

# What makes patients use online consultations?

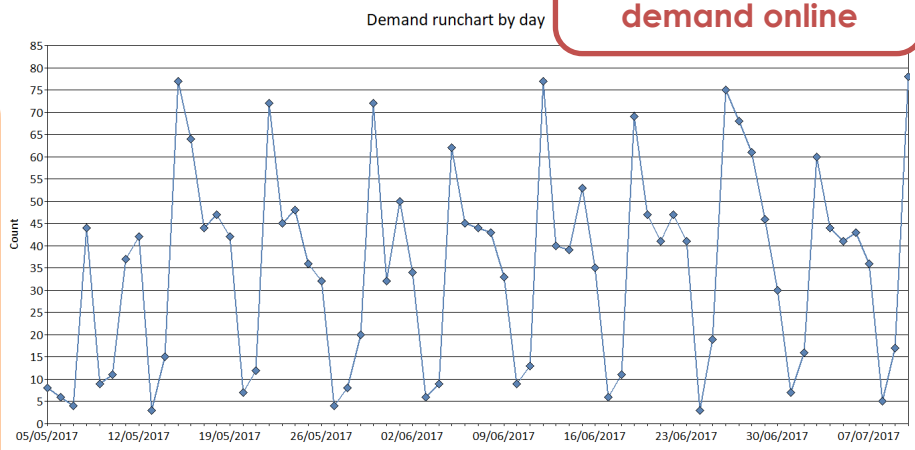
Harry Longman, GP Access Ltd, harry@gpaccess.uk, Dr Simon Bradley, Concord MC, Bristol, 14,500 patients

Digital access to primary care services is a major policy driver for NHS England. It is seen as important both to increase convenience for patients and efficiency for GPs

- With take up often reported as low, what moves patients online?
- What features of the software could be significant?
- How does age & sex affect usage?

**Rapid shift:**  
n = 2344 in 2 months,  
approx. 30% of  
demand online

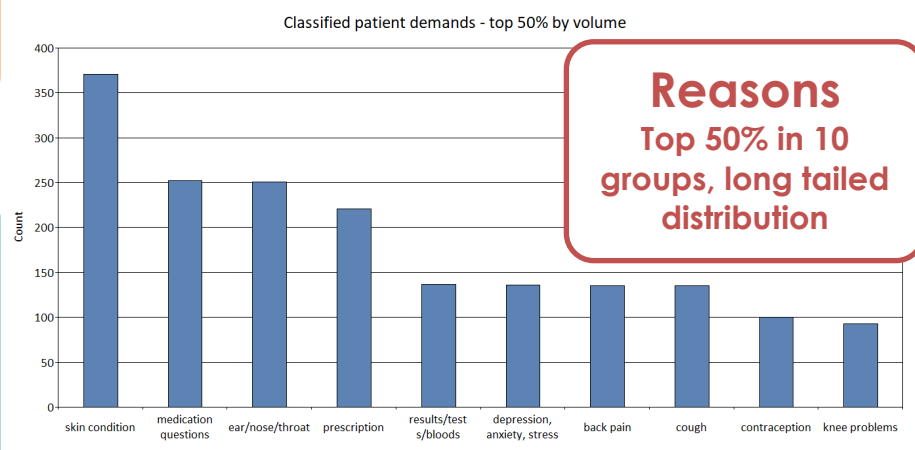
**“Thank you for calling Concord Medical Centre, Dr Bradley speaking. We have a new and easy way to get help to you. Go to our website and click askmyGP. You can ask about any medical problem... if you have no internet access you may hold for reception... you will normally be called within the hour and seen same day if needed.”**



**Any patient, any demand**

- Patients, parents, carers
- No problem turned away, no self diagnosis, no appt booking
- Rapid response to any channel
- Patients like choice of planned response if desired

**Feedback samples from n = 242**

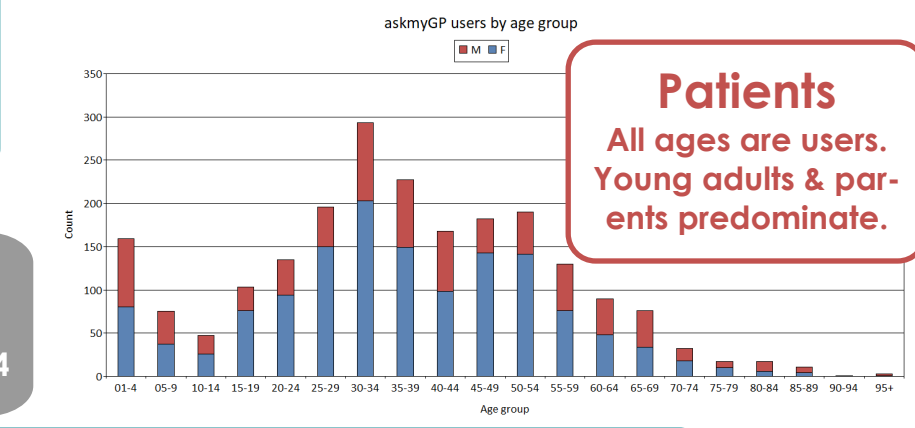


**Reasons**  
Top 50% in 10  
groups, long tailed  
distribution

**“Very easy service to use and I have always got a great response” f 45**

**“I would prefer to speak to someone.” f 54**

**“Simple to use, & user friendly. Much better than waiting on hold on the phone.” m 33**



**Patients**  
All ages are users.  
Young adults & par-  
ents predominate.

**GP perspective**

- Putting thoughts into writing helps patients reflect
- Clinician reflection & review of record prior to dialogue helps to align with patient's agenda
- Asynchronous, means more effective use of time

