

## Will feedback be helpful?

As patients begin to leave feedback on the NHS Choices website about their experiences at GP surgeries Primary Care Today commissioned a survey to see whether health professionals think the ratings will give prospective users a snapshot of the quality of services on offer at individual GP practices. The survey was conducted by In4Health, a new national information channel set up for patients in GP surgeries and hospitals.

The survey findings show 48 percent of respondents said they do not believe the online ratings will give an accurate picture of the quality of services on offer at GP surgeries. However, 38 per cent answered “maybe” and a further 19 per cent said “yes” the ratings would be an accurate guide to quality.

In4Health surveyed NHS workers at the NHS Alliance annual conference held in Manchester. Of those responding to the survey questions 19 per cent gave their job title as GP or nurse, 28 per cent were Managers, 21 per cent were Allied healthcare professionals, and 32 per cent stated “other”.

Sixty-one per cent of respondents were male and 39 per cent female. Of these 39 per cent were aged between 41-50, 26 per cent were aged 21-30. Twenty-one per cent were aged 51-60, nine per cent were aged 60 plus, and two per cent were aged 18-20. In4Health is being launched nationally following pilot schemes at Wiltshire Primary Care Trusts, Brighton & Hove PCT, and University College London Hospitals NHS Foundation Trust. The pilots have developed the channel’s programming for patients who use the channel to ask questions, access information and leave feedback. GP surgeries say they have benefited from the time saved at busy GP receptions, and an increase in registrations for organ donation and smoking cessation programmes. In4Health hopes to attract business from 2,000 GP surgeries and 50 hospitals across the UK by December 2011.

Within GP surgeries In4Health provides:

- Real-time feedback from patients on what matters the most to them
- Advertising-free broadcasting screens delivering national and local tailored health messages
- Opportunities for patients to ‘self-serve’ information that is important to them

## Primary Care Today

The government is encouraging patients to leave feedback about their GP surgery on the NHS Choices website. Do you think this initiative will give an accurate picture of GP practise quality?

