

Healthwatch Derby Social Media Campaign
February 2022

GP Services

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Appendices of each individual anonymous response to the survey is available on request - contact details for Healthwatch Derby are at the end of the report.

Background of the report

Social Media usage has seen a rise over the course of the Covid-19 pandemic with Healthwatch Derby seeing an increased amount of followers and visitors to their Social Media channels.

The general population have been more confined to the comforts of their home due to lockdowns and restrictions around social gatherings and local meeting places and even now that restrictions have eased a little, there is a raised anxiety around socialising in public places. More and more people have taken to online forums, messaging services, video call platforms, and social media to communicate with friends, family and colleagues and express their views and opinions about their daily lives, struggles, and experiences.

Over the course of the Covid-19 pandemic, GP surgeries and other healthcare providers have introduced alternative methods of delivering their services to ensure patients who are isolating, at high-risk, or socially anxious are able to access services remotely. This is also useful for those who cannot travel, have busy work schedules or simply find it easier to stay home, and looks to be a progressive and inclusive way to move forwards with providing accessible care during and following the peak of the pandemic.

It is with this in consideration, that we decided to amend our GP Mystery Shopper survey to include the option to write about appointments that were not held face-to-face at a GP surgery, and open up this survey for public response.

We promoted the GP Mystery Shopper on our Social Media channels over the course of a week, and included polls to increase engagement and encourage responses from those who may not wish to fill in a survey.

(Appendices 11, 12, 13)

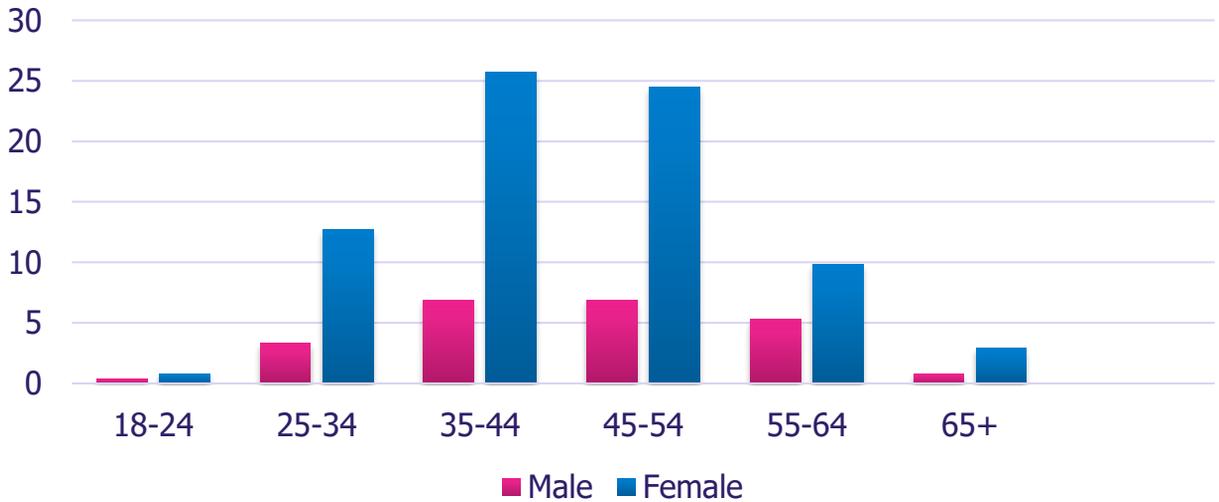
The channels we used to promote our survey were Facebook, Twitter and LinkedIn and this report will detail our findings.



Our Audience : Facebook

At the time of writing, Healthwatch Derby has a captive Facebook audience of 328 followers.

While it is not possible to establish the demographics of those who participated in our polls, the age and gender data for the audience we have on Facebook is as below and these are the audience who would have viewed or easily been able to view our posts and polls.



76.4% of our followers have listed their gender as Female. *(Appendix 1)*

The majority of our followers have listed their location as Derby (42.7%) with other outlying regions present but to a much lesser extent.

Other locations in which our followers have said that they live include Ilkeston (3%), Belper (2.4%), Burton on Trent (1.5%), Nottingham (1.2%) and Sheffield (1.2%). *(Appendix 2)*

In addition to our own Healthwatch Derby Facebook page, our polls were shared to the following groups, to which we are unable to access demographic data:

Spotted Derby, Spotted: The Real Derby Town, Spotted Chaddesden Self Post, Spotted Alvaston, Social Prescribing at Lister House.



Our Audience : Twitter

At the time of writing, Healthwatch Derby has a captive Twitter audience of 2148 followers.

It is not possible to establish any demographics regarding our Twitter audience.

Our Audience : LinkedIn

At the time of writing, Healthwatch Derby has a captive LinkedIn audience of 62 followers.

LinkedIn is a Social Media platform aimed at networking business professionals and so their demographic information is surrounding a followers' employment industry, position within their company, and listed location.

The majority of our followers have listed their location as Derby (68%) with other outlying regions present but to a much lesser extent, below 4%. (*Appendix 3*)

The majority of our followers work in the Hospital and Healthcare industry (27%). Other industries in which our followers work include Non-profit Organisation (15%), Health and Fitness (11%) and Government administration (10%). Other industries are listed but with followers below 6%. (*Appendix 4*)

The majority of our followers work within Entry Level (38%), Senior Level (28%) or Director Level (16%) roles within their businesses with other roles listed but with followers below 6%. (*Appendix 5*)



Using Social Media to gather feedback

There are pros and cons for using Social Media platforms as a means to gather accurate and good quality feedback.

It is a useful tool to get quick feedback from a wide variety of people, who may or may not usually be able, willing or have the time to attend a face-to-face engagement event. These people who want to help and are interested, may however be happy to tick a box on a poll while they are browsing social media as they usually would, or if they see their friend has made a comment on a post and they want to be a part of the conversation. We can reach people that we may not usually find, and there is no bias on who is welcome to join in.

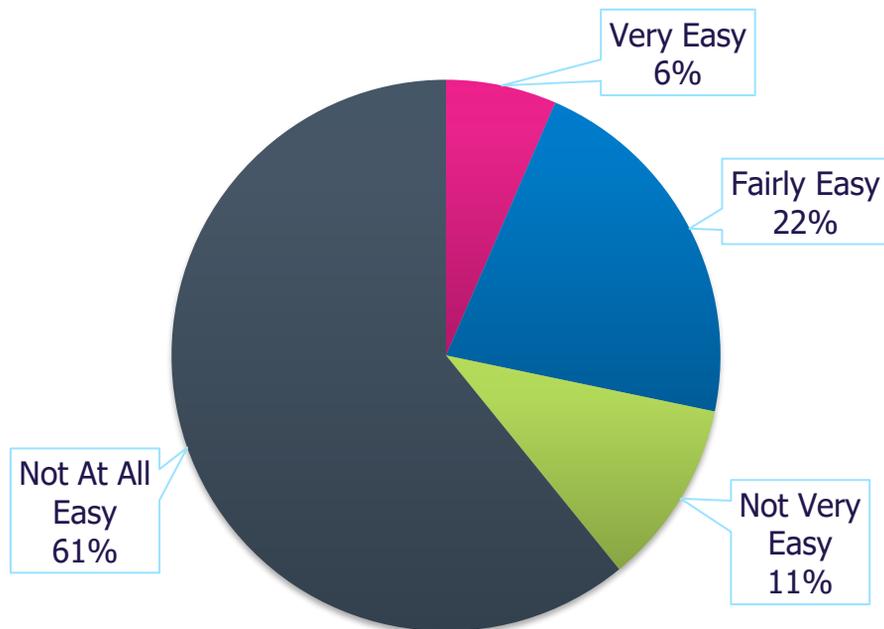
The issues with using social media to gather feedback, are that we are not able to interact with the respondent in-person. That is that we cannot ask for further feedback to a tick-box question, we do not know if the respondent answered with full understanding of the question or not, and we do not know or 'feel' any real connection to the respondent. We cannot accurately gather demographic data, nor location.

We have used the social media polls as a means to gather instinctive, short, 'soundbite' information around the theme of GP services. We want to hear from people first hand how they felt there and then about their GP, but under the constraints of online-only engagement. But to keep in consideration that while we have targeted our native social media channel audiences, the polls on all platforms were open to all members of the public. This report is intended as a snapshot in time of general opinion around GP services, and should be considered as such.



Question 1 – How easy is it to get an appointment with your GP?

After dissecting the information gathered by Healthwatch England in their 2021 report "Waiting Lists are inevitable, it's how we manage them that matters", and the results of our own ongoing survey reports "Experiences of Health and Social Care Services and Covid-19 Vaccinations within Derbyshire during the Covid-19 pandemic", a recurring sentiment was dissatisfaction around being able to get a GP appointment, whether that be accessing the GP to gain an appointment or the length of time before that appointment. We chose to ask a general question around this theme to gather more feedback.



Across the Social Media channels, there were 92 responses to this poll question and the majority of people responded by saying that it was Not At All Easy to get an appointment with their GP.

(Appendix 6)



"Mission impossible trying to get an appointment, I mean it was hard before covid, now impossible."

"The truth is, there just aren't enough doctors and our numbers keep growing."

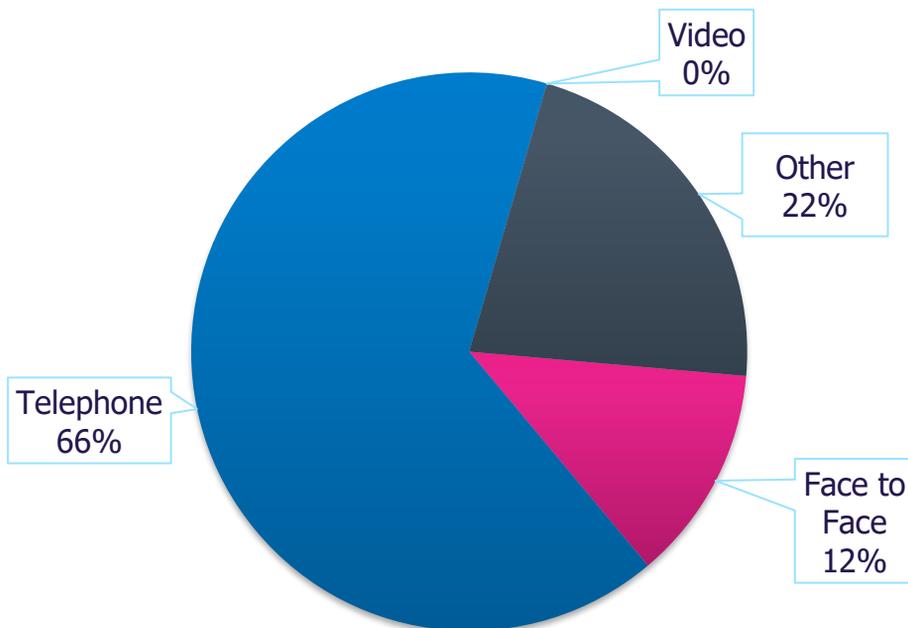
"Dr's frightened to see anyone can't get an appointment hard enough before but now almost impossible."

"Folks look after yourselves well as there are no appointments or care in the community now."



Question 2 – What type of appointment have you had most recently with your GP?

We know that GP surgeries have expanded the types of appointments available to cope with the additional demand throughout the Covid-19 pandemic and to ensure that people who cannot get to a surgery face-to-face for whatever reason are still receiving the care that they need. We asked this question to establish what type of appointments people have been having.



Across the Social Media channels, there were 32 responses to this poll question and the majority of people responded by saying that the last appointment they had with their GP was by telephone. *(Appendix 7)*



"Rang this morning got face to face for this afternoon no problem."

"At 5 past 8 got an appointment for 9.45. Could even choose which surgery I wanted."

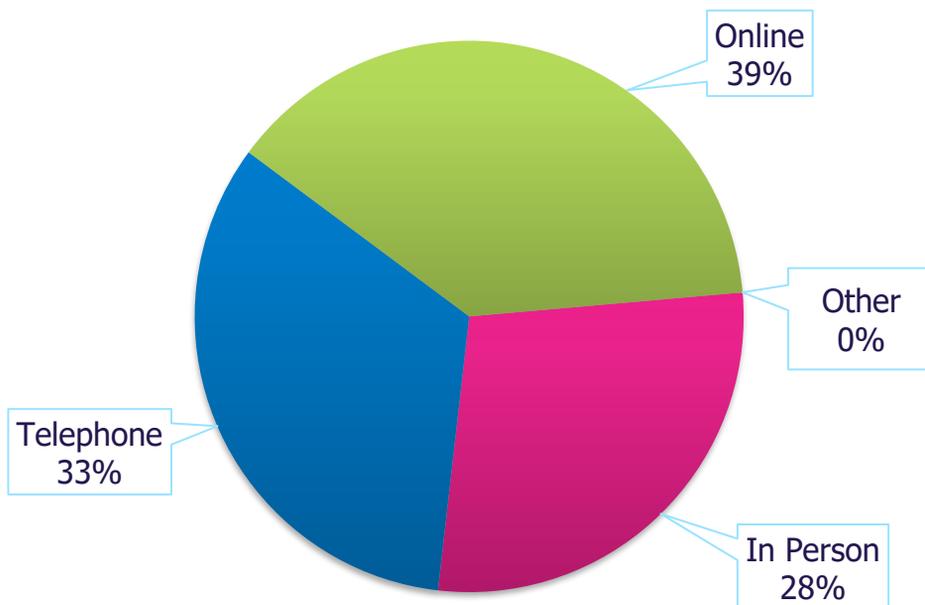
"Never had too many problems getting telephone appointments."

"I rang at 9.30 this morning, got straight through and got a call back at 12."



Question 3 – What would be your preferred way to initially make contact with your GP?

A common theme raised - and related to Question 1 – is that patients find it difficult to get in touch with their GP, whether that be for example to book an appointment, get test results or order a prescription. We see that in Question 1, patients found it difficult to get an appointment. We asked this question to try and combat this – if it was always possible to guarantee for you to communicate quickly and efficiently with your GP at the first point of contact, how would you prefer to do this?



Across the Social Media channels, there were 39 responses to this poll question and the sentiment was split however the majority of people responded by saying the preferred way in which they would like to be able to communicate with their GP is online. (*Appendix 8*)



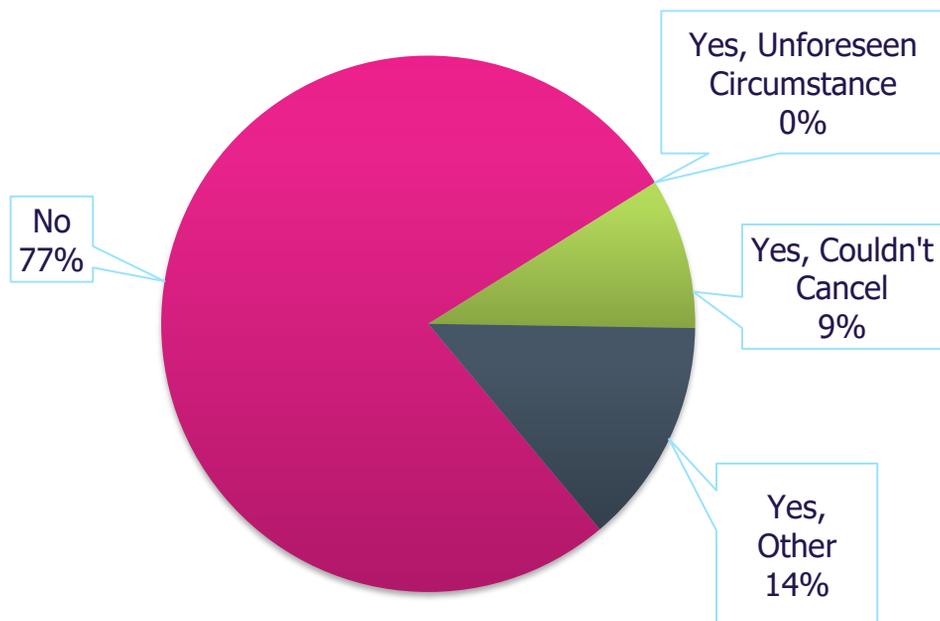
“My GP recently changed their econsult service. Initially this really panicked me (long term health condition and use the doctors a lot between consultant appts). Since the change I've been fine getting appts and prescriptions.”

“Our Dr's are amazing. All through the first lockdown they did a lot of telephone consultations but never hesitated if they thought you were needed in surgery.”



Question 4 – Have you ever failed to attend an appointment without giving notice?

GPs and patients alike are frustrated when there is friction surrounding a lack of appointments available. As has been well documented for years, a staggering amount of appointments are not attended, and without notice – the GPs are not then able to allocate these appointments to another patient. We asked this question to establish who has missed an appointment before, and for what reasons, so that perhaps this could be looked at in further detail to lower the quantity of future missed appointments. We have also been approached by BBC East Midlands looking for solutions to this issue.



Across the Social Media channels, there were 22 responses to this poll question and the vast majority had stated that no, they had not missed an appointment. (*Appendix 9*)

The respondents who answered 'yes, couldn't cancel' stated that this was due to the time it took trying to get through to their surgery by telephone.

The respondents who answered 'yes, other' stated this was due to falling asleep or being at work when the telephone appointment was due and therefore missing the call.



Question 4 – Have you ever failed to attend an appointment without giving notice?

The respondents of this question left many comments and suggestions around missed appointments. Some of these have been added below.



"I have never not informed either surgery or hospitals of my intending failure to attend, never. Perhaps there could be an option when phoning, to cancel appointments as standard. Or the option of doing it by email."

"I've tried to cancel appointments but have been unable to because the queue was too long on the phone line, tried several times but had to get children ready for school. Maybe an answer phone service to cancel appointments in the morning would help."

"Our GP makes it easy to cancel. We get a reminder by text and can reschedule or cancel with a simple click. Don't have to battle the phone lines."

"The only time I was messaged about missing an appointment was when I had changed my original appt but the receptionist failed to cancel the original booking. I consider it doesn't take a lot of effort to cancel an appt but sometimes the patient isn't at fault!"

"I've never failed to arrive for an appointment, I have missed a phone call appointment before when I've been at work or fallen asleep because I'm poorly."

"I had an appointment this morning at 8.15 but could not get through to cancel on time this is marked as fail to attend. Should have alternative way to cancel."

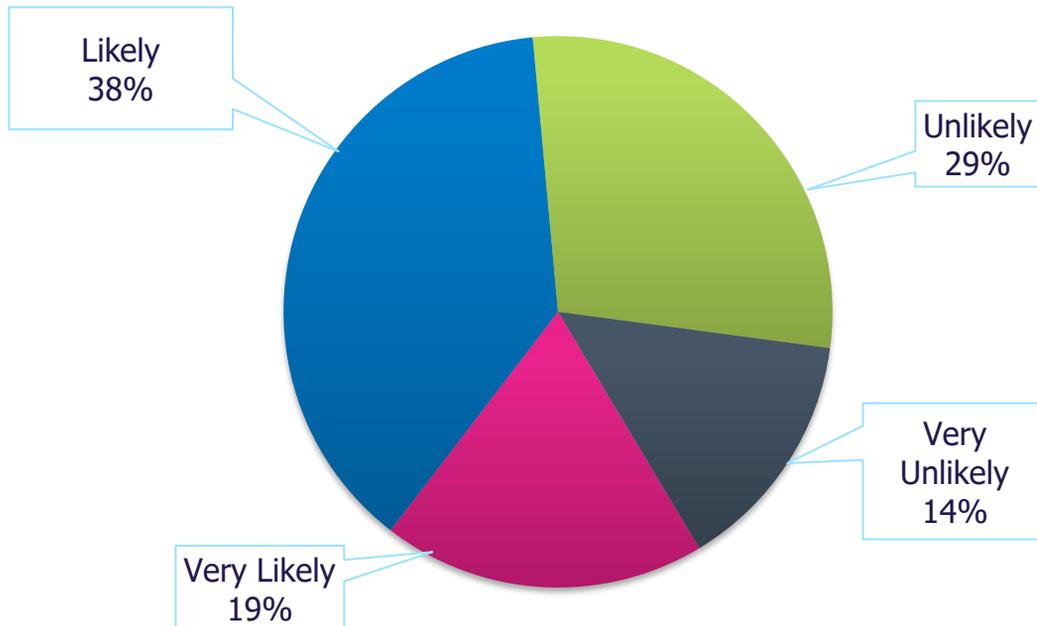
"STOP with the guilt trip posters so much about lateness and absence from appointments we get it you are seriously stretched but these posters can and do make some patients feel guilty even if they have never missed or been late in their life."

"I have unintentionally (missed an appointment) when I've been very very poorly and I've fallen asleep, only ever happened once."



Question 5 – How likely are you to recommend your GP?

We asked this question to allow those who had interacted with us throughout the week to recall their experiences and note the experiences of others who had replied and decide whether or not - taking all things into consideration – they would recommend their GP to others.



Across the Social Media channels, there were 21 responses to this poll question and although the responses were split, the majority responded positively with 57% overall stating that they were Likely or Very Likely to recommend their GP to others. (*Appendix 10*)



"My surgery is very professional."

"Yesterday I could not fault the GP and the surgery... on this occasion first class, his actions have stopped god knows what."

"I never have problems they are always helpful and kind."

"We've had excellent service and care from our surgery before and throughout the pandemic. Both over the phone and face to face appointments."

"My surgery – had no problem at all they were brilliant."



Summary of findings



Over the course of 5 days, and with prior and subsequent promotion, our polls received a total of 207 reactions and more than 50 individual further comments surrounding the topic of the questions asked, and also general experiences with GP care.

Over 70 individuals followed the attached link to our GP Mystery Shopper survey and gave more details, by answering further questions about their experiences.

This information is available in an alternative report and is available upon request.

We first asked how easy did respondents find it to get an appointment with their GP? The majority of respondents stated that it was not at all easy to get an appointment. Further comments on this suggested that there were long queues on the surgery telephone lines, to be met with 'no appointments available' upon finally getting through to reception.

We asked what type of appointment that respondents had most recently had with their GP. The majority of respondents stated that they had had a telephone appointment. We don't have any further information about whether or not this is what the respondents had asked for or wanted, or whether they had been offered an alternative type of appointment.

We asked if there was a guarantee to receive quick and easy initial contact with your GP, which method would be your preferred way to get in touch? The sentiments were split between online, telephone and in-person however the majority chose to be able to communicate with their GP online. While there is no further detail given, it does demonstrate that different patients have different preferences and needs and GP surgeries should be open to being able to provide a great service online – whether that be through their website, email or e-consult – as well as maintaining the availability to telephone the surgery or accept walk-in requests to reception staff for appointments or other patient enquiries.

We asked if respondents had ever failed to attend an appointment at their GP surgery without giving prior notice. The majority of respondents stated that they hadn't, but there were significant comments from those who had – mostly due to trying but being unable to cancel, or missing telephone appointment calls – or those who had a GP with good systems in place to minimise this such as a cancellation option on a reminder text message.

We asked if respondents would recommend their GP to others, taking into consideration all of their experiences to date and having reflected on this over the week of polls questions. Responses were split however overall 57% of respondents would recommend their GP to others to some extent.

Healthwatch Derby would like to thank all those who responded, shared or posted our social media polls between 7th – 11th February 2022 and those who subsequently gave further information by following the link to our GP Mystery Shopper survey.

Appendices

Appendix 1 – Listed gender of our Facebook followers.

Female – 251

Male – 77

Appendix 2 – Listed locations of our Facebook followers.

Derby 42.7%, Ilkeston 3%, Belper 2.4%, Burton upon Trent 1.5%, Nottingham 1.2%, Sheffield 1.2%, Etwall 0.9%, Mansfield 0.9%, Ripley 0.9%, London 0.6%, Walsall 0.6%.

Appendix 3 – Listed locations of LinkedIn followers.

Derby 68%, Bristol 4%, Canterbury 1%, Coventry 1%, London 1%, Crewe 1%, Taunton 1%, Amsterdam 1%, Sheffield 1%, Leeds 1%.

Listed location of LinkedIn visitors between 7th – 14th February 2022.

Derby 87.8%, Sheffield 7.32%, Kansas City 2.44%, Bologna 2.44%.

Appendix 4 – Workplace industry of LinkedIn followers.

Hospital and Health Care 27.42%, Non-profit organization management 14.52%, Health, Wellness and Fitness 11.29%, Government Administration 9.68%, Higher Education 4.84%, Retail 3.23%, Civic and Social Organisation 3.23%, Sports 1.61%, Supermarkets 1.61%, Individual and Family Services 1.61%

Workplace industry of LinkedIn visitors between 7th – 14th February 2022.

Non-profit organization management 45.24%, Retail 33.33%, Hospital and Health Care 7.14%, Public Relations and Communications 7.14%, Banking 2.38%, Health, Wellness and Fitness 2.38%, Mental Health Care 2.38%.



Appendices

Appendix 5 – Workplace seniority of our LinkedIn followers.

Entry Level 37.5%, Senior Level 26.79%, Director 16.07%, Vice President 5.36%, Chief Experience Officer 5.36%, Unpaid 3.57%, Manager 3.57%, Owner 1.79%.

Workplace seniority of LinkedIn visitors between 7th – 14th February 2022.

Senior 59.52%, Vice President 30.95%, Entry 4.76%, Unpaid 2.38%, Chief Experience Officer 2.38%.

Appendix 6 - Question 1 – responses by Social Media platform

	Very Easy	Fairly Easy	Not Very Easy	Not At All Easy
Facebook	3	8	7	37
Twitter	0	3	1	3
LinkedIn	3	9	2	16

Appendix 7 -Question 2 – responses by Social Media platform

	Face to Face	Telephone	Video	Other
Facebook	3	10	0	7
Twitter	0	4	0	0
LinkedIn	1	7	0	0

Appendices

Appendix 8 - Question 3 – responses by Social Media platform

	In Person	Telephone	Online	Other
Facebook	7	9	11	0
Twitter	2	2	1	0
LinkedIn	2	2	3	0

Appendix 9 - Question 4 – responses by Social Media platform

	No	Yes, Unforeseen	Yes, can't cancel	Yes, Other
Facebook	9	0	1	2
Twitter	3	0	1	2
LinkedIn	5	0	0	1

Appendix 10 - Question 5 – responses by Social Media platform

	Very Likely	Likely	Unlikely	Very Unlikely
Facebook	1	4	0	1
Twitter	0	3	1	1
LinkedIn	3	1	5	1

Appendices

Appendix 11 – Facebook Post Engagement (Healthwatch Derby Facebook only) %

Q1 – 213 Reach, 82 Engagement – 38%
Q2 – 171 Reach, 32 Engagement – 18%
Q3 – 124 Reach, 21 Engagement – 17%
Q4 – 97 Reach, 19 Engagement - 20%
Q5 – 25 Reach, 15 Engagement – 60%

Appendix 12 – Twitter Post Engagement %

Q1 – 111 Reach, 16 Engagement – 14%
Q2 – 86 Reach, 4 Engagement – 5%
Q3 – 103 Reach, 7 Engagement – 7%
Q4 – 78 Reach, 6 Engagement - 8%
Q5 – 51 Reach, 8 Engagement – 16%

Appendix 13 – LinkedIn Post Engagement %

Q1 – 57 Reach, 17 Engagement – 30%
Q2 – 62 Reach, 11 Engagement – 18%
Q3 – 40 Reach, 6 Engagement – 15%
Q4 – 69 Reach, 11 Engagement - 15%
Q5 – 29 Reach, 7 Engagement – 24%





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