

Help Guide: Using the library and sharing the videos with your patients

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 350 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.



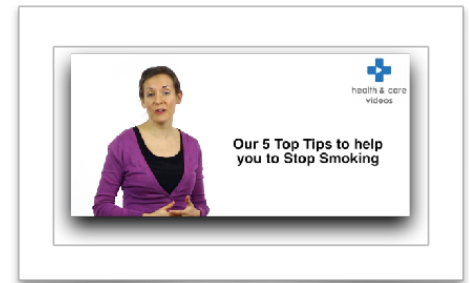
2. Examples of how to use video in your pathways of care

Prevent unnecessary appointments

Over 50% of patients said that having watched a video meant they didn't need to see a GP

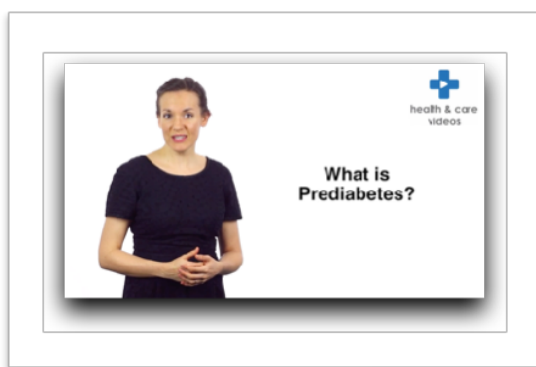
It's important your patients know about the library! Here's how you can tell them:

- Add information about your library to your telephone message
- Share your library on social media
- Add links to your library to patient letters and prescriptions



Free up appointments

Send patients with high blood sugar levels a letter, text or email with the link to pre-diabetes series. Surgeries save 5 appointments a week = 130 nurse hours per year, a £5000 saving!



Reduce appointment time

Patients who watch a video at home before they come in for an appointment saves time explaining it in the consultation and better prepares them so they ask focused questions.

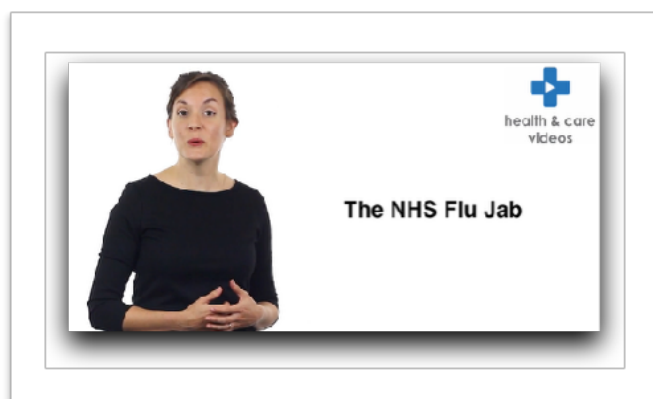


- Send patients attending a contraception appointment the contraception series
- Send the Asthma, Diabetes and COPD series to newly diagnosed patients before their first appointment
- Use kindles or vidibooks for patients to watch videos in your practice whilst waiting for their appointment
- Give patients a QR card with the link to the Gastroenterology or Radiology series when referring to the service

Increase uptake of appointments (and get QOF points)

Better informed patients leads to uptake of essential appointments. Send links by text message or email to those registered that require the service or share on social media.

Send eligible patients the flu jab video so they understand the risks and benefits, this also means they are less likely to ask questions - so clinics run on time!



Encourage self care

Encourage patients to take control of their health to avoid future problems and the need for medical intervention.

- Send patients registered as smokers the link to the stop smoking video
- Encourage diabetic patients to look after their feet and get their eyes checked by sending the Important Tests and Checks videos

- Send asthma patients the Inhaler series as a refresher



Standardise information

Using video means that the health information you provide is standardised, so you can be sure that each patient gets the same information and advice.

All of the videos are written by clinicians and for a reading age of 10, so you can be sure that the information is correct and accessible for all.



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.

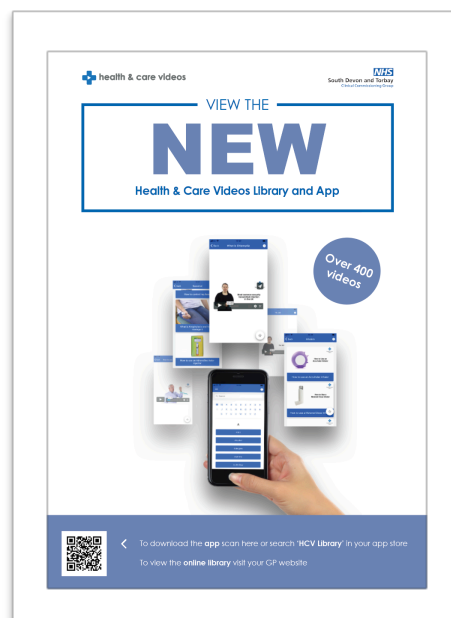
- Hold a launch session for all staff
- Hold follow up sessions with individual departments ie GPs, nurses, reception staff
- Encourage staff to generate ideas for new videos or how they can be used in their patient pathways
- Include regular information in your internal newsletter
- Leave the leaflet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



4. Tell your patients why you are using video

1. Add information to patient newsletters
2. Put posters/leaflets in waiting areas (available as a download)
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>



5. 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.

QR cards

We can assist you in the design of a QR card to hand the patient containing your website address link, QR code 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.

6. Encourage your community to self-manage their health

Embed Codes

Add the 8 videos to your homepage or self care pages using the embed codes here:

<http://www.healthandcarevideos.com/gp-library-support/>

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





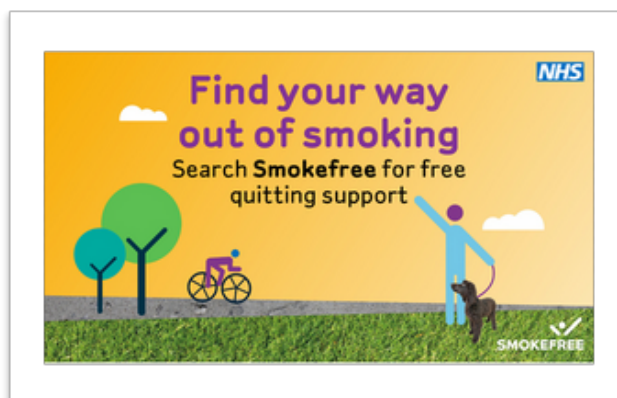
Social Media

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.

7. 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.