

Primary Care Access



Research Report

April 2022



Primary Care Access

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Background

TOGETHER
WE'RE **BETTER**



StepBeyond 

Research Method

Fieldwork dates: 21-27 April 2022

Online survey emailed to all current members of the Staffordshire People's Panel

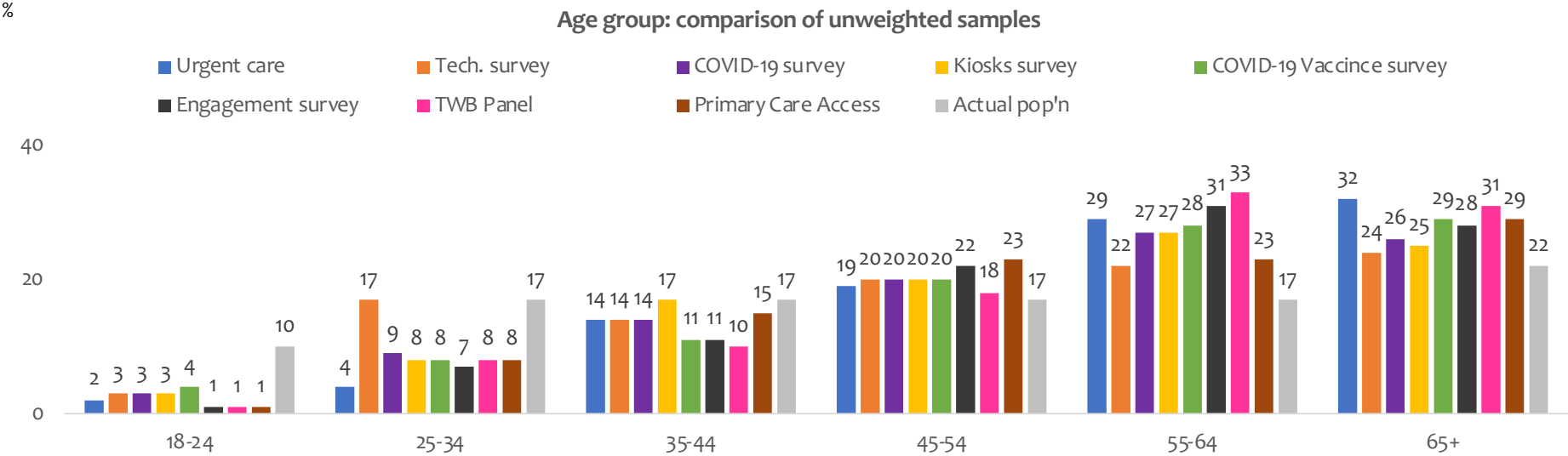
Emailed out invite:	1,178
Bounced back:	46
Unsubscribed:	28
Opened the survey but did not complete:	40
Completes:	131 (11 % response rate)

Responses:

Initial Mail Out:	61
1 st Reminder:	43
Final call:	27

Age group

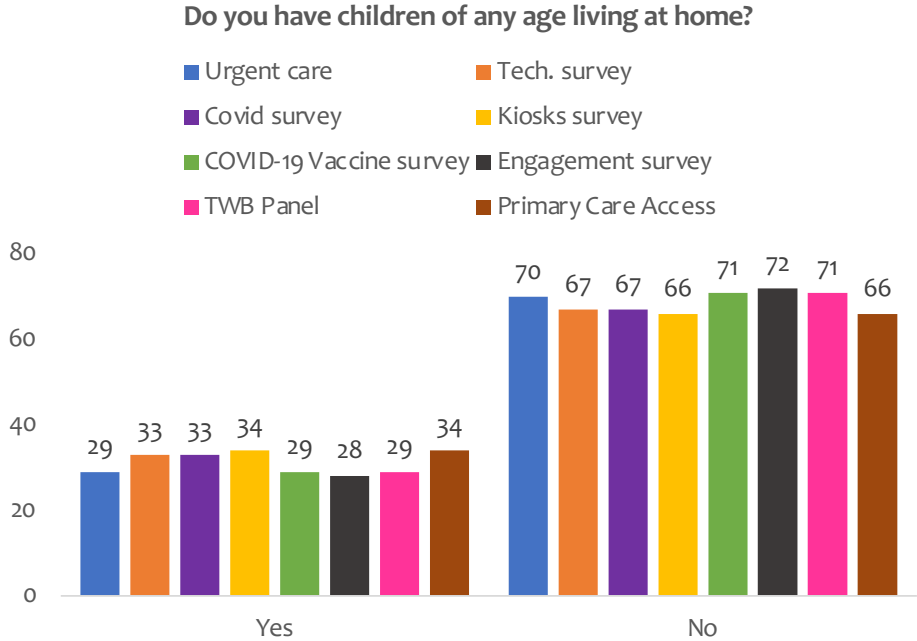
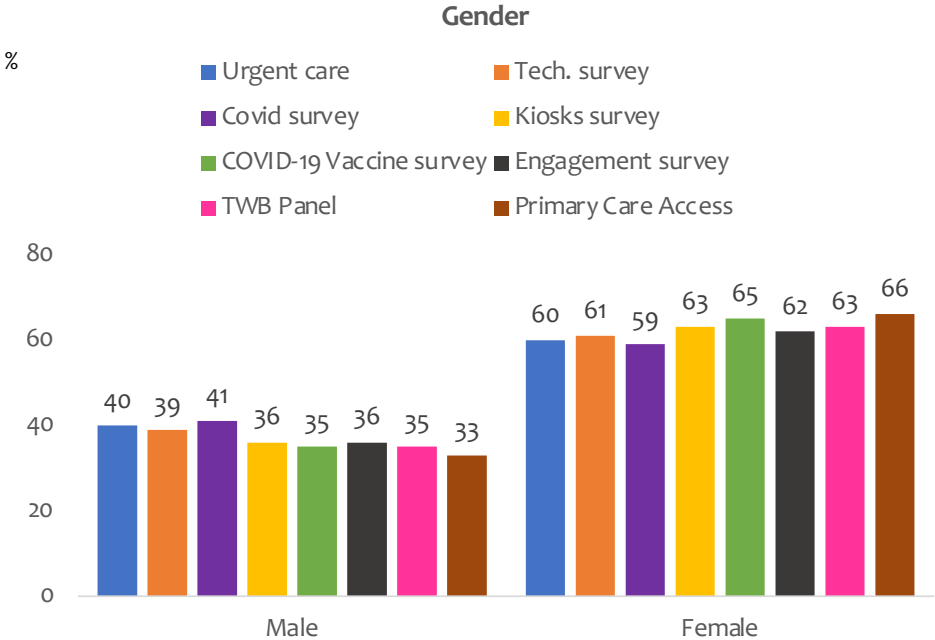
- The sample for the Panel survey is very similar to the previous 2021 surveys in terms of age profile, with a strong skew towards the mid-older age groups.
- This is due to the fact that we had even lower responses from the under 35s (despite them being representative within the Panel itself)
- The sample size is however not big enough to allow reliable weighting and so all results are unweighted.



Base: Total Sample (263 Tech Survey) (176 Urgent Care) (238 Covid Survey) (189 Kiosks Survey) (226 COVID-19 vaccine survey) (104 Panel Survey) (131 Primary Care Access Survey)

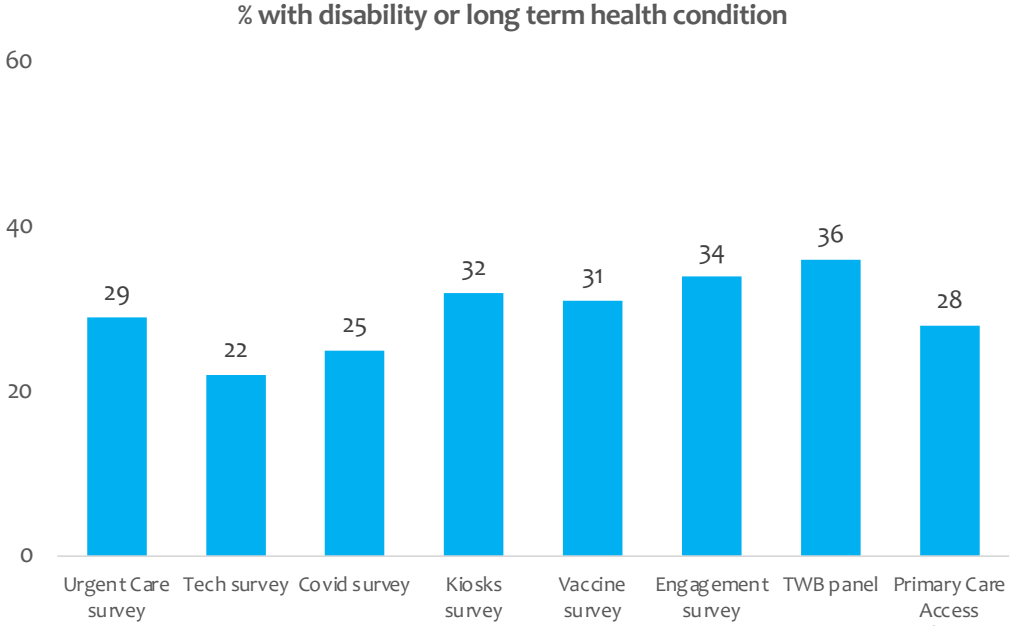
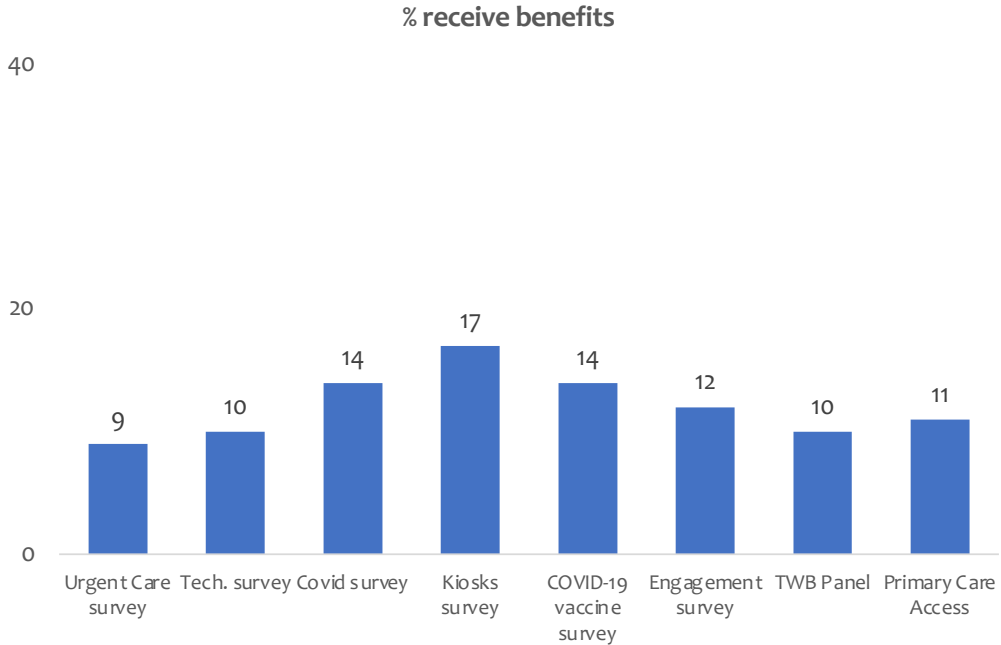
Gender & Children

- The sample for this survey is similar to previous surveys in terms of gender profile – the majority again being female
- NB 55% of Panel members are female
- The same is true of the percentage with children living at home



Vulnerable groups

- 11% of survey participants receive some form of benefits, which is similar to recent surveys
- 28% have some form of disability or long-standing health condition.
- Therefore we're getting a good representation of these groups (indeed higher than their representation within the Panel – 20%)



Base: Total Sample (263 Tech Survey) (176 Urgent Care) (238 Covid Survey) (189 Kiosks Survey) (226 COVID-19 vaccine survey) (104 Panel Survey) (131 Primary Care Access Survey)



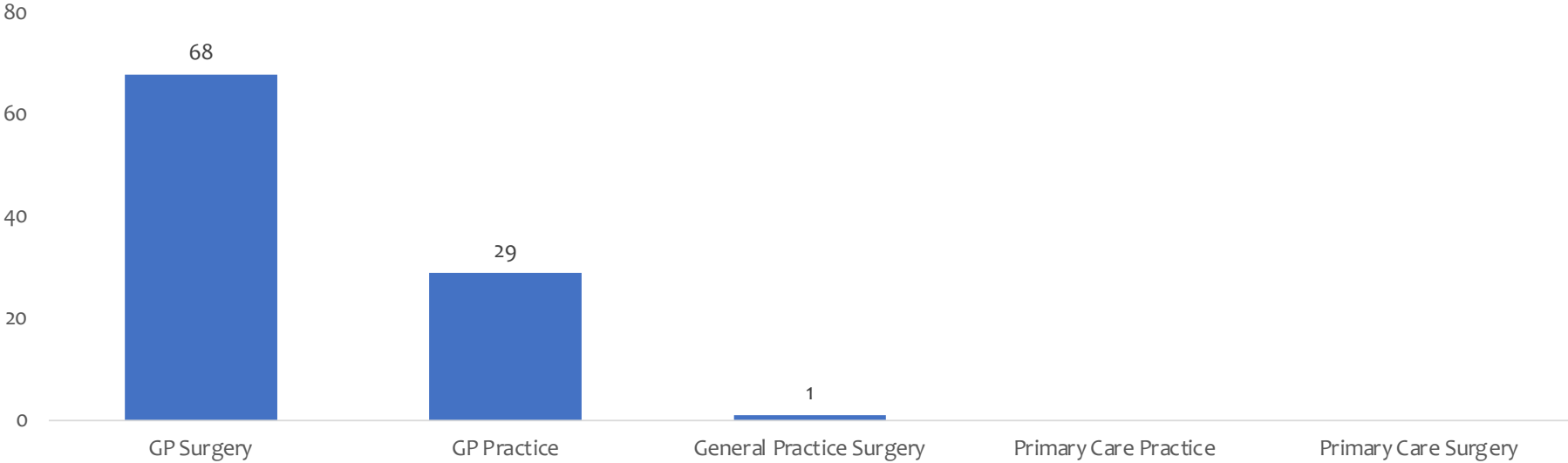
Key Findings



Overall Terminology

- The great majority of people refer to their **'GP Surgery'** (out of the options listed, which excluded any references to 'doctor')
- No one talks about Primary Care

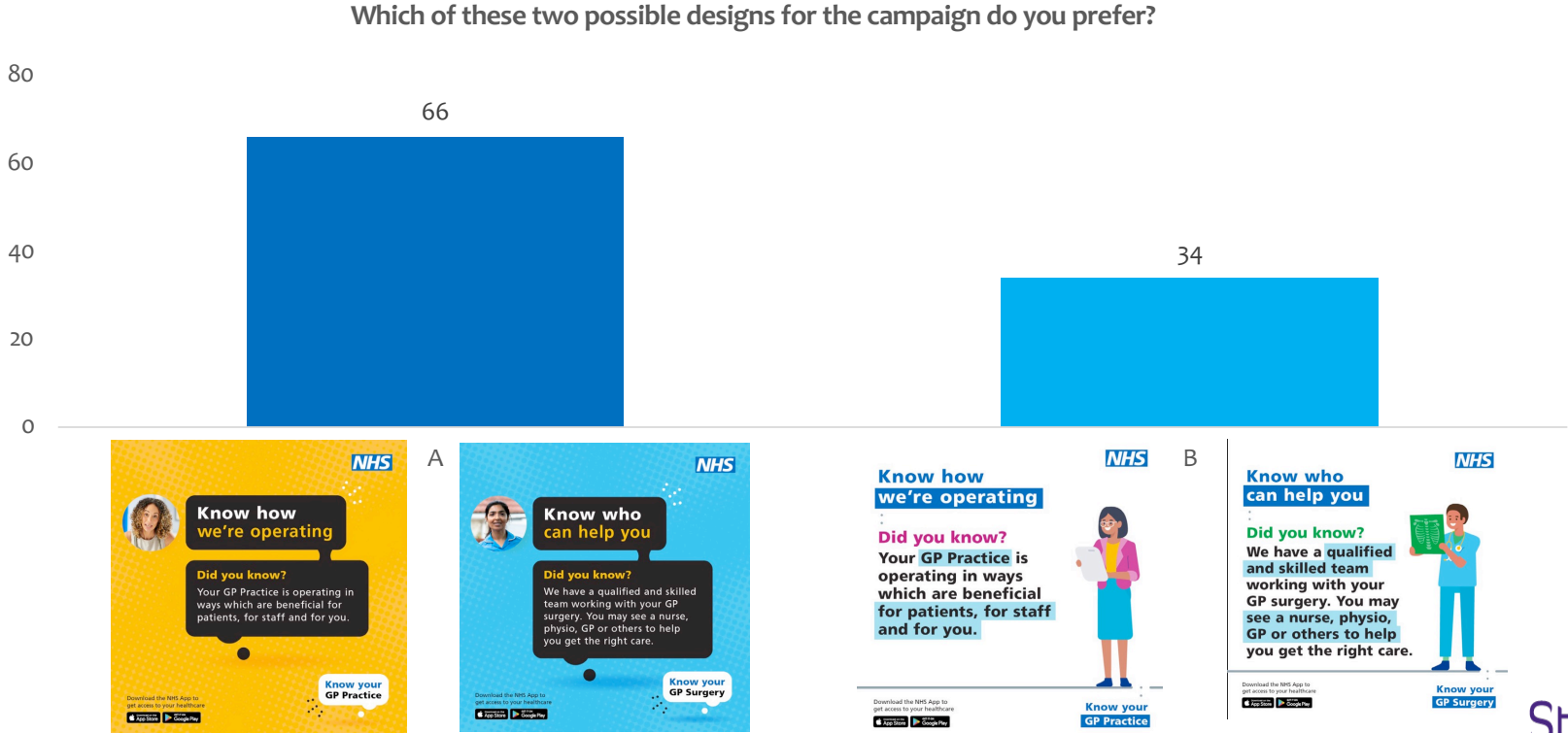
How would you and your family generally refer to where your GP is based?



Base: Total sample

Overall Design Preferences

- There was a strong preference for 'Design A'



Base: Total sample

General Practice

Message:

- There was also a strong preference for ‘Your... is working in ways which are beneficial for patients, for staff, for you. There are many different ways to access your care’.

There are two alternative messages for the campaign, which message resonates the most with you?



General Practice

There was considerable negativity about the use of the word 'efficient' in relation to GPs.

Due to feelings that:

- GP's aren't very efficient at the moment, so it's **inappropriate** (and also casts doubt on how true the rest of the message is)

Not sure things can be described as efficient at the doctors at the moment

Wouldn't say efficient, as they are not.

Annoying, as currently not efficient

Not sure that I like to word because it does not feel like we are getting this service at the moment

Ridiculous it was efficient now it is not

Not good , effective better than efficient

- Suggests will be treated as a number, so it's **impersonal**.
- Suggests **focus on cost cutting** rather than on patients

Talk to people as if you're talking to a family member

For many people efficient means cost saving, it's not, but use of the word could be seen negative

Laughable attempt at cost cutting dressed as a benefit, which it isn't.

I don't care for it as it makes me think of a factory assembly line

It's one of those words that makes me think of the armed forces - prefer friendly and/or considerate

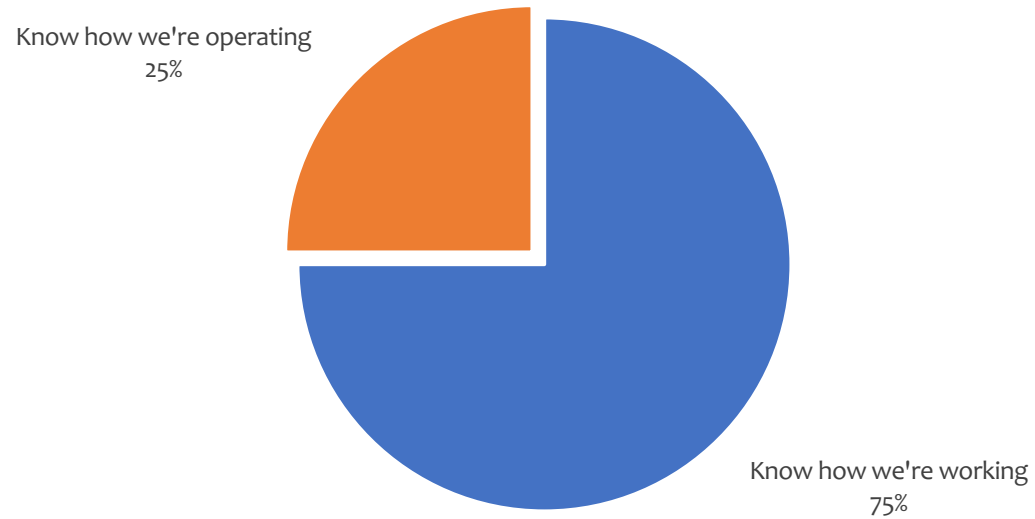
Efficient sometimes is a byword for cost cutting, and not putting patients first but rather staff

General Practice

Tag Line

- There was a strong preference for 'know how we're working'

Which of these two alternative 'tag lines' or slogans do you prefer for this element of the campaign?

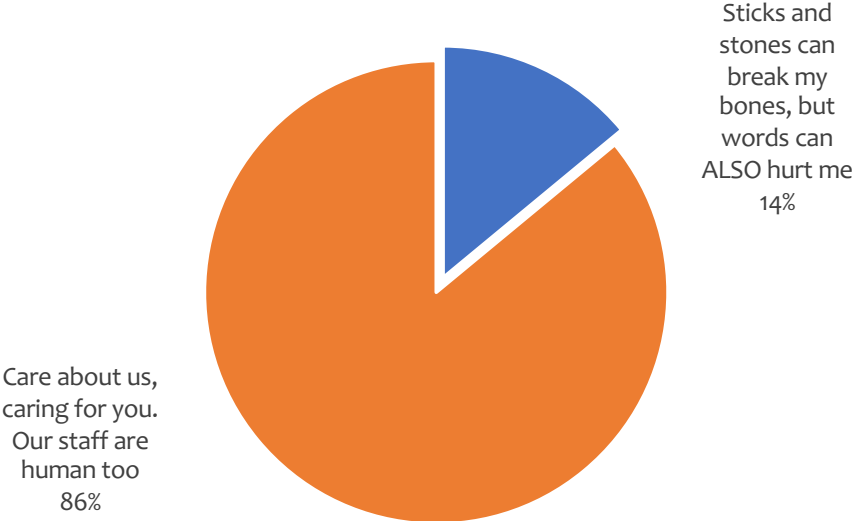


Staff Abuse

Message

- Almost everyone preferred ‘Care about us, caring for you. Our staff are human too’

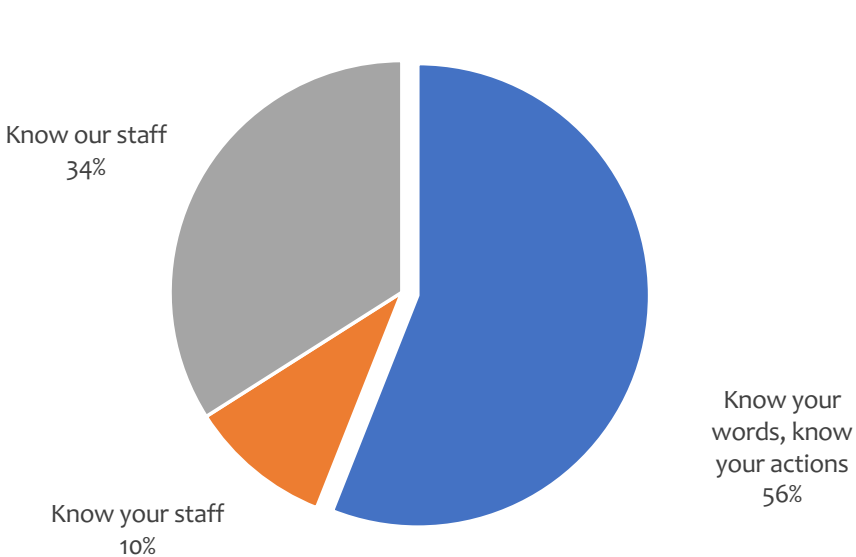
There are two alternative messages for the campaign; which resonates the most with you?



Tag Lines

- Most people preferred ‘Know your words, know your actions’
- Although around one-in-three liked ‘Know our staff’

Which of these three alternative ‘tag lines’ or slogans do you prefer?



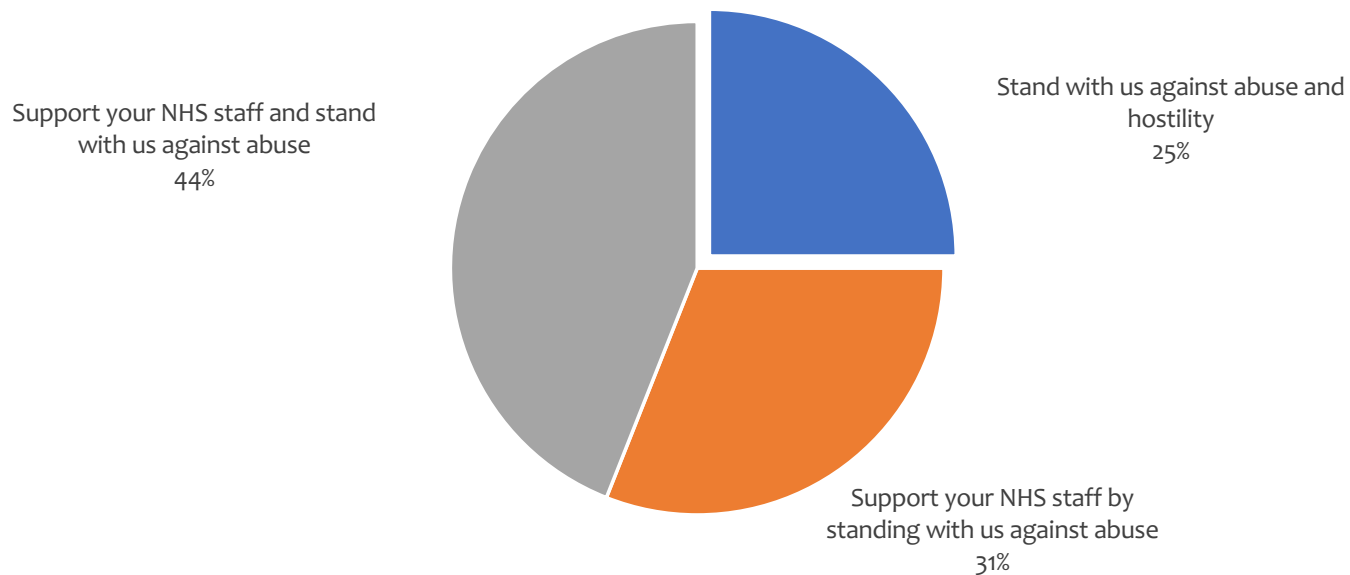
Base: Total sample

Staff Abuse

Endings

- There were relatively mixed opinions on the best ending for this campaign
- But overall, more preferred 'Support your NHS staff and stand with us against abuse'

Which of these three alternative endings do you think is most effective?

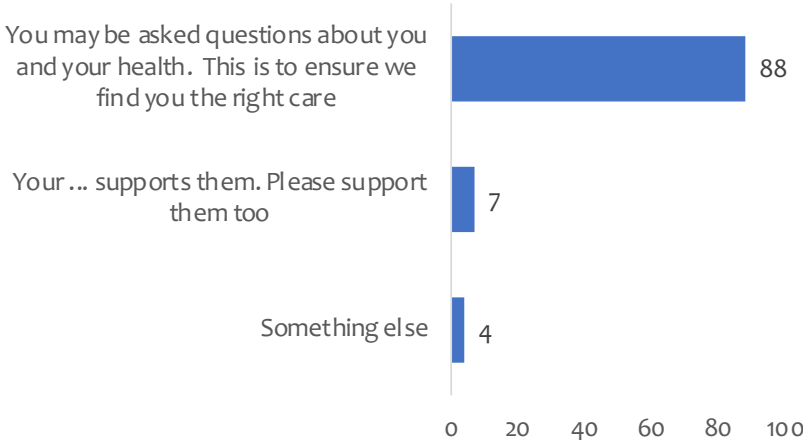


Care Navigation

Message

- Almost everyone preferred ‘You may be asked questions about you and your health. This is to ensure we find you the right care’.

Did you know? Receptionists and care navigation staff are specially trained to find you the right care, at the right time...

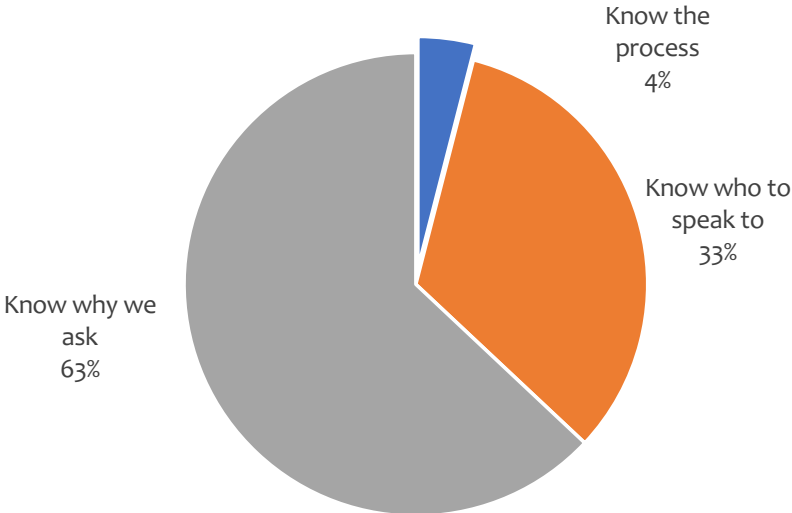


Base: Total sample

Tag Line

- There was also a strong preference for ‘know why we ask’

Which of these three alternative ‘tag lines’ or slogans do you prefer for this element of the campaign?



Extended Workforce

Message

- There was a definite preference for ‘Your GP is supported by a qualified team of health professionals who will support you with your health needs ‘

There are two alternative messages for the campaign, which message resonates the most with you and you find easiest to quickly understand? Did you know?

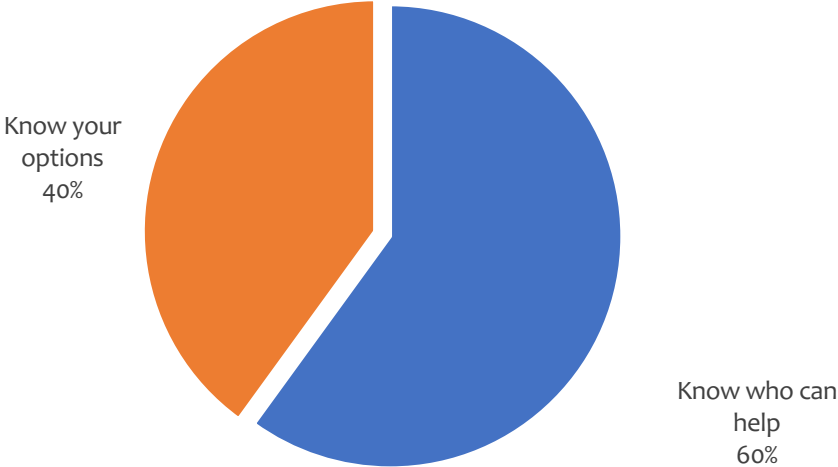


Base: Total sample

Tag Line

- And the majority (albeit not a huge one) preferred ‘know who can help’

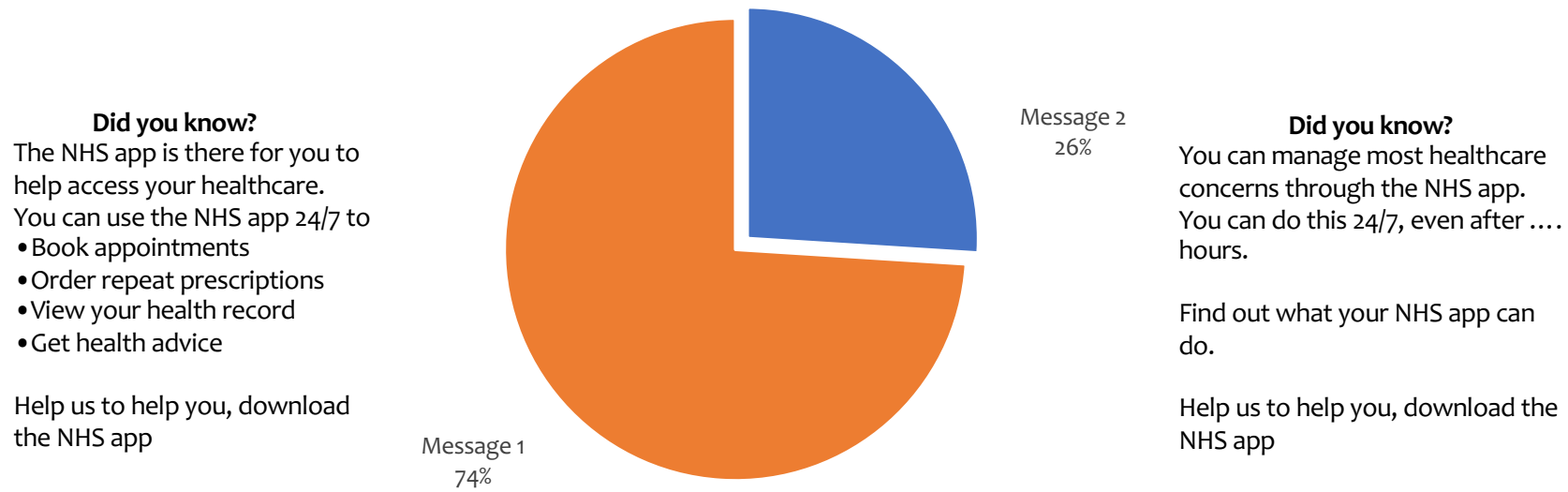
Which of these three alternative ‘tag lines’ or slogans do you prefer for this element of the campaign?



NHS App

- The great majority of people preferred Message 1

Which resonates most with you, you find easiest to understand and good to know?



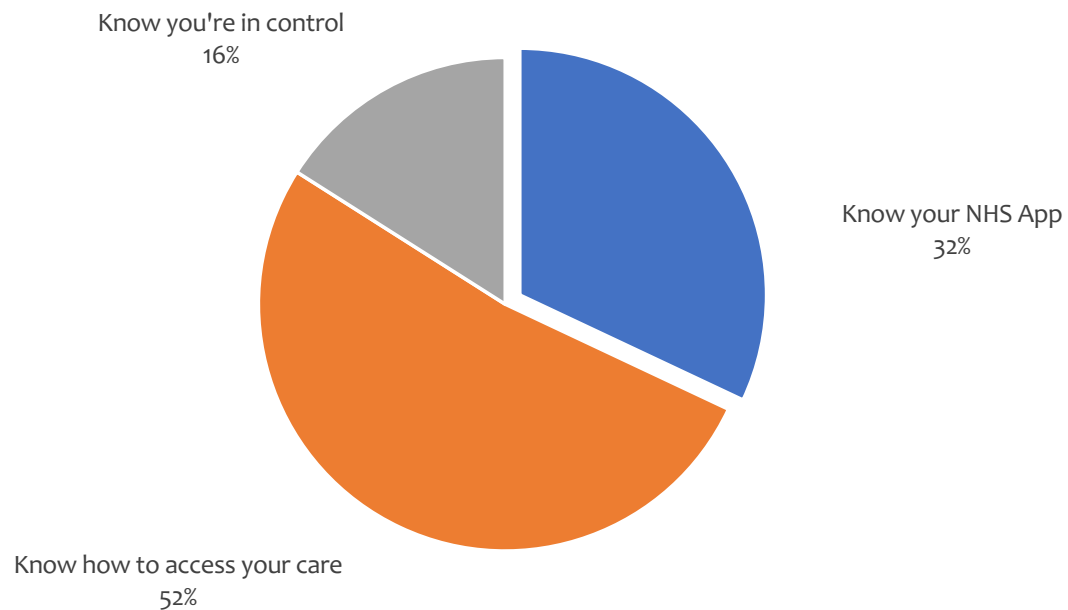
Base: Total sample

NHS App

Tagline

- And the preferred tag line was *'know how to access your care'*

Which of these three alternative 'tag lines' or slogans do you prefer for this element of the campaign?

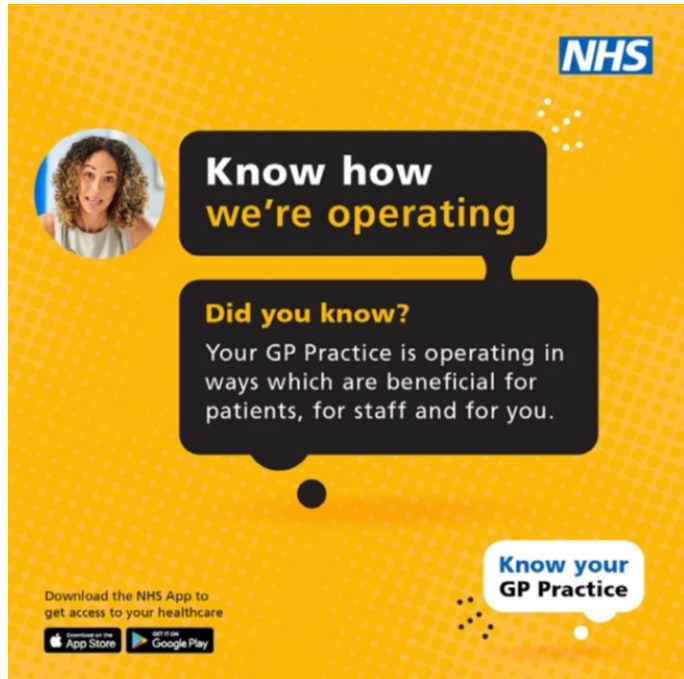


Recommendations

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General Practice



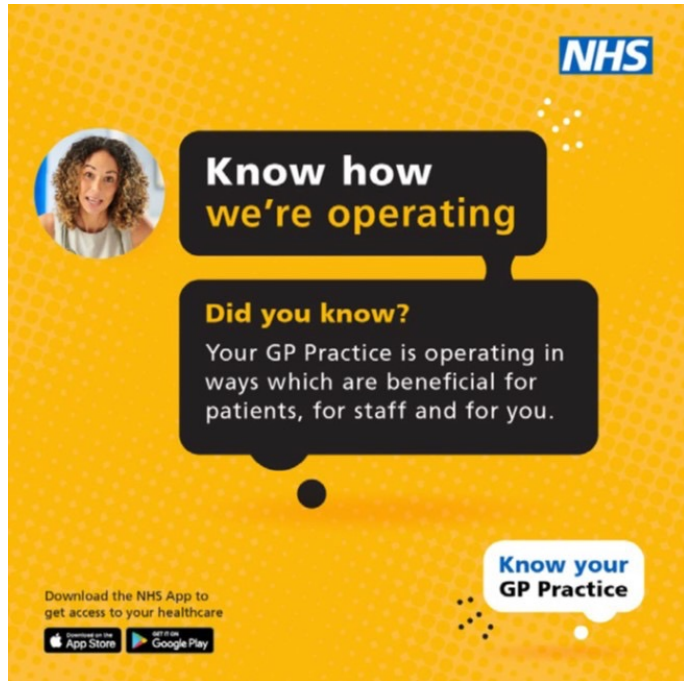
The advertisement features a yellow background with a white dotted pattern. In the top right corner is the NHS logo. On the left, there is a circular portrait of a woman with curly hair. To her right, a large black speech bubble contains the text 'Know how we're operating' in white and yellow. Below this, another black speech bubble contains the text 'Did you know? Your GP Practice is operating in ways which are beneficial for patients, for staff and for you.' in white. At the bottom left, there is text 'Download the NHS App to get access to your healthcare' with icons for the App Store and Google Play. At the bottom right, a white speech bubble contains the text 'Know your GP Practice' in blue.

Tag Line: Know how we're working

Message: Did you know?

Your GP Surgery is working in ways which are beneficial for patients, for staff, for you. There are many different ways to access your care.

Staff Abuse



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Message: Care about us, caring for you. Our staff are human too

Tag line: Know your words, know your actions

Ending: Support your NHS staff and stand with us against abuse

Care Navigation



The graphic features a blue background with a pattern of small white dots. In the top right corner is the NHS logo. On the left, there is a circular portrait of a woman in a blue NHS uniform. To the right of the portrait is a large black speech bubble containing the text 'Know who can help you' in white and yellow. Below this is another black speech bubble with the text 'Did you know? We have a qualified and skilled team working with your GP surgery. You may see a nurse, physio, GP or others to help you get the right care.' In the bottom right corner, there is a white speech bubble with the text 'Know your GP Surgery'. At the bottom left, there is text that says 'Download the NHS App to get access to your healthcare' with icons for the App Store and Google Play.

NHS

Know who can help you

Did you know?
We have a qualified and skilled team working with your GP surgery. You may see a nurse, physio, GP or others to help you get the right care.

Know your GP Surgery

Download the NHS App to get access to your healthcare

Download on the App Store | GET IT ON Google Play

Message: Did you know?

Receptionists and care navigation staff are specially trained to find you the right care, at the right time.

You may be asked questions about you and your health. This is to ensure we find you the right care.

Tag line: Know why we ask

Extended Workforce



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NHS

Know who can help you

Did you know?
We have a qualified and skilled team working with your GP surgery. You may see a nurse, physio, GP or others to help you get the right care.

Download the NHS App to get access to your healthcare

Download on the App Store | GET IT ON Google Play

Know your GP Surgery

Message: Did You Know?

Your GP is supported by a qualified team of health professionals who will support you with your health needs

Tag line: Know who can help

NHS App



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NHS

Know who can help you

Did you know?
We have a qualified and skilled team working with your GP surgery. You may see a nurse, physio, GP or others to help you get the right care.

Know your GP Surgery

Download the NHS App to get access to your healthcare

Download on the App Store | GET IT ON Google Play

Message: Did you know?

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

Help us to help you, download the NHS app

Tag line: Know how to access your care

Thank You!

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WE'RE **BETTER**



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