

Help Guide: Using video and the GP Video Library effectively in your practice

We hope you find this guide useful in getting you up and running using video.


We encourage you to share this guide with your team.

You have been given access to hundreds of videos by your commissioner. The video library will be stored on their site, but your patients will be able to access it through your own website.

If you have any issues, or would like to make changes to the library or resource boxes, please talk to the person that gave you access to the library.

1. Familiarise yourself with the library

There are over 300 videos categorised into over 80 specialisms, covering many of the common conditions patients will see you about. We recommend taking some time to familiarise yourself with the content.



The screenshot shows the homepage of the Health Information Video Library. At the top left, there is a placeholder for a logo: "INSERT YOUR LOGO HERE". To its right, the text "Demo Primary" is displayed. Further right, navigation links include "Home", "Main Site", "Contact Us", and "Make a Suggestion". The main heading reads "WELCOME TO OUR HEALTH INFORMATION VIDEO LIBRARY" with the tagline "Health information at your fingertips" below it. A search bar is present with the text "Enter your search here or select from one of the categories below" and a "Search" button. Below the search bar, a horizontal menu lists letters from A to Z. The letters A through E are expanded to show a grid of category buttons:

- A**: Alcohol, Allergies, Asthma, Audiology
- B**: Bowel and Anal, Blood Pressure, Breast Screening
- C**: Care Lines, Children, Chlamydia, Communication, Crohn's, Contraception, COPD, Crutches, CT Scan
- D**: Deafness, Dementia, Dizziness, Diabetes - Prediabetes, Wet
- E**: Endoscopy, Epilepsy, Exercise, Eyes

2. View examples of how pathways of care can be re-designed

Some suggestions:

- Reduction in consultation time explaining conditions or procedures, often repetitive messages (1-3 minutes GP time saved)
- Replace the need for patients to come back for a follow up appointment eg. a suspected pre-diabetic is given a set of videos to watch about the condition and helping to reduce the risk through diet and exercise replaces a face to face consultation with a nurse (20 minutes of nurse time saved per pre-diabetic)
- Inhaler technique videos replace the need for a GP or nurse to demonstrate in person. Video link emailed to all patients registered as inhaler users as a refresher (10 minutes of appointment time saved).
- Prevent people making an appointment for common issues such as coughs, sprains and lower back pain by reception staff diverting them to watch a video or through education via social media (20 minute appointment saved)
- Work in conjunction with national health campaigns such as smoking - videos emailed/text to register of smokers (£700 postage saved)

Go to www.healthandcarevideos.com/primary-care/ for up to date videos and examples

3. Get your team on board

It is important your team know the reasons behind using video and the benefits it can bring to them and their patients.

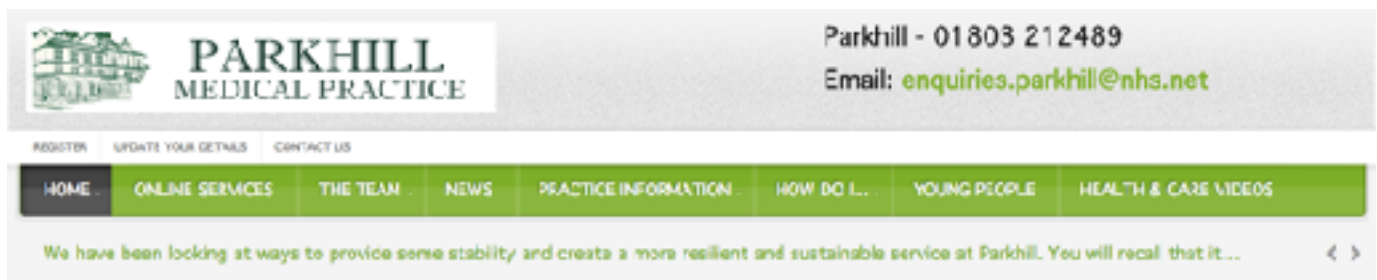
- Hold a launch session for all staff
- Hold follow up sessions with individual departments ie GPs, nurses, reception staff
- Encourage staff to generate ideas for new videos or how they can be used in their patient pathways
- Include regular information in your internal newsletter
- Leave the leaflet below in the staff room

4. Implementing your Video Library

We will provide a URL to your video library.

Contact your web-developer, cc-ing daisy@healthandcarevideos.com, and ask them to create a tab entitled 'Health & Care Videos' on your homepage.

Link this tab to the URL provided, and your patients will have access to your video library.



5. Tell your patients why you are using video

1. Add information to patient newsletters
2. Put leaflets in waiting areas (available as a download at www.healthandcarevideos.com/gp-print)



3. Include this video on your waiting room screens (with hard wired subtitles)
<http://www.healthandcarevideos.com/wp-content/uploads/2017/06/3374.SUB-Using-video-to-improve-your-health.mp4>

6. Sharing the video page links with your patients

Patient Record System

Pre-populate your template letters or add links to appointment letters. They can then be printed out or attached to an email.



Remind surgery staff to direct patients to videos by adding pop-ups to certain read codes in your patient's records. You can set this up to alert staff when they open the patient notes or when they add a new read code to the patient records.

This could either be for specific patients or a group of patients with long-term conditions.

Add links to emails/texts

From your homepage, simply click on the relevant page eg Inhalers, copy the web address and paste it into a text message or email.

Use a 'no reply' email address and text message using related wording in the body of text so that patients know not to respond to the message and that the mailbox/text account is not monitored.

Business cards

We can assist you in the design of a business card to hand the patient containing your website address and a place to write the category relating to the patient's condition eg diabetes. Before giving them the card, show patients a few seconds of the video clip so they know what they are looking for and what to do.

7. Encourage your community to self-manage their health

Add a Health Video Library button and menu tab to your website.

Add the 8 videos to your homepage using the embed codes below (copy and paste)

Our 5 tips to help you stop smoking

```
<iframe src="https://player.vimeo.com/video/210400567" width="640" height="360"
frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>
```

Time to get active

```
<iframe src="https://player.vimeo.com/video/209200943" width="640" height="360"
frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>
```

10 Top tips for healthy eating

<iframe src="https://player.vimeo.com/video/209200944" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

Looking after you and your family

<iframe src="https://player.vimeo.com/video/199801795" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

How to care for an injury at home

<iframe src="https://player.vimeo.com/video/198215840" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

Shared decision making - ask 3 questions

<iframe src="https://player.vimeo.com/video/198222995" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

Tops tips for drinking alcohol sensibly

<iframe src="https://player.vimeo.com/video/214983381" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

The NHS Flu Jab

<iframe src="https://player.vimeo.com/video/234664291" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

Hardcoded video files for TV screens

Available to download at <http://www.healthandcarevideos.com/gp-library-support/>

Public Health Campaigns

Use the self-care videos alongside your existing public health campaigns eg. stop smoking, healthy eating



Social Media

Post regularly on social media to share your new resource to a wide audience. Sharing to Facebook and Twitter will direct people to your website and video library. Consequently, making it much more accessible.



Shorten and personalise your links using sites like <https://bitly.com/> or [https://tinyurl.com.](https://tinyurl.com/) This will give you more room for your text and look neater online.

Schedule posts in advance to ensure you have content going out consistently. Use Facebook or tools like TweetDeck and HootSuite to do this.

Top tip: Add an image to your post to make it more engaging and always link back to your website.

8. Got suggestions for new video content?

We welcome your suggestions and commit to adding new videos to the library each month. If you have an idea for new video content please complete the form by clicking on the 'Make a Suggestion' button on the top right of the Library.