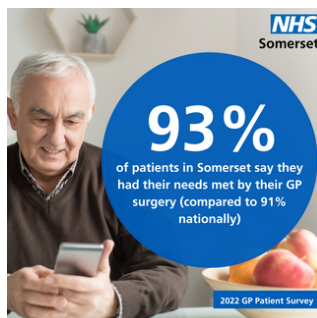
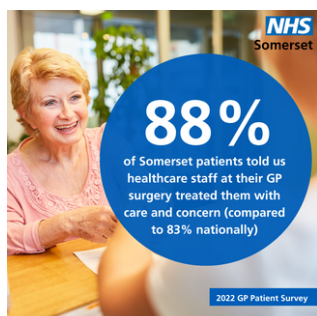


GPAD Social Media Kit 2022

This communication kit is designed for the use of GP practices in Somerset in response to the publication of NHS Digital General Practice Access Data (GPAD) for the first time. Please find below a selection of social media assets for you to use, along with suggested copy and helpful links to direct people for more information. These images are sized accordingly for social channels and can also be added to websites and/or digital screens.

To use these assets, please click each image to open a link to a larger copy, then right click on the larger image or video and select 'save as' and save to your computer for use. Please then use this suggested copy on your website and social media alongside each social media card to promote the service.

GP Patient Survey Social Assets



Suggested copy

95% of Patients in Somerset have expressed confidence in the Healthcare staff at their local GP practice.
#GPAccess #PrimaryCare #NHSSomerset

88% of Somerset patients felt they were treated with care and compassion by their GP surgery.
#GPAccess #PrimaryCare #NHSSomerset

93% of patients in Somerset say they have had their needs met by their GP.
#GPAccess #PrimaryCare #NHSSomerset

76% of Somerset patients said their experience at their GP practice was good.
#GPAccess #PrimaryCare #NHSSomerset

Videos and website copy also available
Please see page 2 and 4

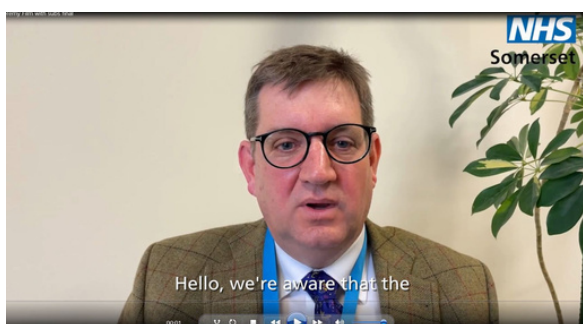


GPAD Social Media Kit 2022

Page 2

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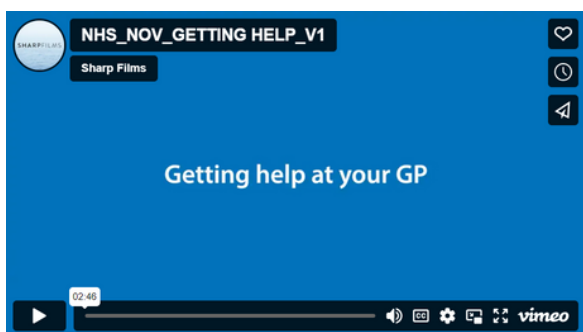
Videos for use



[Dr Jeremy Imms, Reassurance video](#)



[Accessing care video](#)



[Getting help at your GP video](#)

Suggested copy

Dr Jeremy Imms explains how people in Somerset can access the services of their GP and help best protect themselves for the Winter.

There are 63 practices in Somerset, supported by thousands of staff who are on hand to ensure you get access to the care you need, when you need it.

Getting help at your GP means having access to a wide range of services on hand to support the needs of the whole of the local community.

**If you have any concerns please email NHS
Somerset Communication team:
somicb.communications@nhs.net**



GPAD Social Media Kit 2022

Page 3

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Be Kind Social Assets



Suggested copy

Our GP practices are very busy but staff are working very hard to ensure that the NHS in Somerset is providing you with the very best care, when you need it this winter. #GPAccess #PrimaryCare #NHSSomerset

Our staff are going to incredible lengths during challenging circumstances. Thank you to the public for their understanding and ongoing patience during this busy time.

#GPAccess #PrimaryCare #NHSSomerset

If you have any concerns please email NHS Somerset Communication team:
somicb.communications@nhs.net



Story for GP Website and newsletters

Publication of local GP data

You may have seen that on 24 November, NHS Digital will publish General Practice Access Data (GPAD) for all practices in England on a monthly basis.

This will cover, for example, the total number of appointments at a GP; how the patient was consulted (e.g., telephone or in person); and who consulted with the patients (e.g., GP or other healthcare professional).

It has been acknowledged that GPAD is an experimental statistics publication, which means the statistics are in the testing phase and are not yet fully developed

Dr Jeremy Imms, Associate Director for Primary Care at NHS Somerset says: “We know just how hard our GP practices in Somerset have been working in recent years responding to the pressures of Covid-19 at a time when there has a huge increase in demand for their services. “It’s been disappointing for a number of our GPs to see that there are inaccuracies in the data published today.

“This includes data showing a number of practices are seeing very few patients face-to-face, when in fact they are performing well above average. We understand this has been caused by a problem with computer systems. We would like to reassure patients and staff in affected practices that we are working hard to make sure this data is updated to reflect the true picture.

“We have a wide range of staff in primary care at our 63 GPs in Somerset, ranging from mental health nurses and paramedics to health connectors, physiotherapists, practice nurses, care navigator, as well as GPs, who all help our patients access the care that they need.”

“We are pleased to see 2022 GP Patient survey looking at data from July 2021 – July 2022 recognised the quality of care our GPs provide in Somerset showing;

·95% of patients in Somerset say they have confidence and trust in healthcare staff at their GP (compared to 93% nationally)

·93% said they had their needs met (compare to 91% nationally)

Visit [NHS Somerset](#) for more information around primary care in Somerset.

