



choices

Patient feedback on NHS Choices:  
the challenges and what we've learned

*John Robinson*

*User generated content strategy lead*

# About NHS Choices

- [www.nhs.uk](http://www.nhs.uk), launched July 2007
- **9m+ visitors a month**
- **1 in 4 visitors is searching for an NHS service**
- **Users can comment on GPs, hospitals, dentists and most mental health & community services**
- **49,000 comments published**

# Moderation process

- All comments moderated by third-party (Tempero)
- Moderation hours 9am to 9pm
- Comments can be edited
- Extensive guidelines, reviewed constantly
- Monthly report analysing decisions & assessment of moderators' performance
- All users get email response
- User complaints via NHS Choices help desk
- Fewer than 5% of comments rejected



## MEDICINE BALLS

“...not only are NHS Choices **censoring** critical comments from patients but are not bothering to read submissions either...A neat way of ensuring all the ‘independent patient feedback’ is overwhelmingly positive.”

*Private Eye, 12<sup>th</sup> December 2009*

# Challenges faced

- Getting/keeping the NHS on side
- Becoming more permissive in what we publish
- Complaints handling and policies
- Data management
- Regulation & what do we do with rejected comments.
- Publishing comments from third parties
- Improving the user experience

# Challenges ahead

- Raising public awareness and getting more comments
- Getting more responses and evidence of change
- Develop other means of commenting (SMS, video)
- Aggregation of comments from other providers
- Handling structural change in the NHS





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**Thank you**

**John Robinson**

**020 7972 5796**

**[john.robinson@dh.gsi.gov.uk](mailto:john.robinson@dh.gsi.gov.uk)**