

# 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.

## 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.



## 2. Log in to the Content Management System

Scroll to the bottom of the page and click on 'login'

Login using your username and password

Click on 'Admin' at the top of the page to take you to the Content Management System

### 3. Personalise your Video Library

#### Adding your logo, titles and contact details

Click on 'Account' Tab



The screenshot shows the 'EDIT ACCOUNT' page for a user named 'Daria Primary'. The page has a dark header with the NHS.uk logo and navigation links: HOME, MAIN MENU, SUPER ADMIN, ADMIN, CONTACT US. Below the header, there are tabs for 'Profile', 'Library', 'Account', and 'Data', with 'Account' being the active tab. The form contains the following fields:

- Name:** Daria Primary
- Language:**  Simple English
- Language (HTML):** Chrome Kit - Health Videos
- Language (PDF):** Chrome Kit - Health Videos
- Contact email:** info@healthandcarevideos.com
- Contact number:** 01626 833937
- Abb1:** Health and Care Videos
- Abb2:** The National Centre
- Abb3:** Simple and easy to use and free to use
- Abb city:** Torquay, TQ2 7PA
- Abb website:** www.healthandcarevideos.com
- Phone:** 01626 833937
- Linked in url:** https://www.linkedin.com/company/healthandcare-videos
- Twitter url:** https://twitter.com/hcvids
- Meta keywords:**
- Meta description:**

Simple English Health and Care Videos Library
- Title meta:** Simple English Health and Care Videos Library
- Title sub meta:** Health and Care Videos

At the bottom right of the form is a 'Save' button. Below the form, there is a footer with the NHS.uk logo and text: 'All Rights Reserved - Copyright 2017', 'Sign up', 'Privacy and Cookie Policies', 'Terms and Conditions'.

## Add/remove/edit pages from the Video Library

Click on the 'Pages' tab

Click 'edit' in the 'Page Edit' column of the Page you would like to edit - here we have chosen Heart Failure



Name	URL Path	Type	Active	Page ID	Category	View
User	/user	Care	Yes	1001	1001	View
Introduction	/introduction	Care	Yes	1002	1002	View
Services	/services	Care	Yes	1003	1003	View
FAQ	/faq	Care	Yes	1004	1004	View
FAQ - Revision	/faq-revision	Care	Yes	1005	1005	View
Foot	/foot	Site	Yes	1006	1006	View
Top	/top	Care	Yes	1007	1007	View
Heart Failure	/heart-failure	Care	Yes	1008	1008	View
Heart Failure	/heart-failure	Care	Yes	1009	1009	View
Heart Failure	/heart-failure	Care	Yes	1010	1010	View
Heart Failure	/heart-failure	Care	Yes	1011	1011	View
Heart Failure	/heart-failure	Care	Yes	1012	1012	View
Heart Failure	/heart-failure	Care	Yes	1013	1013	View
Heart Failure	/heart-failure	Care	Yes	1014	1014	View
Heart Failure	/heart-failure	Care	Yes	1015	1015	View
Heart Failure	/heart-failure	Care	Yes	1016	1016	View
Heart Failure	/heart-failure	Care	Yes	1017	1017	View
Heart Failure	/heart-failure	Care	Yes	1018	1018	View
Heart Failure	/heart-failure	Care	Yes	1019	1019	View
Heart Failure	/heart-failure	Care	Yes	1020	1020	View
Heart Failure	/heart-failure	Care	Yes	1021	1021	View
Heart Failure	/heart-failure	Care	Yes	1022	1022	View
Heart Failure	/heart-failure	Care	Yes	1023	1023	View
Heart Failure	/heart-failure	Care	Yes	1024	1024	View
Heart Failure	/heart-failure	Care	Yes	1025	1025	View
Heart Failure	/heart-failure	Care	Yes	1026	1026	View
Heart Failure	/heart-failure	Care	Yes	1027	1027	View
Heart Failure	/heart-failure	Care	Yes	1028	1028	View
Heart Failure	/heart-failure	Care	Yes	1029	1029	View
Heart Failure	/heart-failure	Care	Yes	1030	1030	View
Heart Failure	/heart-failure	Care	Yes	1031	1031	View
Heart Failure	/heart-failure	Care	Yes	1032	1032	View
Heart Failure	/heart-failure	Care	Yes	1033	1033	View
Heart Failure	/heart-failure	Care	Yes	1034	1034	View
Heart Failure	/heart-failure	Care	Yes	1035	1035	View
Heart Failure	/heart-failure	Care	Yes	1036	1036	View
Heart Failure	/heart-failure	Care	Yes	1037	1037	View
Heart Failure	/heart-failure	Care	Yes	1038	1038	View
Heart Failure	/heart-failure	Care	Yes	1039	1039	View
Heart Failure	/heart-failure	Care	Yes	1040	1040	View
Heart Failure	/heart-failure	Care	Yes	1041	1041	View
Heart Failure	/heart-failure	Care	Yes	1042	1042	View
Heart Failure	/heart-failure	Care	Yes	1043	1043	View
Heart Failure	/heart-failure	Care	Yes	1044	1044	View
Heart Failure	/heart-failure	Care	Yes	1045	1045	View
Heart Failure	/heart-failure	Care	Yes	1046	1046	View
Heart Failure	/heart-failure	Care	Yes	1047	1047	View
Heart Failure	/heart-failure	Care	Yes	1048	1048	View
Heart Failure	/heart-failure	Care	Yes	1049	1049	View
Heart Failure	/heart-failure	Care	Yes	1050	1050	View
Heart Failure	/heart-failure	Care	Yes	1051	1051	View
Heart Failure	/heart-failure	Care	Yes	1052	1052	View
Heart Failure	/heart-failure	Care	Yes	1053	1053	View
Heart Failure	/heart-failure	Care	Yes	1054	1054	View
Heart Failure	/heart-failure	Care	Yes	1055	1055	View
Heart Failure	/heart-failure	Care	Yes	1056	1056	View
Heart Failure	/heart-failure	Care	Yes	1057	1057	View
Heart Failure	/heart-failure	Care	Yes	1058	1058	View
Heart Failure	/heart-failure	Care	Yes	1059	1059	View
Heart Failure	/heart-failure	Care	Yes	1060	1060	View
Heart Failure	/heart-failure	Care	Yes	1061	1061	View
Heart Failure	/heart-failure	Care	Yes	1062	1062	View
Heart Failure	/heart-failure	Care	Yes	1063	1063	View
Heart Failure	/heart-failure	Care	Yes	1064	1064	View
Heart Failure	/heart-failure	Care	Yes	1065	1065	View
Heart Failure	/heart-failure	Care	Yes	1066	1066	View
Heart Failure	/heart-failure	Care	Yes	1067	1067	View
Heart Failure	/heart-failure	Care	Yes	1068	1068	View
Heart Failure	/heart-failure	Care	Yes	1069	1069	View
Heart Failure	/heart-failure	Care	Yes	1070	1070	View
Heart Failure	/heart-failure	Care	Yes	1071	1071	View
Heart Failure	/heart-failure	Care	Yes	1072	1072	View
Heart Failure	/heart-failure	Care	Yes	1073	1073	View
Heart Failure	/heart-failure	Care	Yes	1074	1074	View
Heart Failure	/heart-failure	Care	Yes	1075	1075	View
Heart Failure	/heart-failure	Care	Yes	1076	1076	View
Heart Failure	/heart-failure	Care	Yes	1077	1077	View
Heart Failure	/heart-failure	Care	Yes	1078	1078	View
Heart Failure	/heart-failure	Care	Yes	1079	1079	View
Heart Failure	/heart-failure	Care	Yes	1080	1080	View
Heart Failure	/heart-failure	Care	Yes	1081	1081	View
Heart Failure	/heart-failure	Care	Yes	1082	1082	View
Heart Failure	/heart-failure	Care	Yes	1083	1083	View
Heart Failure	/heart-failure	Care	Yes	1084	1084	View
Heart Failure	/heart-failure	Care	Yes	1085	1085	View
Heart Failure	/heart-failure	Care	Yes	1086	1086	View
Heart Failure	/heart-failure	Care	Yes	1087	1087	View
Heart Failure	/heart-failure	Care	Yes	1088	1088	View
Heart Failure	/heart-failure	Care	Yes	1089	1089	View
Heart Failure	/heart-failure	Care	Yes	1090	1090	View
Heart Failure	/heart-failure	Care	Yes	1091	1091	View
Heart Failure	/heart-failure	Care	Yes	1092	1092	View
Heart Failure	/heart-failure	Care	Yes	1093	1093	View
Heart Failure	/heart-failure	Care	Yes	1094	1094	View
Heart Failure	/heart-failure	Care	Yes	1095	1095	View
Heart Failure	/heart-failure	Care	Yes	1096	1096	View
Heart Failure	/heart-failure	Care	Yes	1097	1097	View
Heart Failure	/heart-failure	Care	Yes	1098	1098	View
Heart Failure	/heart-failure	Care	Yes	1099	1099	View
Heart Failure	/heart-failure	Care	Yes	1100	1100	View

Here you can add or remove the Page from your Library, change the Page Name and the contact details for that Page



EDIT HEART FAILURE PAGE

Page | About | User | Settings

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Change Name:

Change Contact Email:

Change Contact Number:

Change Address:

Change URL:

Change Meta Title:

Change Meta Description:

Change Meta Keywords:

Change Footer:

Back | Save

## Add/remove/edit categories within pages from the Video Library

Click on the 'Pages' tab

Click 'edit' in the 'Categories' column of the Page you would like to edit - here we have chosen Heart Failure



Name	URL Path	Type	In-Category	Page Edit	Categories	Date
Self	/self	Core	Yes	edit	edit	2016
Introduction	/introduction	Core	Yes	edit	edit	2016
Options	/options	Core	Yes	edit	edit	2016
Services	/services	Core	Yes	edit	edit	2016
Team	/team	Core	Yes	edit	edit	2016
Top Presenters	/top-presenters	Core	Yes	edit	edit	2016
Test	/test	Core	Yes	edit	edit	2016
Tru	/tru	Core	Yes	edit	edit	2016
People and Teams	/people-and-teams	Core	Yes	edit	edit	2016
Heart Failure	/heart-failure	Core	Yes	edit	edit	2016
History	/history	Core	Yes	edit	edit	2016
Map	/map	Core	Yes	edit	edit	2016
Virtual Care	/virtual-care	Core	Yes	edit	edit	2016
Virtual Care	/virtual-care	Core	Yes	edit	edit	2016
Virtual Care	/virtual-care	Core	Yes	edit	edit	2016
Virtual Care	/virtual-care	Core	Yes	edit	edit	2016
Learning Modules	/learning-modules	Core	Yes	edit	edit	2016
Articles	/articles	Core	Yes	edit	edit	2016
Introduction Management	/introduction-management	Core	Yes	edit	edit	2016
Heart Failure	/heart-failure	Core	Yes	edit	edit	2016
Introduction	/introduction	Core	Yes	edit	edit	2016
Self	/self	Core	Yes	edit	edit	2016
Compassion	/compassion	Core	Yes	edit	edit	2016
Heart Management	/heart-management	Core	Yes	edit	edit	2016

The categories within the Page will come up

Here you can change the Category Name add/remove/edit categories within pages eg Living With Heart Failure



**HEART FAILURE CATEGORIES**

Living with heart failure

Category Name:

Description:

Related Categories:

Add Another Category

Category Name:

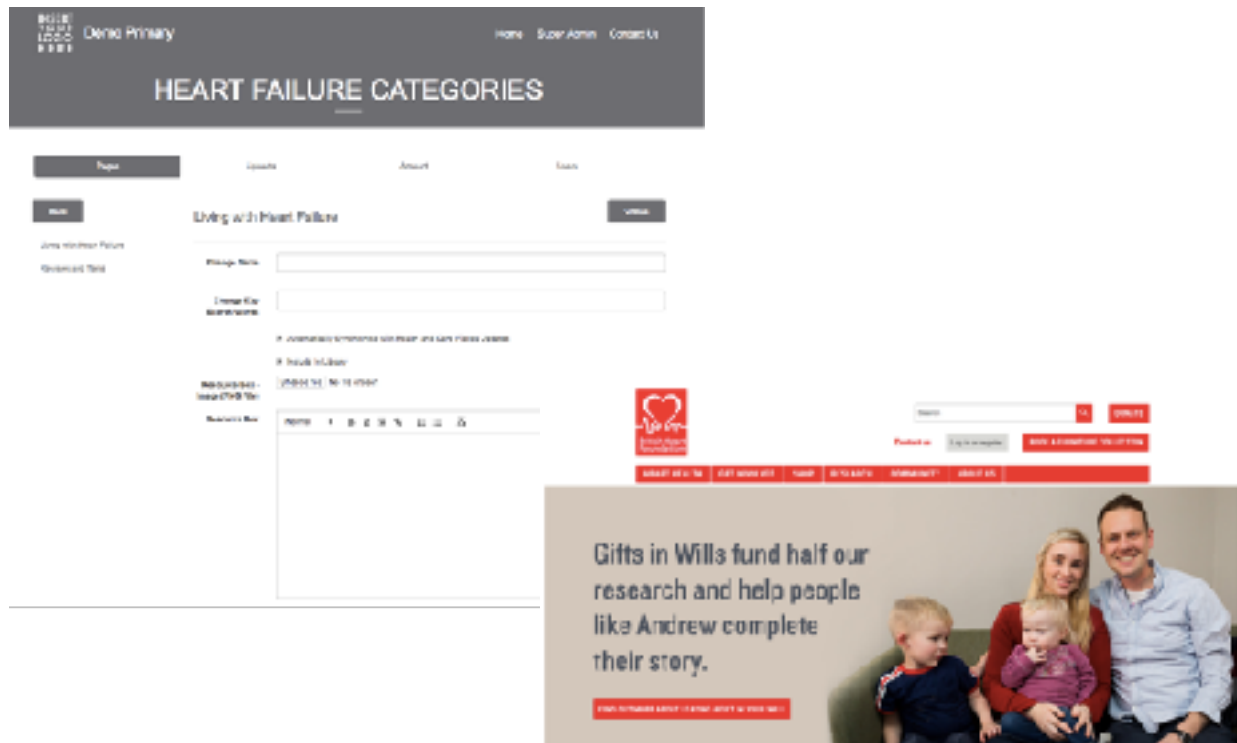
Description:

Related Categories:

## Add other resources - PDFs/Web Links/Information

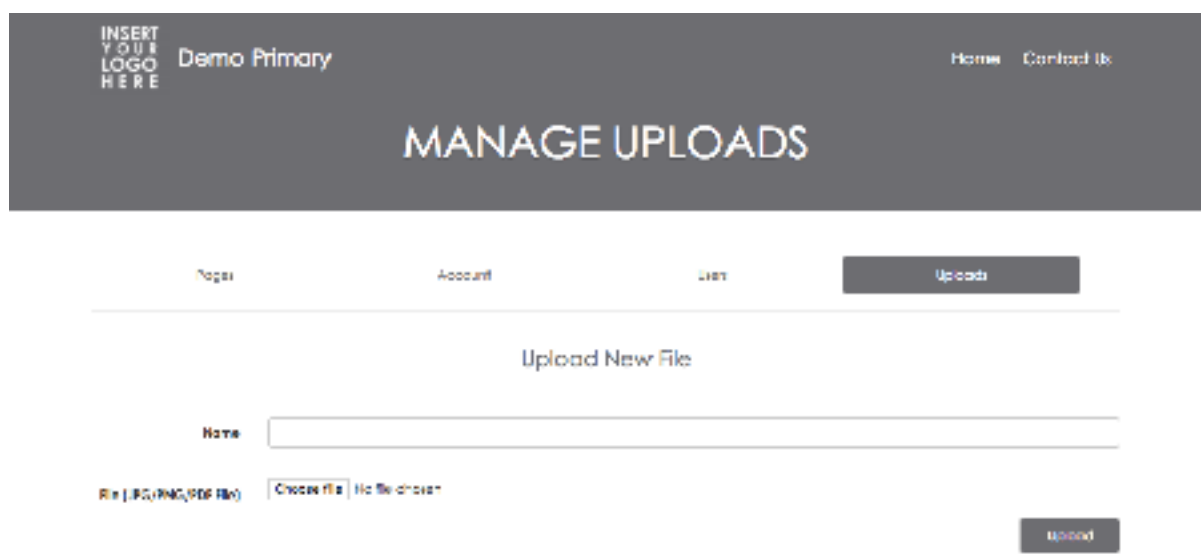
Add links to other resources into a resource box eg <https://www.bhf.org.uk> (British Heart Foundation)

Add images to resource boxes by clicking choose file next to 'Resource Box - image (PNG file)'



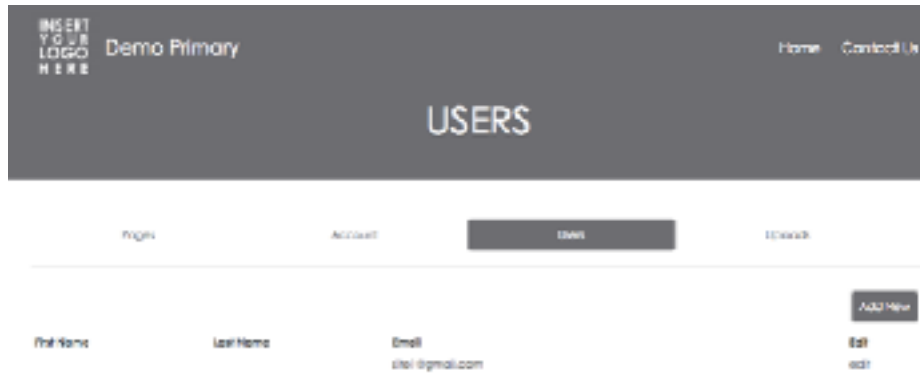
## Add PDFs by clicking on the 'Uploads' tab

Upload the PDF file you want to add then copy and paste the link from here into the resource box as above



## Add/remove practice staff to control who can edit your video library

Click on 'Users' and 'Create New' or 'Edit'



## 4. 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/](http://www.healthandcarevideos.com/primary-care/) for up to date videos and examples

## 5. 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.

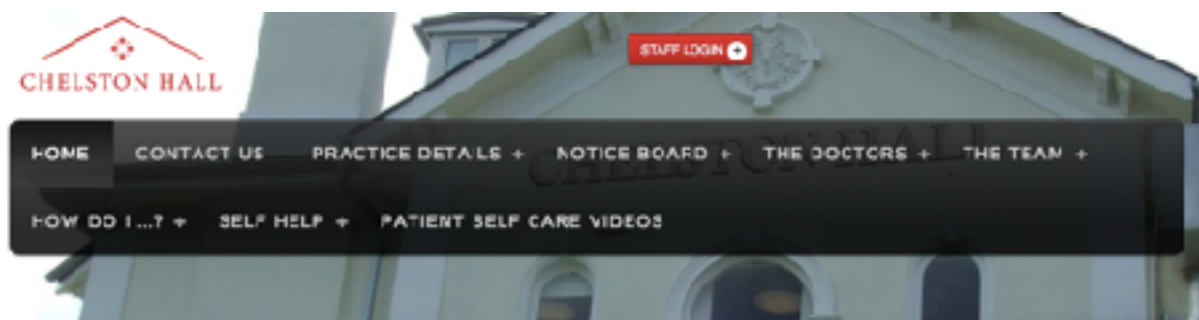
- Hold a launch session for all staff
- Hold follow up sessions with individual departments ie GPs, nurses, reception staff
- Encourage staff to generate ideas for new videos or how they can be used in their patient pathways
- Include regular information in your internal newsletter
- Leave the leaflet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

## 6. Implementing your Video Library

Create a sub-domain of your website eg patientinformation.thesurgery.com

We will provide an IP address to direct the sub-domain to

You can then create a tab for your homepage with the link to your Video Library



## 7. 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](http://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>

## 8. 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.

## 9. 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 tops 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>. 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.

## 10. 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.