

A social media content management platform that enables adherence to CQC regulations

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Clinical Communications



#digitalcatalyst19





Clinical
Communications

Our Vision?...well really...it's more of a challenge

Can it be shown that increased patient confidence, building rapport, creating everyday contact through routine communication delivers enhanced service-client experience, increases efficacy of operations and delivers legitimate health benefits

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Can it be shown that increased patient confidence, building rapport, creating everyday contact through routine communication delivers enhanced service-client experience, increases efficacy of operations and delivers legitimate health benefits

Setting the scene: Where's the time machine?

"...Workload has mushroomed to an unprecedented scale. It is the norm to work 12-14 hours a day to complete clinical work."

"...the shortfall in GPs in England will almost triple from 2,500 to 7,000 by 2023-24."

GP Surgeries lack the resources to curate appropriate healthcare information for social media posts.

Setting the scene: the patient audience is on the move too

*“...In 2011, 20% of adults aged 75 years and over were recent internet users, **rising to 44% in 2018.**”*

*“...In 2011, 20% of adults aged 75 years and over were recent internet users, **rising to 44% in 2018.**”*

Internet use in older generations is increasing rapidly.

Setting the scene: managing the message

“....GP practices face wave of criticism on unofficial Facebook pages.”

Unofficial social media accounts can be set-up up by anyone and attract negative attention.

Setting the scene: the sum of the parts

Key assumption 1:

GP workload is unsustainable

Key assumption 2:

Silver surfers dominate UK population demographic and increasingly becoming more sophisticated with regard to app-accessibility and social media.

Key assumption 3:

Practices need to own their own conversation

Our platform.



Log-in to your account

E-mail address

Password

Login

New to us? [Sign Up](#)

 Clinical
Communications

Clinical Communications™ is a social media content management platform for GP practices.

The platform enables efficient one-way communication from practice to patient, with strict management controls in place.

Our goal is to provide communities with simpler access to managed health messaging and practice-specific service information

Breaking news: Clinical Communications is working with Newcastle University which examines qualitative and quantitative health and wellbeing benefits through improved communication.

 Clinical
Communications

Our platform.

Our platform is based on a pre-populated and medically curated database of health messaging for social media, with 50 new added each month. The platform also provides functionality for self-generated messages .

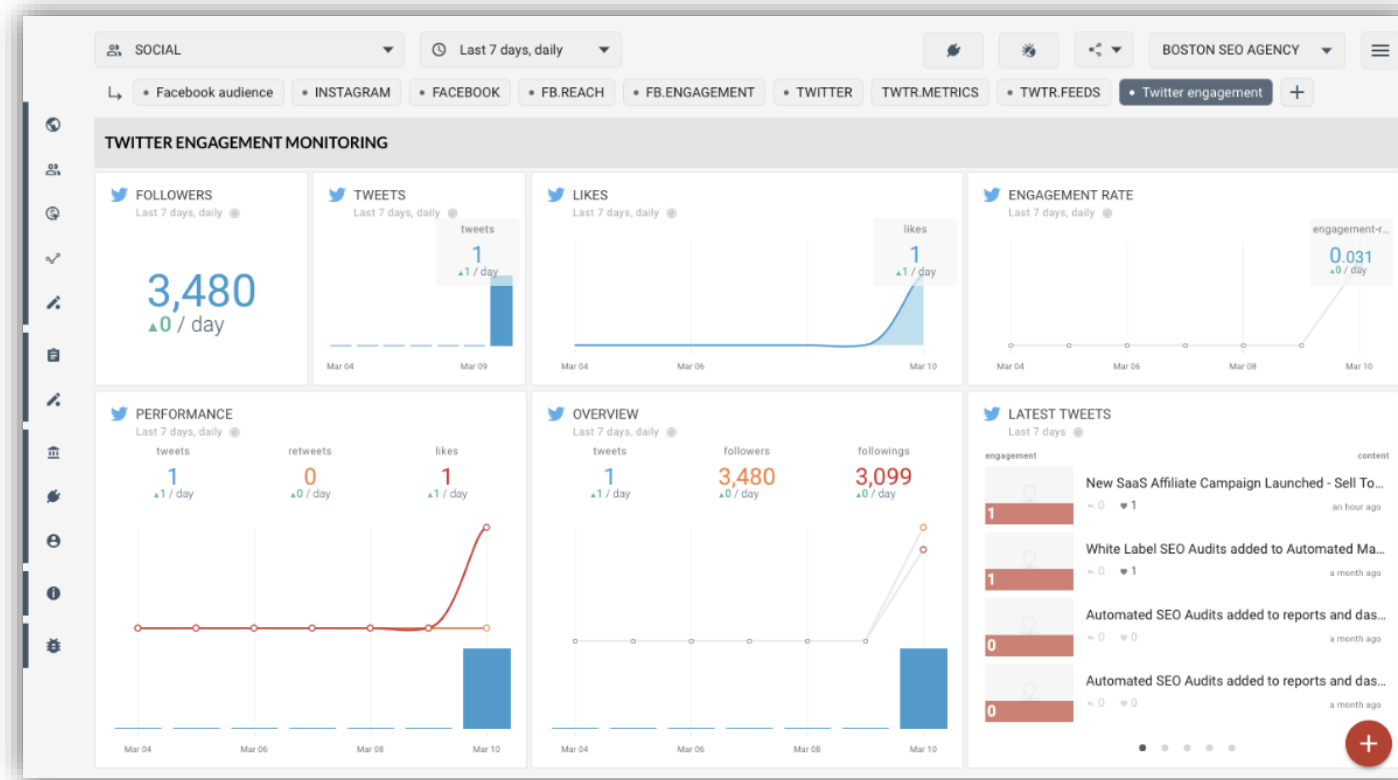
GP Surgery

Choose your pre-written social media posts for the month

✓	Date added	Date chosen	Task	Link
<input type="checkbox"/>	1/1/2019		Looking for advice on contraception? The NHS guide has info on the pros and cons of the different types.	https://www.nhs.uk/conditions/contraception/
<input checked="" type="checkbox"/>	1/1/2019		A smear test takes 10 minutes... if you aren't sure if you are due one, give your Practice a call and they will be able to tell you...	https://www.jostrust.org.uk/get-involved/campaign/cervical-screening-awareness-week
<input type="checkbox"/>	1/1/2019		It's #OvarianCancerAwarenessMonth! #StartMakingNoise and raise awareness of the symptoms so more women can be diagnosed earlier .	http://targetovariancancer.org.uk
<input checked="" type="checkbox"/>	1/1/2019		Help keep your loved ones safe from food poisoning this summer! Check out the advice for #SafeSummerFood	https://www.food.gov.uk/safety-hygiene/barbecues

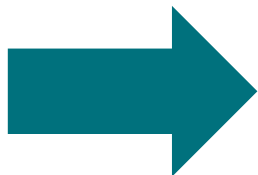
Our platform.

The platform generates quarterly reports detailing traffic, content push, patient interaction and communication activity satisfying CQC demand for transparency and reportage.



Our platform.

Screenshot
from platform
onboarding
process



WHAT'S INCLUDED?

Social Media Setup



Don't have any social media accounts setup? We'll setup accounts for your required platforms on your behalf, with no extra work required.

Social Media Creative



We take your practice branding and convert it into social media friendly format. Including practice logo in profile pictures.

Social Media Posts



At the beginning of each month you are provided with a selection of 50 different pre-filled social posts.

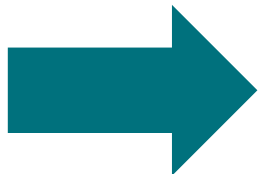
Data Reporting



Each month you receive a data report on your social post activity e.g. how many patients are reading posts etc

Our platform.

Screenshot
from platform
onboarding
process



OUR APPROACH TO SAFETY



Patient replies

No 1-to-1 conversations with patients online. Pre-agreed auto-responses which provide effective signposting and conversation management for the patients.



Personal details

No personal social media accounts of healthcare professionals employed by GP surgeries are revealed to general public



Appointment management

Clear social media code of conduct in place that states no appointment booking/cancellation can be made through social media

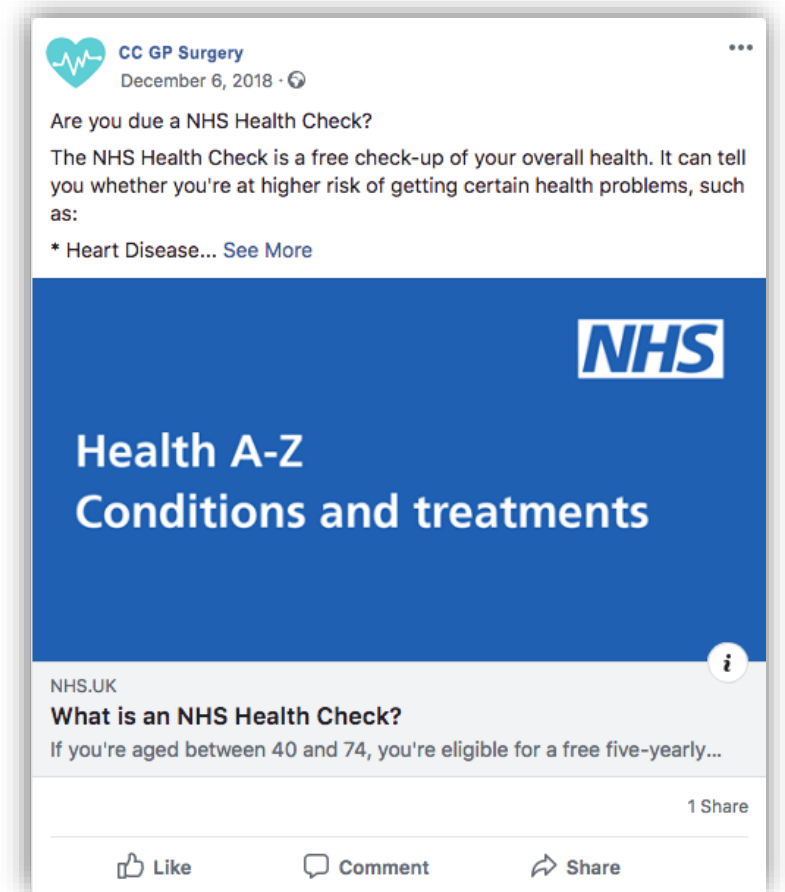
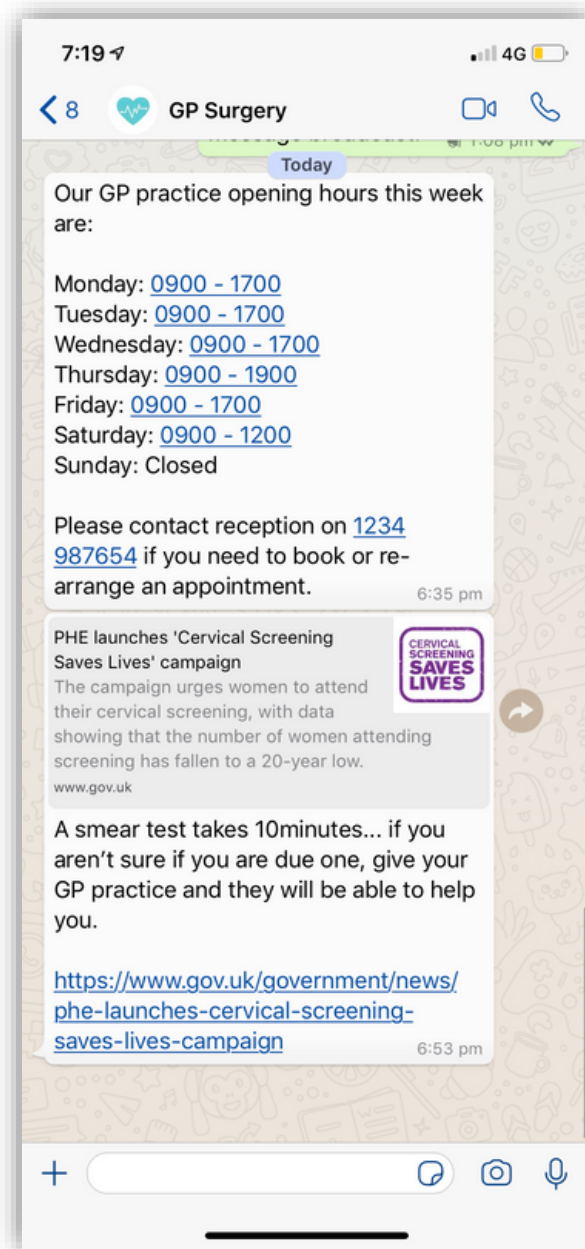
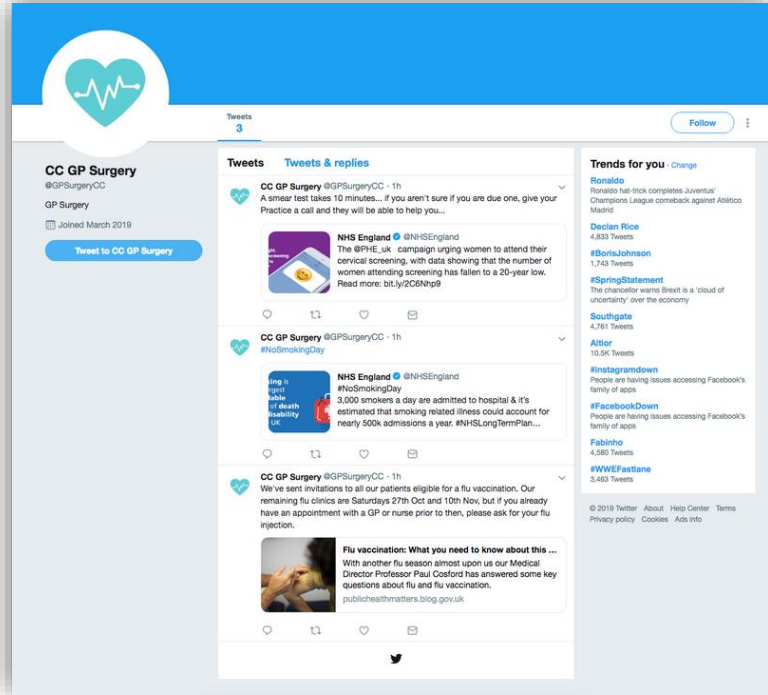


GP surgery reviews

Review functionality on social media accounts is switched off by default. Abusive or unsavoury comments are actively monitored by our account management

Our platform.

Example social media posts



Search whole website

Keywords or service name

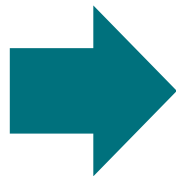
[Home](#) > [What we do](#) > [How we do our job](#) > [The five key questions we ask](#)

The five key questions we ask

Guideline.

CQC asks about your service...

Are they safe?



Problem.

Unofficial social media pages attract negative publicity.



Solution.



Clinical Communications

Guideline.

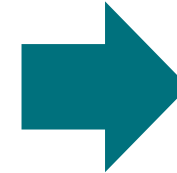
CQC asks about your service...

Are they effective?



Problem.

Practices will not have the resource or technical capacity to diversify into social media communication channels



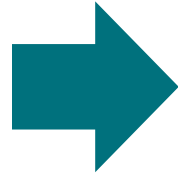
Solution.



Guideline.

CQC asks about your service...

Are they responsive to people's needs?



Problem.

UK population consumes information in an increasingly wide variety of formats, including online and social media.



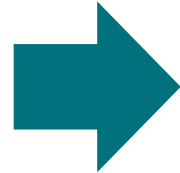
Solution.



Guideline.

CQC asks about your service...

Are they well-led?



Problem.

Demonstrating online engagement and effectiveness of practice communication can be difficult to quantify.



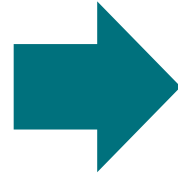
Solution.



Guideline.

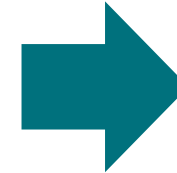
CQC asks about your service...

Are they caring?



Problem.

Identifying modes of increasing patient confidence, trust and rapport with the service provider through easy-access and low cost-resources.



Solution.



Our Vision?...well really...it's more of a challenge

Can it be shown that increased patient confidence, building rapport, creating everyday contact through routine communication delivers enhanced service-client experience, increases efficacy of operations and delivers legitimate health benefits

Ultimately our vision...

Clinical Communications enables improved response to patient needs and overall effectiveness of patient communication through social media, ensuring that people have a **positive experience of primary care.**

