

People's Panel: Primary Care Access

In April 2022, we asked our People's Panel what they thought about our ideas (designs and messages) to help people understand the different ways they can access healthcare.

131 people responded to our survey:



- 45-54 **23%**
- 55-64 **23%**
- 65+ **29%**

- 11%** receive some form of benefits
- 28%** have some form of disability or long term health condition

Feedback on our designs and messages:

General Practice:

- **68%** use the term 'GP surgery' and 29% use the term 'GP practice' (rather than 'primary care')
- From 2 options, **66%** preferred design A
- From 3 options, **60%** preferred the message '... working in ways which are beneficial for patients, for staff, for you...'
- From 2 options, **75%** preferred the tagline 'Know how we're working'
- Many did not like the word 'efficient' as it felt inappropriate, impersonal and suggests a focus on cost cutting rather than on patient care



Staff abuse:

- From 2 options, **86%** preferred the message 'Care about us, caring for you. Our staff are human too'
- From 3 options, **56%** preferred the tag line 'Know your words, know your actions'
- From 3 options, a majority of **44%** preferred the ending 'Support your NHS staff and stand with us against abuse'



NHS App:

- From 2 options, **74%** preferred the message 'The NHS app is there for you to help access your healthcare. You can use the NHS app 24/7 to: Book appointments, Order repeat prescriptions, View your health record, Get health advice.'
- From 3 options, **52%** preferred the tagline 'Know how to access your care'



Extended workforce:

- From 2 options, **70%** preferred the message 'Your GP is supported by a qualified team of health professionals who will support you with your health needs'
- From 3 options, **60%** preferred the tagline 'Know who can help'



Care navigation:

- From 2 options, **88%** preferred the message 'You may be asked questions about you and your health. This is to ensure we find you the right care'
- From 3 options, **63%** preferred the tagline 'Know why we ask'

