NHS Profile Manager

1st Feb Community Pharmacy IT Group meeting 2

Agenda

|	Approx time	Presenter
Intro	3pm	Dan Ah-Thion
1 Directing the change	3.05pm	Simon Rose
2 Registering and adding more profiles / users	3.15pm	Adam Fenwick
3 Support and feeding back	3.30pm	Richard Moore
4 Future considerations beyond launch	3.35pm	Richard Moore
5 Communications	3.50pm	Yvonne Baffour
Close by 4pm	3.55pm	Dan Ah-Thion

NHS Profile Manager Intro

Dan Ah-Thion, PSNC

Background

- Pharmacy Contractors are currently required to use two different web-based service information updater products to update their service information across the NHS Website, NHS Service Finder, NHS 111 Telephony and Online respectively.

- These products are:
    1. NHS Website Profile Editor
    2. Directory of Services (DoS)
        Pharmacy Profile Updater

NHS profile manager

NHS website pharmacy profile editor

DoS Profile Updater
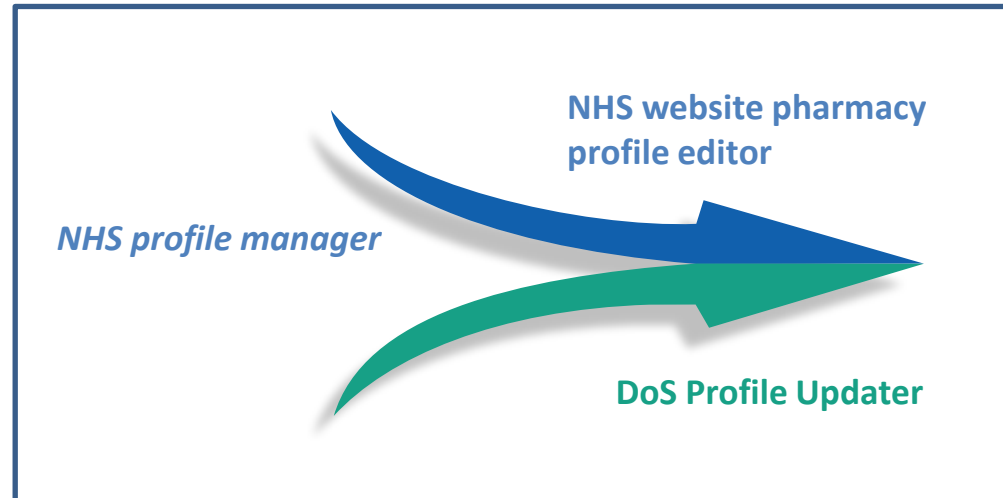
Preparing for use of NHS Profile Manager

- Unlike the NHS website profile editor, the new tool is compatible with NHSmail. This eases some of the login burden issues commonly reported.
- Past pharmacy communications have outlined that: For data security the future tool will require NHSmail email accounts as a login identifier, rather than other non-NHSmail email addresses.
- Multiples head office staff can apply for NHSmail in line with advice on psnc.org.uk/nhsmail – sections about NHSmail creation and FAQs

NHS Profile Manager
Directing the change - the journey till now

Simon Rose, content designer

Community Pharmacy
IT Group

We started with an email campaign

Vital to inform our users about change: reach the right people first

- *We needed to reach users who didn't yet have a personal NHSmail address*
- *We planned 1 email a week through November*
- *Include key messages about the new service*
- *Include how to get a personal NHSmail address*
- *Heads-up first, then invite to campaign page of fuller information*

We started with an email campaign

Emails must pass the 'inbox test'

- *People get lots of emails*
- *Trust*
- *Authority*
- *Impact*
- *We learnt from research*

Pharmacy landing page and email campaign

- Each email had a slightly different angle
- Key hook: visit the campaign page
- Best place for full details, including NHSmail support

NHS NHS profile manager

Register for the new NHS profile manager

The new NHS profile manager combines the current NHS website profile editor and the Directory of Services (DoS) Profile Updater.

The new system will update both the NHS website and the DoS. You will be able to save time with 1 system, to meet your contractual obligations for updating profiles.

Secure access with NHSmail

You can only register for the new NHS profile manager with your personal NHSmail address. You cannot register with shared NHSmail addresses or other types of email.

▶ If you do not have a personal NHSmail address

Register now

Register now to:

- save time when the NHS profile manager is available, in early 2022
- prepare your new account to use NHSmail
- transfer your current pharmacy profiles
- check your transferred profiles

Register using your personal NHSmail address

Crucial to realise truth of email impact

Some users may have:

- *not seen the email campaign*
- *no idea that anything is changing*
- *no idea what it means for them*

Engagement started well, then trailed off
That confirmed what we knew: we needed to do more

We need to catch the audience where it's active

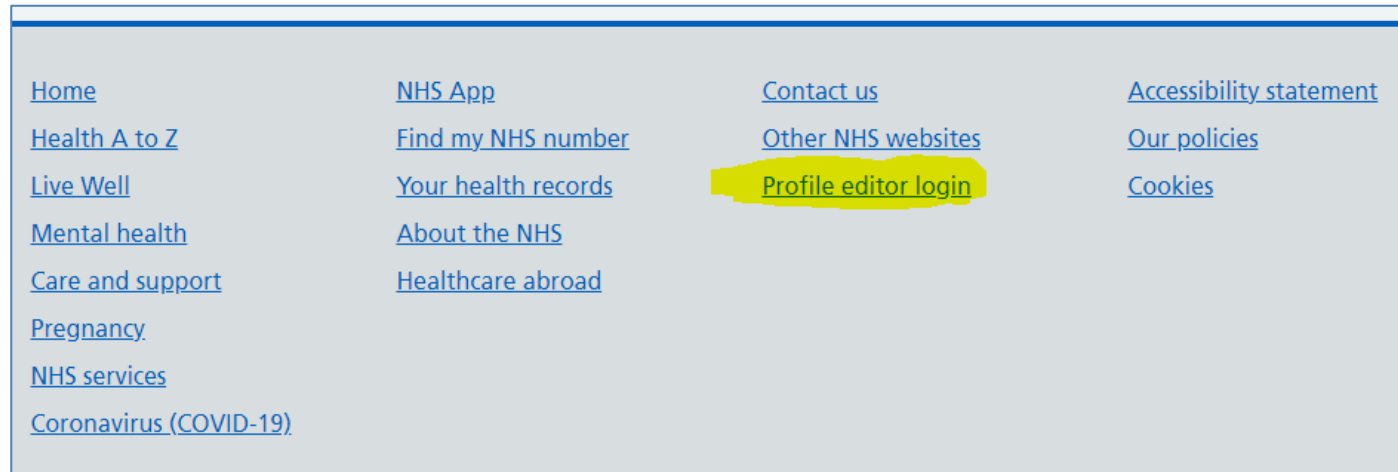- *Improved trust*
- *Improved authority*
- *Improved impact*

NHS website profile editor: login link

Current users already visit the NHS website profile editor:

- by bookmark
- from the NHS.UK footer
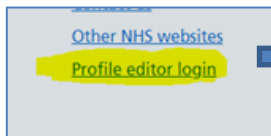
But users might arrive not knowing about change to come

Home	NHS App	Contact us	Accessibility statement
Health A to Z	Find my NHS number	Other NHS websites	Our policies
Live Well	Your health records	Profile editor login	Cookies
Mental health	About the NHS		
Care and support	Healthcare abroad		
Pregnancy			
NHS services			
Coronavirus (COVID-19)			

NHS website profile editor: login page & promo box

We wanted to iterate the promo box content to meet our users' needs, but:

- it's on an old Sharepoint site
- we encountered too many technical and security risks
- we were recommended not to iterate it

From 'promo box' to 'replace the profile editor news flash'

- Page after login offered scope
- Less platform issues
- Iterate 'news flash' areas
- No longer news or flash!
- Iterated proposed replacement content
- Targets users who know nothing yet
- Emphasises what others may already know
- Currently being tested

News Flash

Updates to our Privacy Policy

We have made some changes to our Privacy Policy. These changes reflect the increased transparency requirements of the EU General Data Protection Regulation (known as the 'GDPR').

The Privacy Policy has been improved to clarify and provide additional information about:

·How we collect, use and protect your personal data ·Your privacy rights and how to exercise them ·The legal basis for processing

Please click here to read the revised Privacy Policy. If you have any questions, please contact us via the Service Desk nhswebsite.servicedesk@nhs.net

Consent and Staff Information on Provider Profiles

The Profile Management Information System (PIMS) enables you to add staff information to your provider profile. For each staff member you can add the following information; name, job title/role, professional number, special skills/interest, gender, languages spoken, qualifications and contact information.

To ensure compliancy with the General Data Protection Regulation (GDPR), you must ensure that you acquire and record each staff member's consent before adding their information to the NHS website unless the information is already in the public domain e.g. published on your practice website or included in a professional body medical register.

Triage page from NHS.UK footer

NHS.UK footer link of 'Profile editor login':
- currently takes users to NHS website profile editor
- from launch will take users instead to triage page

Triage page informs users of change, what to do and hence to select correct path

Other NHS websites
Profile editor login
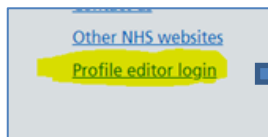
Profile editor login

A new NHS Profile Manager is being launched, to combine the NHS website profile editor, the Directory of Services (DoS) Profile Updater and the comment response tool.

High street pharmacies

If you have registered for the NHS Profile Manager, you can use it now to edit your:

- contact details
- opening times
- services

➡ **Sign in to the new NHS Profile Manager**

If you have not registered for the NHS Profile Manager, register now to transfer your pharmacy profiles from the NHS website profile editor.

➡ **Register for the new NHS Profile Manager**

➡ **Log in to the NHS website profile editor**

Page last reviewed: 18 January 2022
Next review due: 18 January 2022

<Live demo provided here>

NHS Profile Manager
Registering, and adding more profiles / users

Adam Fenwick, frontend developer

Registering, and adding more profiles / users

Adam Fenwick provided a demo.

NHS Profile Manager
Support and feeding back

Richard Moore, product owner

Getting support

- Improved guidance within the app e.g. help text

- Validation error messaging

- Confirmation messages for validations and edits

- Alerts for system errors with notification to service desk

- Add profiles and transfer profiles utilities

- NHS website helpdesk

- NHSmail helpdesk

- Audit log

Feeding back

- An in-app survey will be displayed within the primary editing page of the Profile Manager

- Users will be able to feedback on what they like/dislike about the new Profile Manager and will be able to make suggestions for improvements

- An online user survey will also be issued later this year as more users have registered for the system and used it for a few months

NHS Profile Manager
What's next

Richard Moore, product owner

Launch and beyond

On launch: Contact details and Opening times

Scheduled for shortly after: March – Services module will be available

Facilities to follow soon after

A process to be communicated regarding if you need to update services / facilities in the interim whilst the tool modules are added.

What's next

Automated API updates

- Pharmacies will be able to use an API rather than the Profile Manager for profile updates

- Available from the end of February

- The API specification will be published shortly and will include the new validation rules

- The API features separate end points for standard opening times, bank holidays and temporary changes to opening times

- The existing pharmacy API will continue to be live until late July/August 2022

- Technical integration work is required to use it

- Technical support will be available through the NHS website syndication team

What's next

Confirmed

- Facilities module
- Services module
- Addition of Easter Sunday and weekend Christmas days to the bank holiday list
- Updated list of services & facilities

To be prioritised

- Change address & trading name module
- User management module
- Alerts and notifications
- Improvements to the comment response system

Note: these items are not included within priority order and could be subject to change

NHS Profile Manager Communications Overview

Daniel Ah-Thion – PSNC - IT Policy Manager
Yvonne Baffour - NHSX – Communications and Engagement

Tuesday 01 February 2022

Introduction

- NHS Profile Manager: scheduled for launch aim for the end of February 2022 subject to some data and technical work being completed.
- Preparations include joint work with colleagues to ensure engagement stakeholders.

Our communications and engagement steering group represent members from:

- **PSNC**: IT Policy lead
- **NHSE/I Regional:** Pharmacy Regional Integration lead and Policy lead
- **NHSE/I National:** Pharmacy Directorate, National DoS team
- **NHS Digital:** Technical and Clinical leads, DUEC Programme colleagues, and appropriate Communications colleagues
- **NHSX:** Communications team, Project Management, Pharmacy, optometry, dentistry, ambulance and community (PODAC)

- Part of our engagement has been providing Community Pharmacy IT Group with updates [some of which have been provided in CP ITG papers] and including via this second meeting.

First phase of launch communication

The communications and engagement steering group have jointly designed and implemented the first phase of communications

Delivered 'the vision' comms campaign
- Collated key messages relevant to pharmacies / others
- Shared NHS Profile Manager introduction messaging to announce the upcoming launch
- Demo'd for select user groups, and made the video available via Vimeo

Delivered 'the targeted email' campaign

An NHS Digital led campaign targeted Pharmacy contractors who met the following two criteria:

1) Used the existing NHS Profile Editor's Comment Responder functionality and
2) were registered with an email address that was NOT an NHSmail email address i.e. Not ending nhs.net

- Three direct emails were sent to colleagues asking for them to effectively register early for NHS Profile Manager and as part of that, to stop using any other email addresses.

- Information regarding the upcoming NHS Profile Manger and the request for (non nhs.net users) to sign up for an account was shared as a briefing note to key stakeholders, shared via newsletters/bulletins, and discussion on Future NHS board.
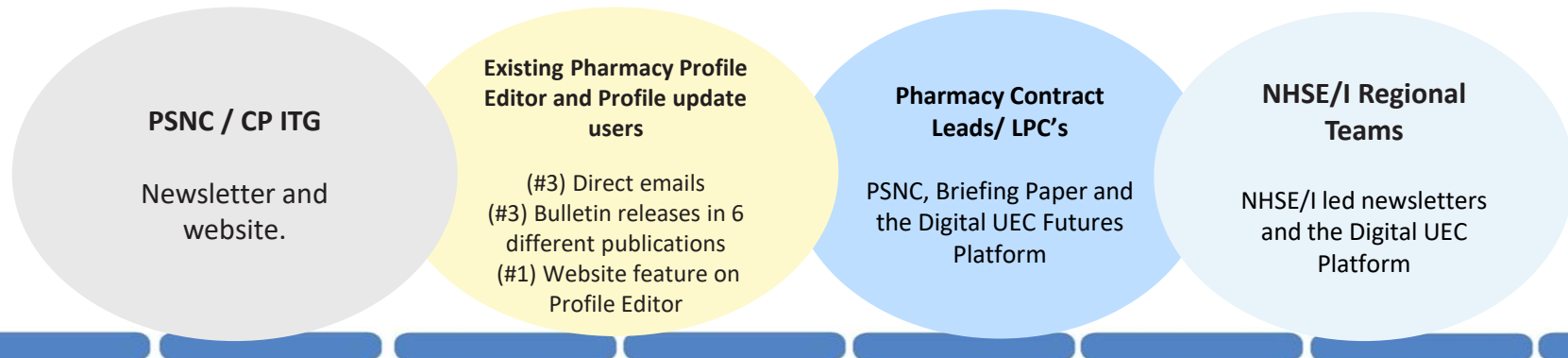
Next phase of communication

'The launch' campaign- Delivered throughout February and March

First Message: Informing stakeholders that NHS Profile Manager will be coming shortly and asking those without an NHSmail account to sign up for one in preparation for launch.

Second Message: Notifying stakeholders that NHS Profile Manager is ready and they should now register as the two previous systems will no longer be available or needed as of the launch date.

Third Message: Urging stakeholders to register for NHS Profile Manager as the other two systems have been replaced by an improved single tool

Stakeholder forums and channels to spread message:

PSNC / CP ITG Newsletter and website.	**Existing Pharmacy Profile Editor and Profile update users** (#3) Direct emails (#3) Bulletin releases in 6 different publications (#1) Website feature on Profile Editor	**Pharmacy Contract Leads/ LPC's** PSNC, Briefing Paper and the Digital UEC Futures Platform	**NHSE/I Regional Teams** NHSE/I led newsletters and the Digital UEC Platform

Contact us after

england.digitaluecpmo@nhs.net

it@psnc.org.uk

Digital Urgent and Emergency Care