

# The Avenue Medical Centre

A review of the Avenue Medical  
Centre website

## 1. Introduction

This mini-report aims to present the findings of a review of The Avenue Medical Centre website conducted by Healthwatch Manchester staff and volunteers.

Healthwatch Manchester is the local citizens' champion for health and care. Part of its remit is to review the standard of provision of health and care information and access to health and care services from the lay-person's perspective. This report should therefore be approached by the reader as a bespoke review of your practice website produced by Healthwatch as your critical friend.

The findings from this report will be combined with those from all Manchester GP practice websites and presented in a full report later in 2023. For this reason, there are no recommendations in this report.

As part of Manchester Integrated Care's on-going improvement work GP practices have been invited this year to a full website audit, using a tool developed by NHS England. This will allow practices to complete a project to ensure that their website is accessible and user friendly for patients and carers. This work is due to be completed by March 2024.

## 2. Background & Rationale

Work of this nature has been previously undertaken by Healthwatch Manchester and other Healthwatch groups in other parts of the country in 2021. This was due to the large volume of complaints and concerns from local people regarding access around GP practice websites.

The report produced by Healthwatch Manchester in 2021: 'Good Practice?' presented the findings and recommendations from the reviews of all GP practices in Manchester. The report was well received locally by system leaders and gained an audience from NHS England and the Equality and Human Rights Commission.

At the February 2023 Health Scrutiny Committee for Manchester City Council, Healthwatch Manchester was requested to repeat this review by the elected members. This was approved by the Healthwatch Manchester board and became an immediate area of focus for the 2023-2024 year plan of activity.

As this report is purely informational and makes no recommendations, the standard requirement by Healthwatch for response from the provider does not apply. This report is to support practices on their ongoing journey in making improvements to their websites and Healthwatch Manchester plans to continue that dialogue with practices and with Manchester Integrated Care.

## 3. Methodology

Staff and volunteers conducted a review of your GP practice website using a series of agreed criteria within a survey. Three people conducted each survey to enable objectivity in the assessment of each GP practice website. As with the 2021 reviews, three devices were used simultaneously: a personal computer, a laptop and a smart phone.

Various assessment criteria were used to provide a score between 1 and 5 for 15 elements of the survey including ease of navigation and accessibility around sensory impairment.

The findings from the review are presented in this report, the audience of which includes GP practice staff and any associated patient group. As this report is purely informational and makes no recommendations, the standard requirement by Healthwatch for response from the provider does not apply.

If it took more than 2 clicks to get to a desired location on the website, a practice could not score a 5 on the question. Moreover, we based our overall scores on the phone score as it is the most common method used by Manchester residents.

## 4. Findings

The following questions were used to conduct the assessment and their results are below. Where there is a rating this is represented as a rating between 1 and 5, where 1 is poor and 5 is very good.

1. How would you rate the standard of information provided on your GP website regarding Covid-19 (including vaccination)?

**Rating: 5**

2. How would you rate the standard of information provided on your GP website regarding Flu jabs?

**Rating: 5**

3. How clear is the GP registration process?

**Rating: 5**

4. How clear is the basic practice information for the following?

a) Opening hours: 5

b) Address: 5

c) Staff information: 5

**Overall rating: 5**

5. How easy is it to make an appointment?

**Rating: 5**

**(Home - Appointments / Opening Hours - Make an appointment online - Patient Access)**

6. Are virtual appointments available to patients?

**No - No evidence of video consultation (No rating)**

7. What system does the practice use? (e.g. Patient Access, AskMyGP)

**Patient Access (No rating)**

8. How would you rate the guidance on how to use the system?  
**Rating: 3 - They have a good site map but no other guidance**
9. Is there contact information for patients who can't access the internet? (e.g. telephone number)  
**Yes. (No rating)**
10. How easy is it to cancel an appointment?  
**Rating: 5 - Very good cancellation form**
11. How easy is it to access out of hours' service information?  
**Rating: 5 - easy to find and informative**
12. How accessible is the website, for the following criteria?
- a) Color scheme  
**Rating: 5**
- b) Are there other language options available?  
**Yes - Only works on the laptop, not the mobile or PC. (No rating)**
- c) Font  
**Rating: 5**
- d) Are there EasyRead versions available?  
**Yes - Available within 10 days. (No rating)**
- e) Is there extra audio and visual support available? (explanatory videos, audio assistance)  
**Yes - They have an NHS 111 advert available informing people about the service. (No rating)**
- Any comments regarding the previous five questions?  
**10 days is far too long to wait for EasyRead materials. Having extra audio and visual support such as the NHS 111 video is good to see.**
13. How easy is it for patients to order repeat prescriptions?  
**Rating: 5 - Multiple options available**
14. How easy is it for patients to access their medical records?  
**Rating: 5**
15. How would you rate the self-care advice provided on the website?  
**Rating: 5 - this includes a section helping people find services near them.**
16. How would you rate the feedback process on the practice website?  
**Rating: 5 - There is a Friends and Family test as well as an outlined comments and complaints (feedback) procedure.**

17. Is there a complaints procedure? If so, is it clearly visible and easy to find?  
**Yes. Rating: 5. There is a clearly outlined complaints procedure.**

18. Are there BSL translations of content?  
**No. (No rating)**

Any comments on the previous three question?

19. Is there access to a patient participation group? If so, is the contact information provided?  
**Yes - There is a sign up form but no details on when the next meeting is and any evidence of recent minutes. (No rating)**

20. Is there a clear link to the support webpage for Young Carers on the Manchester City Council website?  
**No. (No rating)**

21. Is there any mention of Healthwatch Manchester?  
**No. (No rating)**

Overall Score 73/75



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