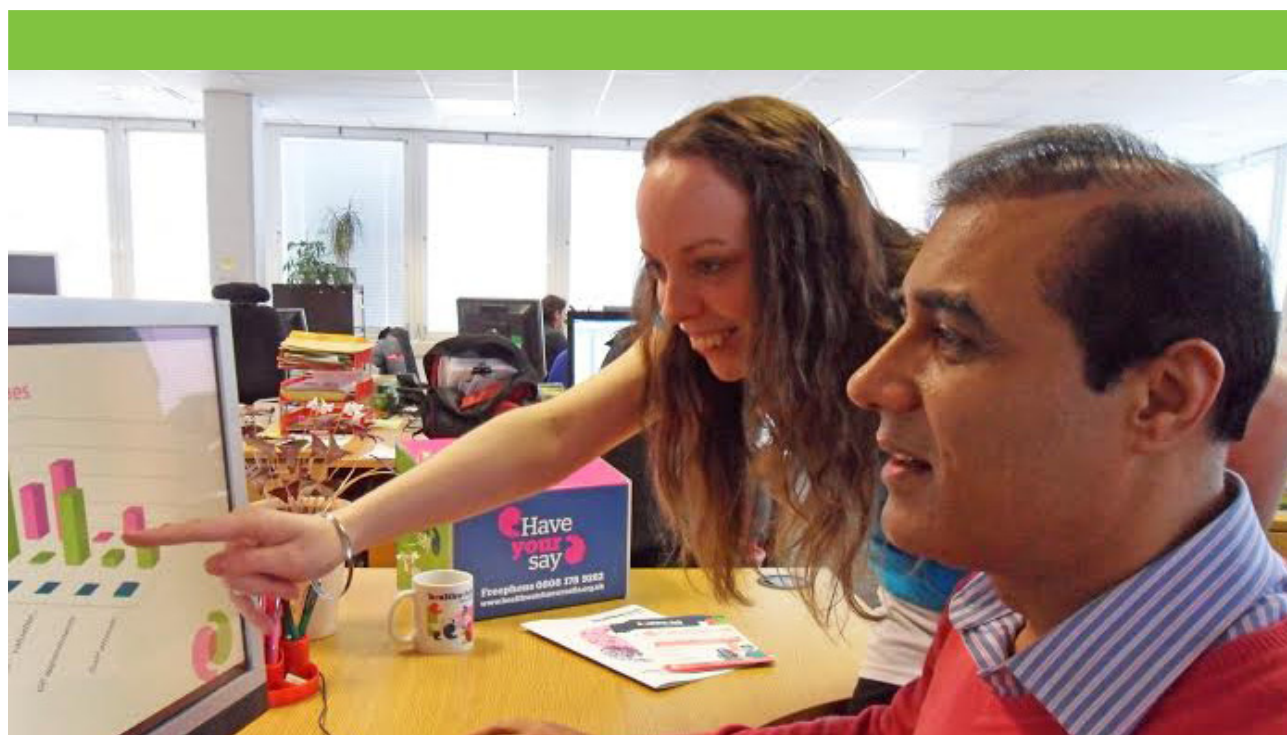


The evidence for this report

Healthwatch Newcastle has a 'Just ask' service which provides free independent information about finding local social care and health services. The helpline is available Monday to Friday 9am to 5pm on free phone (from landlines) 0808 178 9282 and a text service on 07551 052 751. NHS Choices is an important source to find NHS services when signposting Healthwatch callers.

Other local Healthwatches across England reported that the GP practice information available on NHS Choices was often incomplete or out of date. Healthwatch Newcastle staff briefly reviewed some GP practice pages and found this was also the case locally. As NHS Choices information is frequently used by organisations such as Healthwatch Newcastle to signpost patients to services, it was agreed that a more in-depth piece of research was needed.





How we did it

We chose a ‘mystery shopping’ approach to achieve the objectives of this project. The term ‘mystery shopper’ refers to activity defined by the Market Research Society (2011) as:

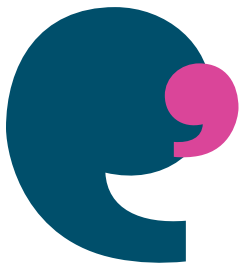
“The use of individuals trained to experience and measure any customer service process, by acting as potential customers and in some way reporting back on their experiences in a detailed and objective way.”

Mystery shopping is different from patient satisfaction surveys in that it explores the actual patient experience at a snapshot in time and records specific details of that particular experience.

It should be noted that there are some limitations to mystery shopping as a completely objective assessment because some subjective opinion is always involved. We made the data collection as quantitative and objective as possible to minimise the effect of this.

Before taking the work forward we informed key stakeholders of our intentions as we take a ‘no surprises’ approach. We contacted our CCG and NHS England’s Cumbria, Northumberland, Tyne and Wear area team in confidence.

The Healthwatch Champions (see appendix 2) were provided with the opportunity to take part in the work. Six Champions took part and each reviewed between four and seven practice pages using the questionnaire in appendix 1. Two members of staff completed the remaining surveys.



What we found

The following information was correct as of October 2014.

Overview tab

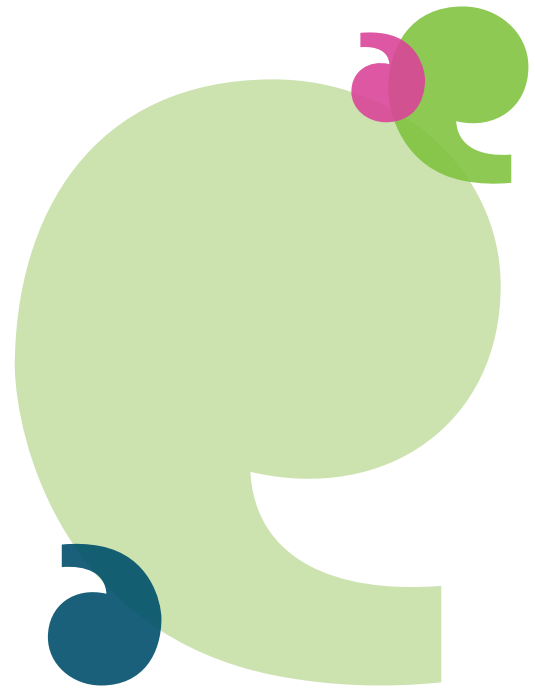
Good

- All 45 profiles listed the doctors' names and how many were male and female doctors
- 43 profiles (96%) showed how the practice was performing
- Only 1 profile did not have any information about accepting new patients

Needing development

- Only 28 (63%) profiles displayed all of their contact details including postal address, telephone number and website address
- Only 14 (31%) profiles had last verified their opening hours in 2014
- Only 11 (24%) profiles listed additional languages that were available at the practice
- Only 13 (29%) profiles listed the practice's services on the overview tab

Examples of good opening hours information were the Betts Avenue Medical Centre (see appendix 3), Newcastle Medical Centre, Roseworth Surgery and Biddlestone Health Group profile pages.



Services and clinics tab

Good

- The practice services and clinics were listed in 44 (98%) profiles

Needing development

- Only 4 (9%) profiles had enough information about each service and clinic

A good example of the 'Services and clinics' tab was Newcastle Medical Centre which listed information about different appointment types (see appendix 3).





Facilities tab

Good

- 39 (87%) profiles had the online facilities information listed and completed

Needing development

- There was a lot of incomplete information within the 'Facilities' tab
 - 41 (91%) profiles did not have any accessibility information
 - 35 (78%) profiles had no information in the parking section

Good examples of the 'Facilities' tab were Falcon Medical Group (see appendix 3) and Newburn Surgery which had an additional 'Bringing children' section.

Staff tab

Good

- All 45 profiles had a list of the doctors at the practice
- 43 (96%) profiles provided information about what patients thought of their consultations with GPs and nurses

Needing development

- 33 (73%) profiles had listed the nurses at the practice
- 15 (33%) profiles had listed the reception and administration staff
- 4 (9%) profiles had all GPs' specialisms listed
- 11 (24%) profiles had additional languages listed

Newburn Surgery was a good example of the 'Staff' tab, which had photographs of all their GPs plus details of their specialisms and surgery hours (see appendix 3).



Performance tab

Good

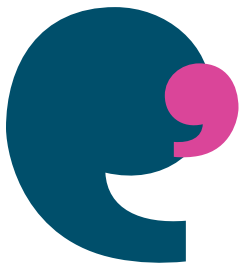
- All 45 profiles provided a generic description of Patient Participation Groups (PPGs)
- 43 (96%) profiles displayed statistics from the National Patient Survey for their practice

Contacts tab

Good

- All 45 GP practice profiles provided enough information for patients to be able to contact and find their practice
- 40 (89%) profiles included details of the catchment area making it easy for patients to sign up

The Newburn Surgery (see appendix 3) profile had a good example of the 'Contacts' tab featuring a list of areas, the boundary description and a downloadable map. Other good examples were the Falcon Medical Group and Gosforth Memorial Medical Centre profiles which provided extra details of the registration process.



Reviews and ratings tab

Needing development

For practice profiles where patients had reviewed and commented:

- 6 (13%) profiles had replies to all comments
- 12 (27%) profiles had replies to some comments
- 24 (53%) profiles had no replies to any of the comments
- 3 (7%) profiles had no reviews or comments listed

FAQ tab

Good

Some FAQ tabs contained a wealth of very good information for patients.

- 27 (60%) profiles had an additional FAQ tab which included information about home visits, what to do in an emergency and prescription information

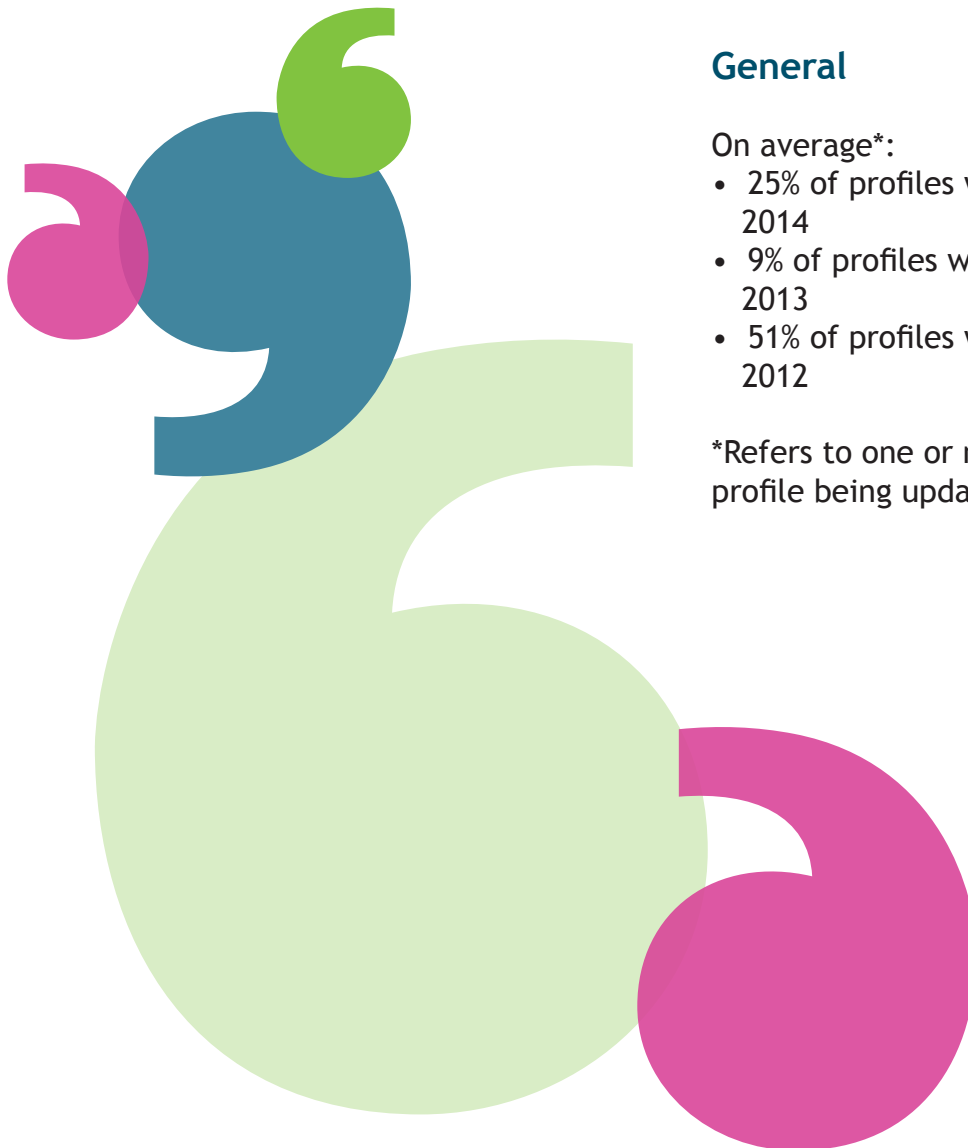
Good examples of FAQ pages were Cruddas Park Surgery (see appendix 3) and Roseworth Surgery.

General

On average*:

- 25% of profiles were last updated in 2014
- 9% of profiles were last updated in 2013
- 51% of profiles were last updated in 2012

*Refers to one or more pages within a profile being updated





Next steps and recommendations

Healthwatch Newcastle can produce a confidential report for each Newcastle GP practice containing feedback and recommendations about their own profiles. These reports are available to practices on request and will not be shared with anyone else.

In terms of the overall findings, we are pleased that many GP practices had good quality information and there were some great examples of good practice, many of which have been highlighted in this report. Currently, the profile pages enable patients to make a choice but improvements to the information displayed would give patients the opportunity to make an informed choice based on more detail.

Overall, for all GP practices in Newcastle, we recommend that:

- All information displayed is complete and up to date, with particular reference to the opening hours, available facilities and staff information
- Additional sections are added to the opening hours to include public holidays and out of hours
- All comments by patients should be provided with a response to ensure patient feedback is acknowledged and welcomed
- The practice profile page is reviewed every six months

We also ask the Cumbria, Northumberland, Tyne and Wear area team and NHS Newcastle Gateshead CCG to support all practices to complete and regularly update information on their NHS Choices profile page.

With this information updated and in place, patients will be able to make more informed choices about GP practice services in Newcastle and will understand what is available at their surgery.



Sources

NHS Choices <http://www.nhs.uk/aboutNHSCoices/aboutnhschoices/Aboutus/Pages/Introduction.aspx> accessed 3 November 2014

NHS Choices <http://www.nhs.uk/NHSEngland/thenhs/about/Pages/ccg-outcomes.aspx> accessed on 27 August 2014

Newcastle West Clinical Commissioning Group Commissioning Plan 2013/14-2015/16

Newcastle North and East Commissioning Group Commissioning Plan 2013/14-2015/16

Public Health England Newcastle upon Tyne Child Health Profile March 2014

Public Health England Newcastle upon Tyne Health Profile 2014

Newcastle Wellbeing for Life: Know Your City, a profile of the people living in Newcastle: People living, working or learning in Newcastle (A). downloaded from: <http://www.wellbeingforlife.org.uk/know-your-city>, on 26 August 2014

Newcastle Wellbeing for Life: Know Your City, a profile of the people living in Newcastle: People living, working or learning in Newcastle (B). downloaded from: <http://www.wellbeingforlife.org.uk/know-your-city>, on 26 August 2014

Health Needs Assessment of University students studying in Newcastle, NHS North of Tyne, 2012



Appendix 1 - NHS Choices GP profiles questionnaire

Champion name	
GP practice name	
GP practice NHS Choices page	
Date review completed	

Overview tab

	Yes/No	Any comments?
Is the telephone number provided?		
Is the address provided?		
Is the website address provided?		
Are the opening times listed?		
Are the doctors listed?		
Does it list how many doctors are male or female?		
Does it list if any additional languages are spoken?		
Is the online facilities box displayed and complete (i.e. there are no grey question		
Are the practice services listed?		
Can you see information about how the practice is performing?		
Can you see if the practice is accepting new patients or not?		
If the practice is accepting new patients, is there enough information available for you to start registering with the practice?		
When was the page last updated?		
Is there anything else detailed in this section that you'd like to tell us about?		
What other information would you like listed in this section?		

Services & clinics tab

	Yes/No	Any comments?
Is there a list of services in this section?		
Do you think there is enough information about each service?		
Is the electronic prescription service listed?		
Is there enough information about the electronic prescription service?		
When was the page last updated?		
Is there anything else detailed in this section that you'd like to tell us about?		
What other information would you like listed in this section?		



Facilities tab

	Yes/No	Any comments?
Is the accessibility section displayed and complete (i.e. there are no grey question mark icons)?		
Is the parking section displayed and complete (i.e. there are no grey question mark icons)?		
Is the online facilities box displayed and complete (i.e. there are no grey question mark icons)?		
When was the <u>page</u> last updated?		
Is there anything else detailed in this section that you'd like to tell us about?		
What other information would you like listed in this section?		

Staff tab

	Yes/No	Any comments?
Are the doctors listed in this section?		
Are the nurses listed in this section?		
Are the <u>reception and administration staff</u> listed in this section?		
Does it list how many doctors are male or female?		
Does it list the doctor's specialisms?		
Does it list if any additional languages are spoken?		
Does it give you information about what patients think of the consultations with GPs and nurses?		
When was the <u>page</u> last updated?		
Is there anything else detailed in this section that you'd like to tell us about?		
What other information would you like listed in this section?		

Performance tab

	Yes/No	Any comments?
Is there information about the Patient Participation Group?		
Is there information about the National Patient Survey?		
When was the <u>page</u> last updated?		
Is there anything else detailed in this section that you'd like to tell us about?		
What other information would you like listed in this section?		



Contacts tab

	Yes/No	Any comments?
Is there enough information in this section for you to be able to contact the practice?		
Is there enough information in this section for you to be able to find the practice?		
When was the <u>page</u> last updated?		
Is there anything else detailed in this section that you'd like to tell us about?		
What other information would you like listed in this section?		

Reviews and ratings tab

Users can rate the service based on telephone access, appointments, dignity and respect, involvement in decisions and providing accurate information. They can also type up a review.

	Yes/No	Any comments?
Is there anything else a user should be able to rate a service against?		
Do you find this section useful?		
Is there anything else detailed in this section that you'd like to tell us about?		
What other information would you like listed in this section?		

You have now completed this review.

Is there anything else you would like to tell us about your review of this practice's information?

--



Appendix 2 - Background information

What is Healthwatch?

Healthwatch is the national independent champion in social care and health established throughout England on 1 April 2013 under the provisions of the Health and Social Care Act 2012. Healthwatch has statutory powers to ensure the voice of the community is strengthened and heard by those who commission, deliver and regulate social care and health. Healthwatch exists in two distinct forms - local Healthwatch and Healthwatch England at national level.

Healthwatch Champions

Healthwatch Champions are members of the community who act as ambassadors for their local Healthwatch on a volunteer basis. The role of a Healthwatch Champion is varied but can include:

- Helping at events where Healthwatch Newcastle has an information stall
- Helping with time-limited projects and research
- Visiting adult social care and health care services

All Healthwatch Champions receive full training and support to fulfil their roles.

Our Champions were provided with all the resources they needed to conduct their surveys. The practices were allocated ensuring that no one reviewed their own GP practice.

About the city of Newcastle

Population

Newcastle has a population of approximately 284,000 which is forecast to increase to approximately 291,800 by 2016 according to ONS (Office of National Statistics) projections.

From the ONS 2011 mid-year population estimates, the largest age band is people of working age (25-64 year olds) who account for 49.4% of the city's population, lower than both the North East and England averages. However, people of transition age (15-24) account for 20.5% of the population which is much higher than both the North East and England averages and is influenced by the large student population in the city. In the 2012 student health needs assessment by NHS North of Tyne, the higher education student population was estimated at 50,000.

All age bands are expected to increase in number by 2021 with the most pronounced increase forecast to be in the 90+ age band.

Ethnicity

According to the Census 2011, 81.7% of Newcastle's population are White British, 3.7% are White Other and 14.7% are non-White. The largest non-White ethnic group are Asian / Asian British (including Indian, Pakistani,



Bangladeshi, Chinese and Other Asian) who account for 9.8% of the population. The 0-15 age group is the most ethnically diverse and the over 65 age group the least diverse. Across the city, the wards with the most ethnic diversity are Wingrove, Westgate and Elswick. These are located in the inner west of Newcastle and are amongst the most deprived in the UK as well as the city.

Public health and health inequalities

Newcastle upon Tyne contains some of the most deprived areas in the UK as well as some of the most affluent. This means there are huge health inequalities across the city. Life expectancy is 11.4 years less for men and 9.1 years less for women in the most deprived areas compared to the least deprived. Deprivation is also higher than the national average with 29% (13,200) children (under 16) living in poverty.

Census 2011 data shows that 18.75% of the population has a long term health problem or disability which limits their day to day activities. More than half of these people are of working age between 16-64 years.

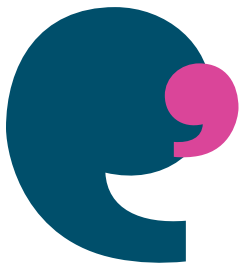
Census 2011 data also suggests that almost one in ten (9.2%) (25,644) people have some form of unpaid caring role of which 2.4% of people provide 50 or more hours per week. These are similar to North East and national figures.

Newcastle upon Tyne also has death rates among under 75s for both cardiovascular disease and cancer which are significantly worse than the national and regional averages.

GP practices in Newcastle

Newcastle has 35 GP practices housed in 45 individual surgeries when including branch surgeries. Three practices are housed at one location giving a total of 43 individual GP locations. All GP practices belong to NHS Newcastle Gateshead CCG.

Clinical Commissioning Groups were formally established on 31 March 2013. They were set up by the Health and Social Care Act 2012 to commission NHS services in England. Commissioning means deciding what services are needed and making sure they are provided. CCGs commission the majority of hospital and community NHS services in their local area and are coterminous with local authority boundaries. They are overseen by NHS England.



Appendix 3 - Profile examples



Overview

Opening times

Reception times	Surgery times	Public holidays	Out of hours
Monday	08:30 - 18:00		
Tuesday	08:30 - 18:00		
Wednesday	07:00 - 08:00	08:30 - 18:00	
Thursday	08:30 - 18:00		
Friday	08:30 - 18:00		
Saturday	Closed		
Sunday	Closed		
Last verified on 14/05/2014			
Additional information The surgery also offers Extended Hours appointments with GPs on Monday Evenings at Kenton site from 6.30pm, Tuesday mornings at Kenton, Wednesday mornings at Benwell and Thursday mornings at Kenton from 7am. For more information please contact Reception.			

Our Services

Types of Appointments Offered.

1. Pre-bookable routine appointments with the Doctor, Nurse Practitioner and Practice Nurse.
2. Walk in Surgery with a Doctor. Monday to Friday (term time).
3. Open Surgery with a Nurse Practitioner. Monday and Friday.
4. Open Surgery with a Practice Nurse. Tuesday, Wednesday and Thursday.
5. Saturday Surgery with Nurse Practitioner/Practice Nurse. (Please note there is no telephone service on a Saturday)
6. Urgent Appointments.
7. Telephone Consultations



Bringing children to Dr Hattaway & Partners

- ✔ Baby changing facility
- ✔ Parent and baby room
- ✘ Children's play area
- ✘ Pram park
- ✘ Mother and child parking

The parent and baby room is a private interview room where mums can safely and privately breast feed.

Doctors

Dr Michael Edwin Scott
General Practitioner

Surgery hours
Monday, Thursday Friday

Special interests
Diabetes, minor surgery, healthcare commissioning



GMC number
2314002

Qualifications
MBBS
MRCGP

[What does this mean?](#)

Catchment Area

The practice covers the following areas Newburn, Throckley, Walbottle, North Walbottle, West Denton, Chapel House, Chapel Park, Westerhope and Lemington. The practice boundary extends from Heddon-on-the-Wall down towards Ryton and Blaydon including Blaydon Haugh, east to the A1 and out along the Stamfordham Rd.

Additional document

[AppendixA Newburn Practice Boundary.pdf \(.pdf, 2.39 MB\)](#)

FAQ

On this page: [What do I do in an emergency](#) | [Travel information](#) | [How to register](#) | [Instructions on what to do with the registration form](#) | [How to get a prescription](#) | [How to get a repeat prescription](#) | [How to make an appointment](#) | [What if I can't get an appointment](#) | [Routine appointments](#) | [Same day appointments](#) | [Role of reception](#) | [How do I arrange a home visit](#) | [Triage](#) | [Why might it be difficult to get an appointment](#) | [How to get travel vaccinations](#) | [How to get a health checkup](#) | [How to feedback/compliment/complain](#)



Registered office
Healthwatch Newcastle
Higham House, Higham Place
Newcastle upon Tyne, NE1 8AF

Tel 0191 261 0751
info@healthwatchnewcastle.org.uk
www.healthwatchnewcastle.org.uk

We use the Healthwatch Trademark (which includes the logo and the Healthwatch brand) when carrying out our statutory activities. This is included on our website, social media, publicity materials and stationery. The Healthwatch logo is a registered trademark and is protected under trademark law.

This publication can be downloaded at www.healthwatchnewcastle.org.uk