

# NHS.UK Profiles UR Update

Dental Services Workshop

**3<sup>rd</sup> June 2019**

# We talked to users in London, Leeds & Manchester

17

people's views  
obtained

6

users with  
access needs

2

rounds of  
research

# Round 1 User Research

**We spoke to 12 users across London and Leeds in their homes**

**4 users had access needs**

**6 users have been a carer**

# Round 1 Research Questions

How do users choose a service provider?

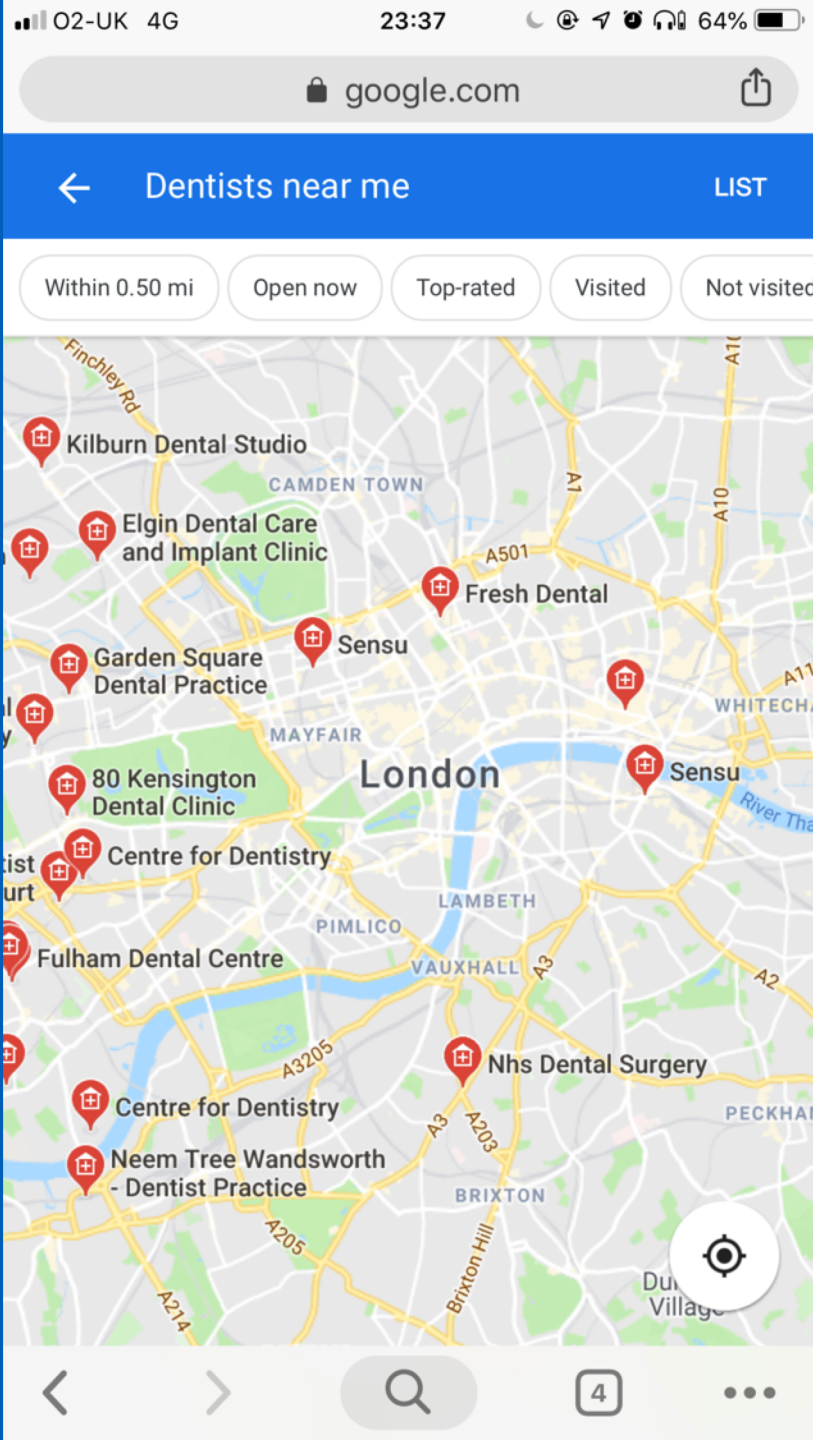
How do users leave a review on a profile?

What do users expect in rating and leaving a review on a service provider?

How users react to reviews left on profiles?

What do users look for in a profile?

What do users look for in facilities on the profile?



**Location is a key factor for users in choosing a service**

**All users searched for a service provider [i.e. pharmacy, dentists etc.] near them.**

**When using the NHS website, users searched for a dentists near them using their postcode**

Contact

Availability

Opening times

Parking and accessibility

**Most users look for Contact number, opening times first on dentists profiles**

**In the card sorting exercise, top 3 popular cards that most users expect to see at the top of the profile were 'Contact,' 'Availability,' & 'Opening times'**

## Search the Registers

[Home](#) > Search Registers

### Search the Registers

To confirm whether a dental professional is registered with us a daily.

We do not hold information on whether a person works in the N Choices or [BDA Find a dentist](#).

You can search a specific Register by entering either a name, t all Registers for an individual by entering their GDC registration

In addition to dentists, the following groups of dental care profes

- Clinical dental technician
- Dental hygienist
- Dental nurse
- Dental technician
- Dental therapist

# Lack of awareness over GDC number

*"GDC number only useful for complaints, pointless here" p3*

*"I've got no idea what GDC number is" p10*

*"GDC number means nothing to me." p11*

## Important Service Announcement

The process for performers to gain entry and make status changes to the Support England website for details and updates on the new service.

## About This Site

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These pages provide information about the National Performers Lists for Dental and Ophthalmic performers. The lists provide an extra layer of assurance that all Dentists and Opticians practising in the NHS are suitably qualified, have up to date language skills and have passed other relevant checks such as with the NHS Litigation Authority.

The information on these pages is split into two parts, providing different information. The first section provides information for the public; including the fact status of their local GP, Dentist or Optician on the relevant performer

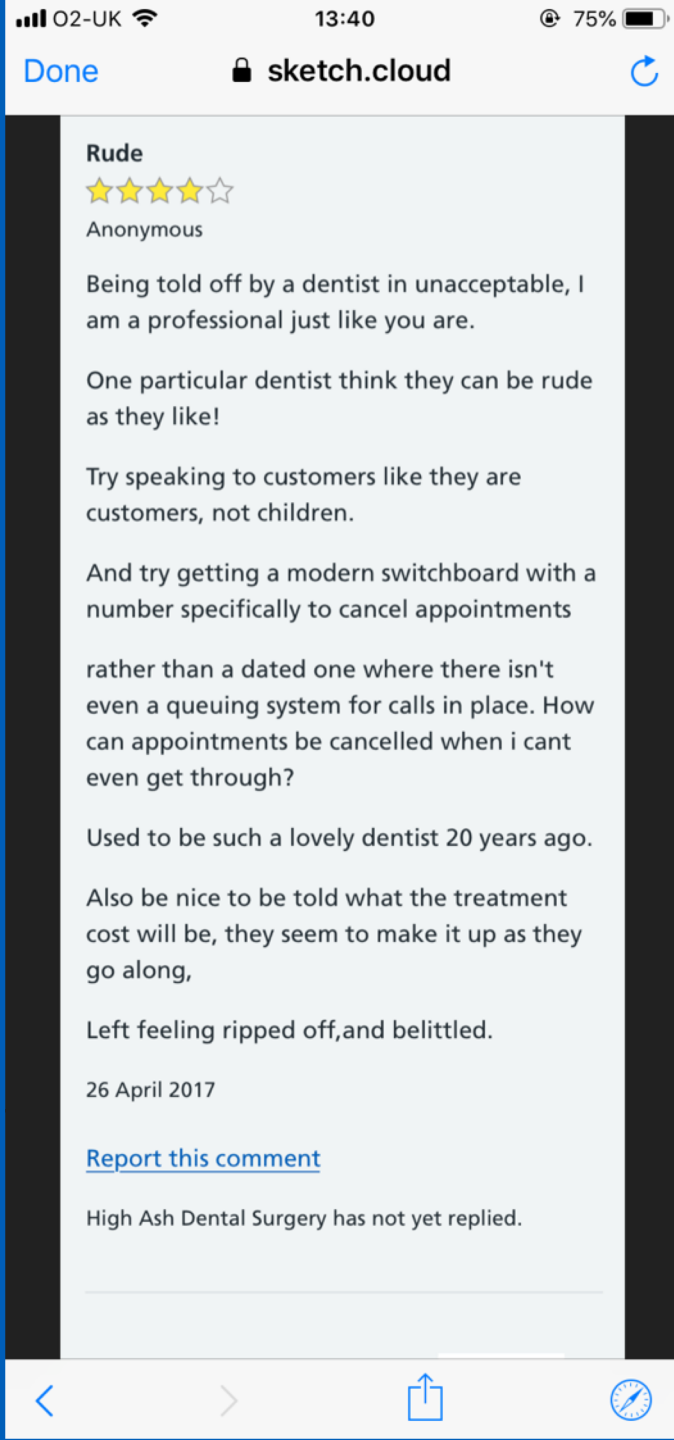
The other section is for current and prospective performers. It contains inclusion on a list, along with guidance on completing the forms and a tool to enable performers to find the Area Team for NHS England to

# Lack of awareness of NHS England Performer's list

“What’s a performer?” p6

“I don’t know what a performer’s list means” p5



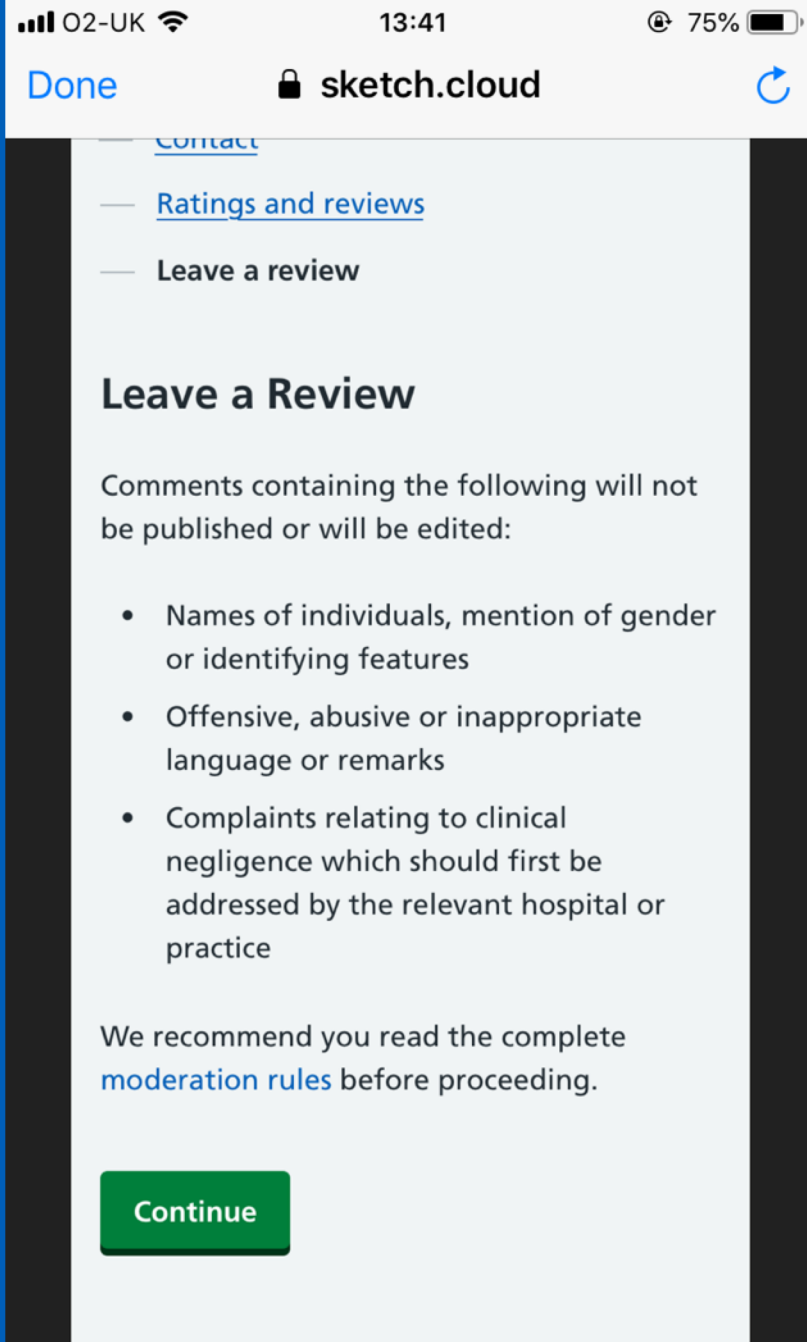


# Most users are reluctant to leave reviews

*“Leaving a review for health services is different to something like trip advisor. I write facts around a set list of criteria for say a meal out. It’s not the same for your personal experience at a dentists.” p9*

*“For health / dentists it’s a bit more personal and important. Less superficial. You’re not reviewing the look or colour of something.” p8*

*“I would leave a review if it were Argos but not with health” p7*



# Most users would make a formal complaint instead of leaving a negative review

**“I wouldn’t leave a review. I would look to make a complaint to the right person/department” p11**

**“I would much rather make a formal complaint” p7**

**“I would make a complain rather than leaving a bad review.” p2**

# Round 2 User Research

We took a prototype to Manchester

We spoke to 5 users [2 of them had access needs]

See the 'Leave a review' prototype here: <http://bit.ly/nhsleaveareview>

# Round 2 Research Questions

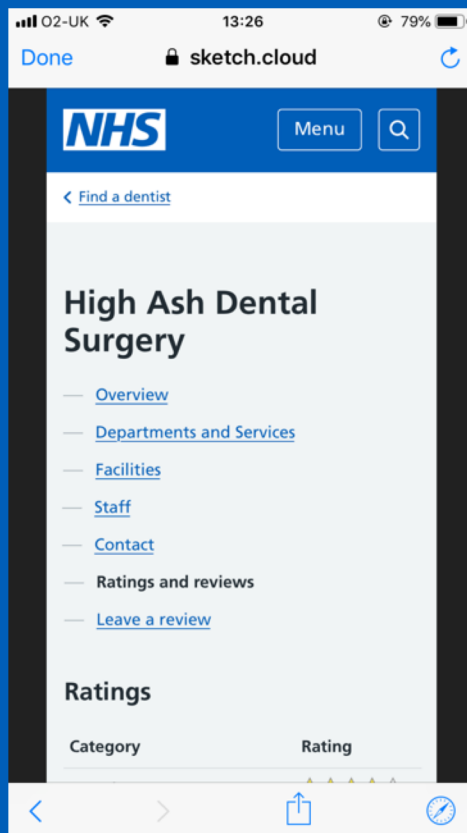
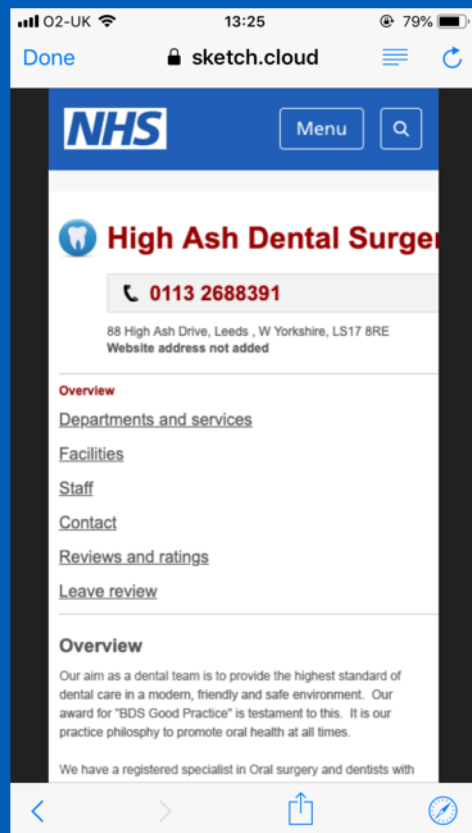
What's the users' experience in navigating from the old profile to the new profile?

How do users navigate through the profile?

What's the users' understanding of the questions asked in the rating system on the profile?

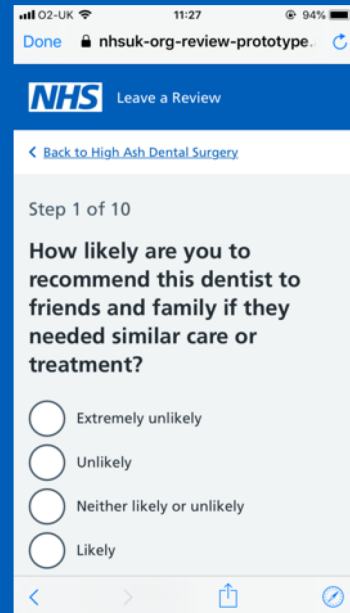
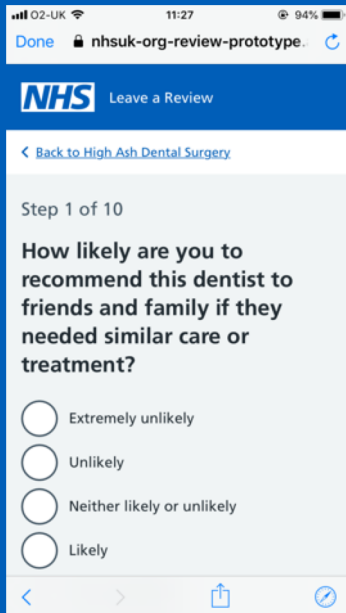
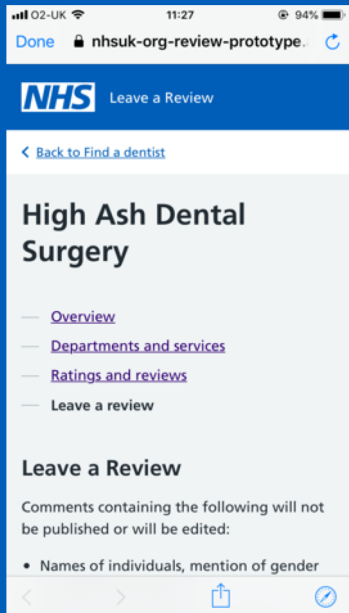
What's the users' understanding of the moderation process?

What do users' expect after a review?



All users didn't notice the transition from old to new pages

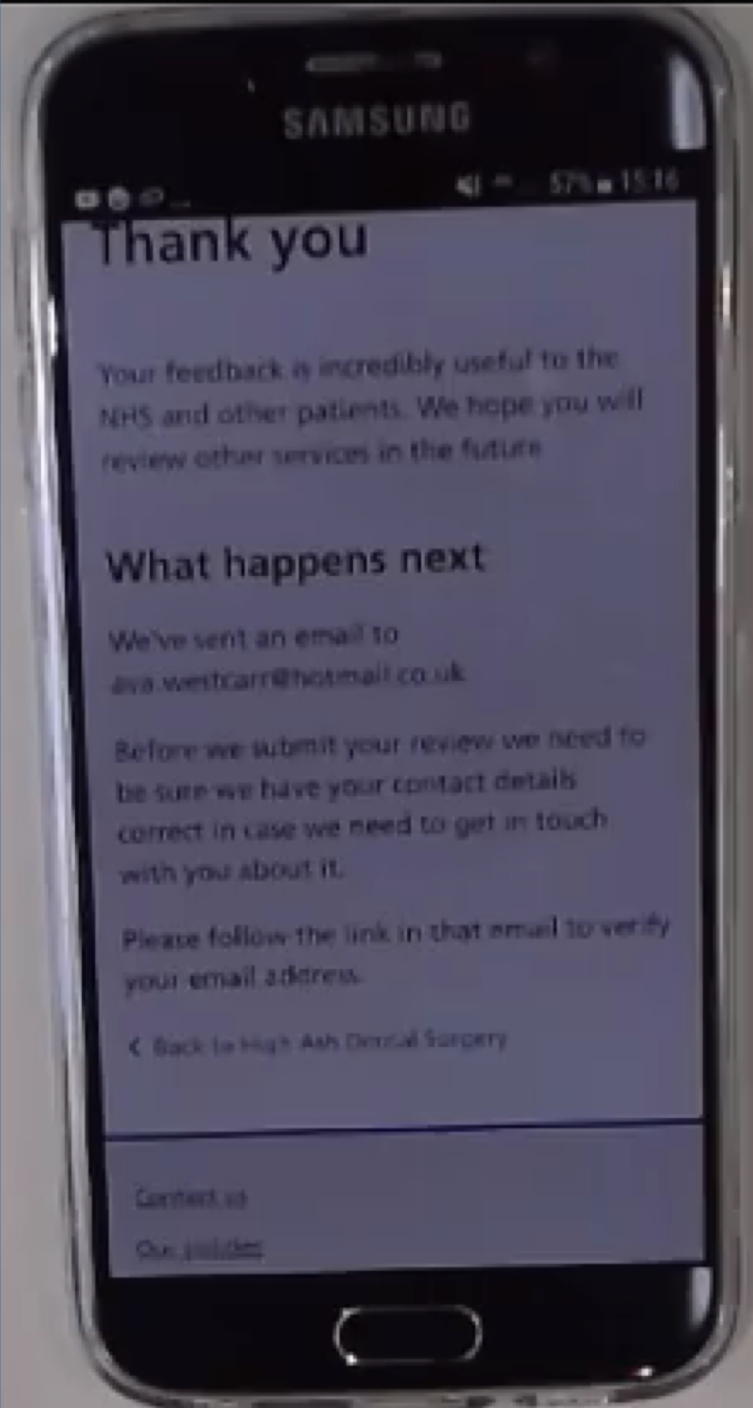
No one commented on the difference between the visual design of the pages as they transitioned between old and new pages on the profile.



# Multiple steps aren't a problem for users

*"It's straight forward and easy to use." p1*

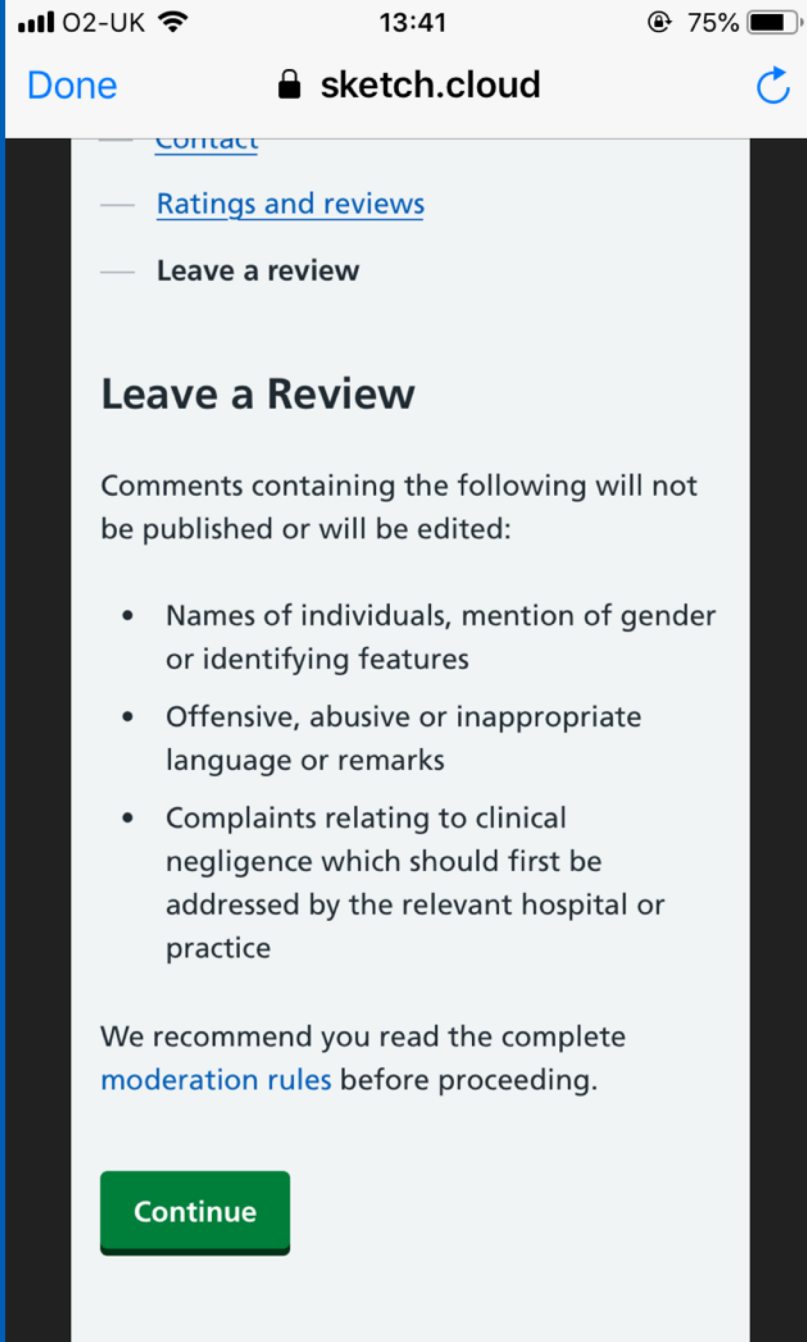
*"Separate pages help me stay focused on what's on the page." p2*



# Lack of understanding over the need for an email which can help solve their problem

**“Why do you need my email?” p3**

**“What are they going to do with [my  
details]?” p4**

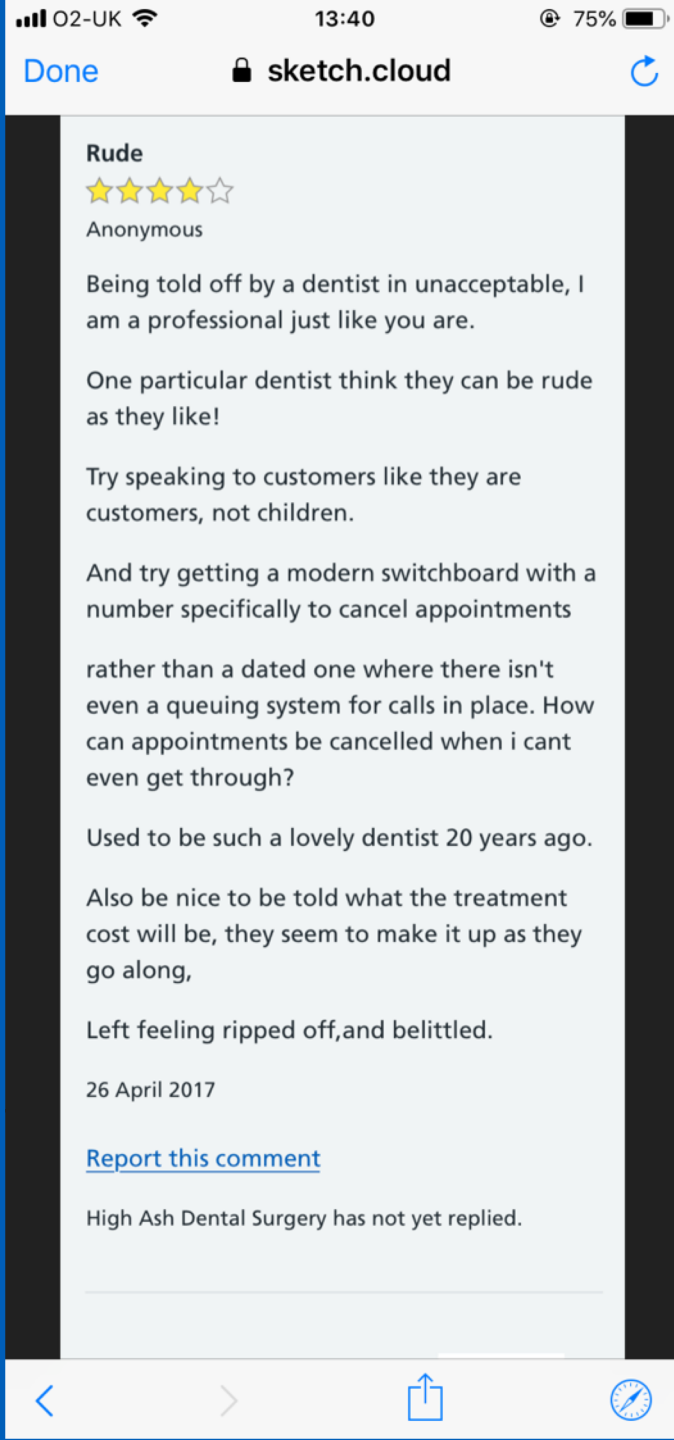


**General sense among users that the moderation process is not understood**

**Most users weren't sure where their reviews were being sent to be moderated.**

**"I assume it'll be sent to the dental surgery?" p1**





# Some users want to see progress on the issues

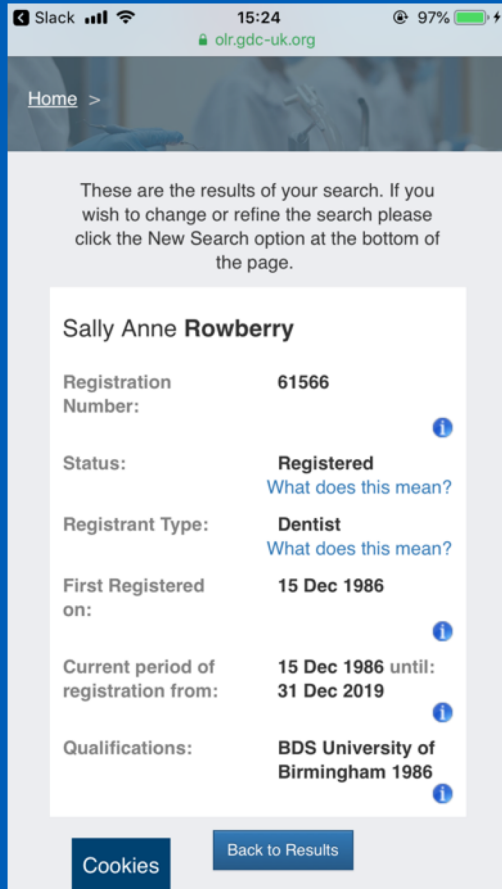
*“It’s madness to get negative reviews and not to make any changes” p3*

*“I’d want to see a response to negative reviews on what action has been taken.” p2*

# All users preferred to see the dentists' profile on the General Dental Council website over the NHS England Performers' List

“What’s a performers’ list?” p3

Most users failed to see the dentist profile shown on the NHS England performers list and assumed that they had to search for the dentist themselves.



General Dental Council [GDC] Website



NHS England Performers' List Website

# Some of what's next...

**Next usability lab scheduled for 25<sup>th</sup> June to next next iteration of the design**

**Explore how might we encourage happy patients to tell others they're happy**

**Explore how might we educate patients of the moderation process**