

NHS.UK Profiles UR Update

Dental Services Workshop

3rd 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?

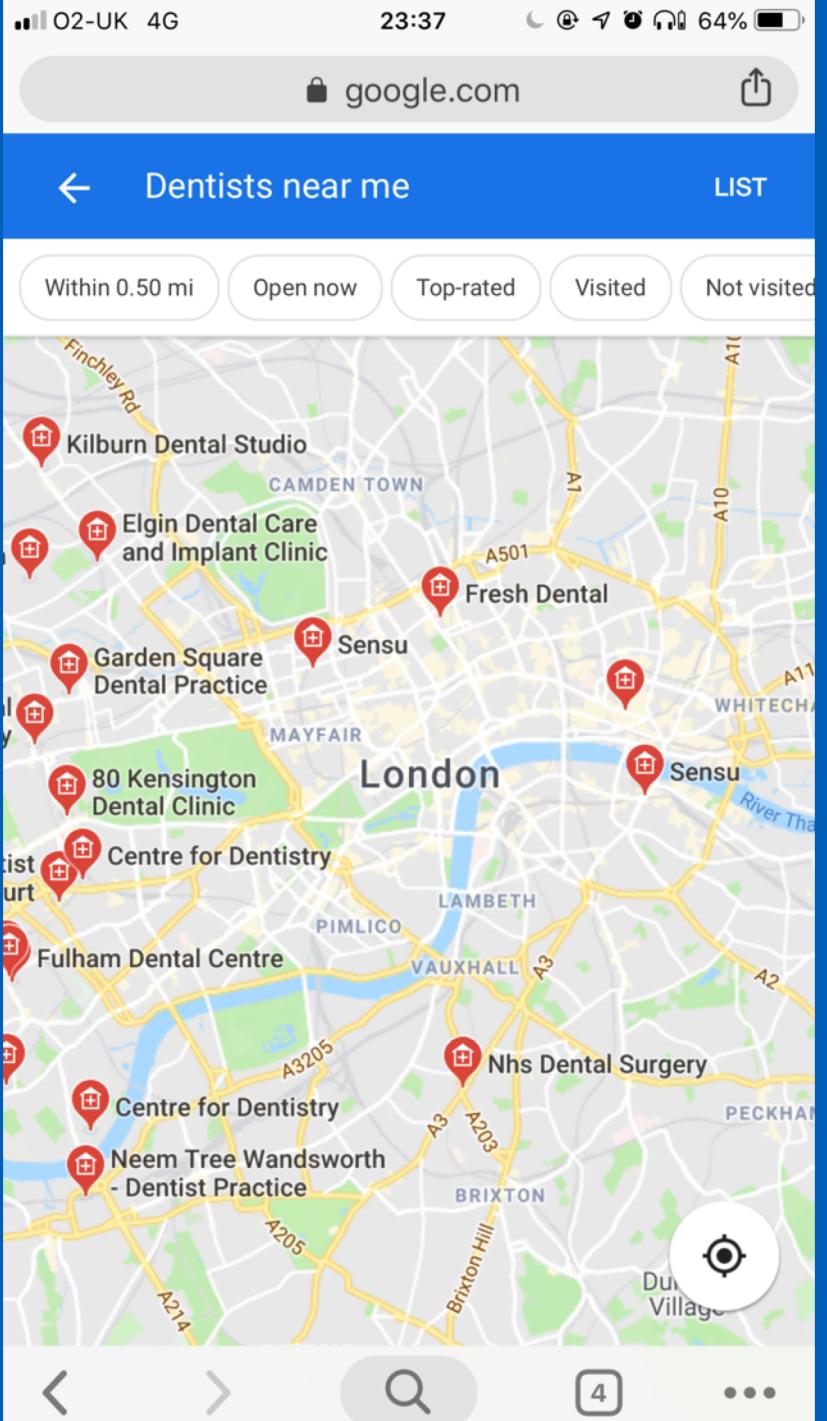
How do users leave a review on a profile?

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?

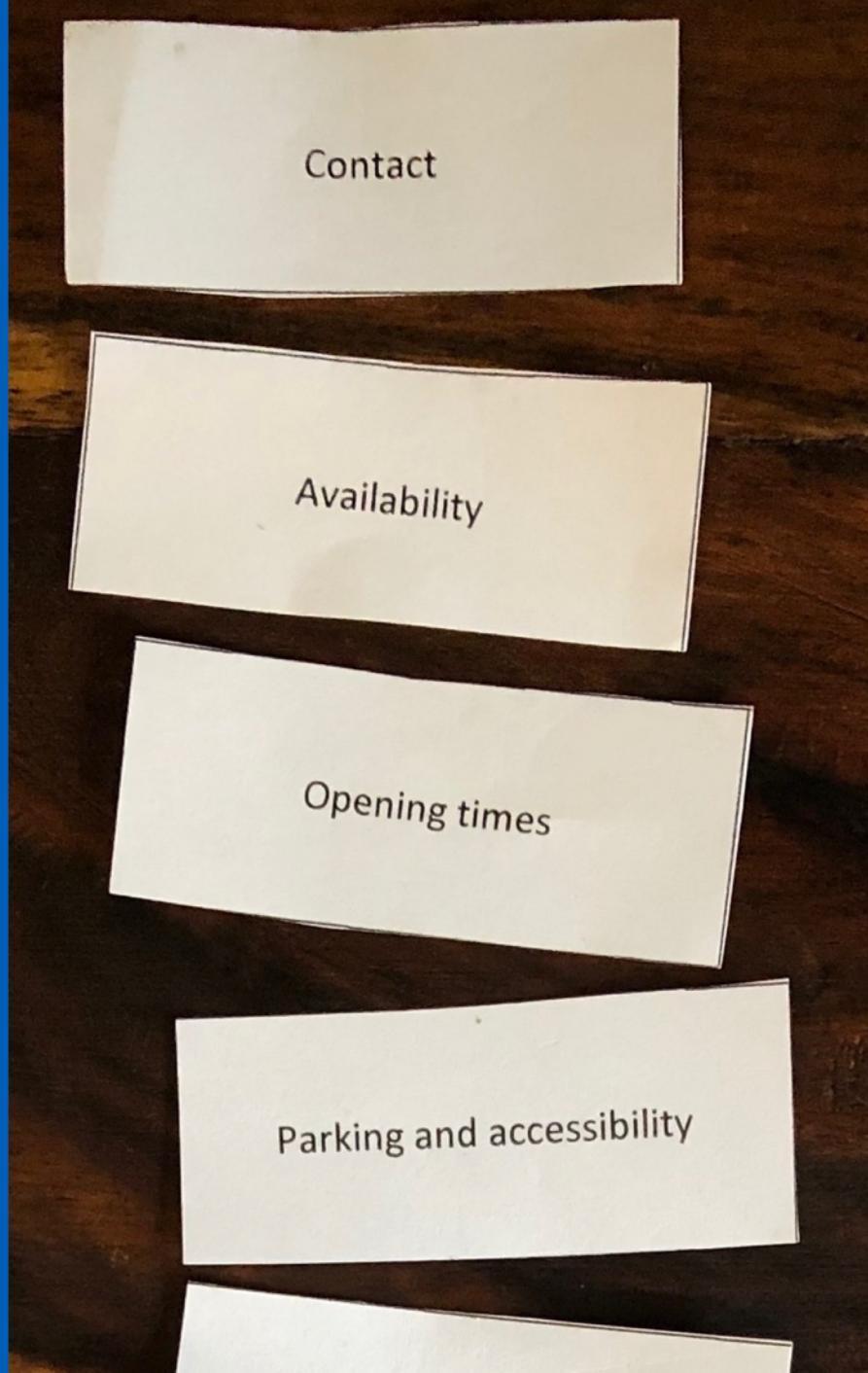
What do users look for in facilities on the profile?



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



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 and to check if they are working daily.

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

You can search a specific Register by entering either a name, title or GDC number. You can also search all Registers for an individual by entering their GDC registration number.

In addition to dentists, the following groups of dental care professionals are registered:

- 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**

Home

Public

Performers

Docume

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

Cookie Notice: This website requires the use of cookies, for example to access to authorised functions within the site. These cookies are necessary and cannot be disabled. By accessing this site you are confirming your acceptance of more information on cookies, please see the ICO website [here](#).

These pages provide information about the National Performers List. It includes Dental and Ophthalmic performers. The lists provide an extra layer of protection for patients. 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 for the public and performers. The first section provides information for the public; including the fact that they can check the status of their local GP, Dentist or Optician on the relevant performer's list.

The other section is for current and prospective performers. It contains information on how to apply for 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 contact.

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

Done

sketch.cloud



Rude



Anonymous

Being told off by a dentist in unacceptable, I am a professional just like you are.

One particular dentist think they can be rude as they like!

Try speaking to customers like they are customers, not children.

And try getting a modern switchboard with a number specifically to cancel appointments

rather than a dated one where there isn't even a queuing system for calls in place. How can appointments be cancelled when i cant even get through?

Used to be such a lovely dentist 20 years ago.

Also be nice to be told what the treatment cost will be, they seem to make it up as they go along,

Left feeling ripped off, and belittled.

26 April 2017

[Report this comment](#)

High Ash Dental Surgery has not yet replied.



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

[Done](#)[sketch.cloud](#)[Contact](#)[Ratings and reviews](#)[Leave a review](#)

Leave a Review

Comments containing the following will not be published or will be edited:

- Names of individuals, mention of gender or identifying features
- Offensive, abusive or inappropriate language or remarks
- Complaints relating to clinical negligence which should first be addressed by the relevant hospital or practice

We recommend you read the complete [moderation rules](#) before proceeding.

[Continue](#)

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

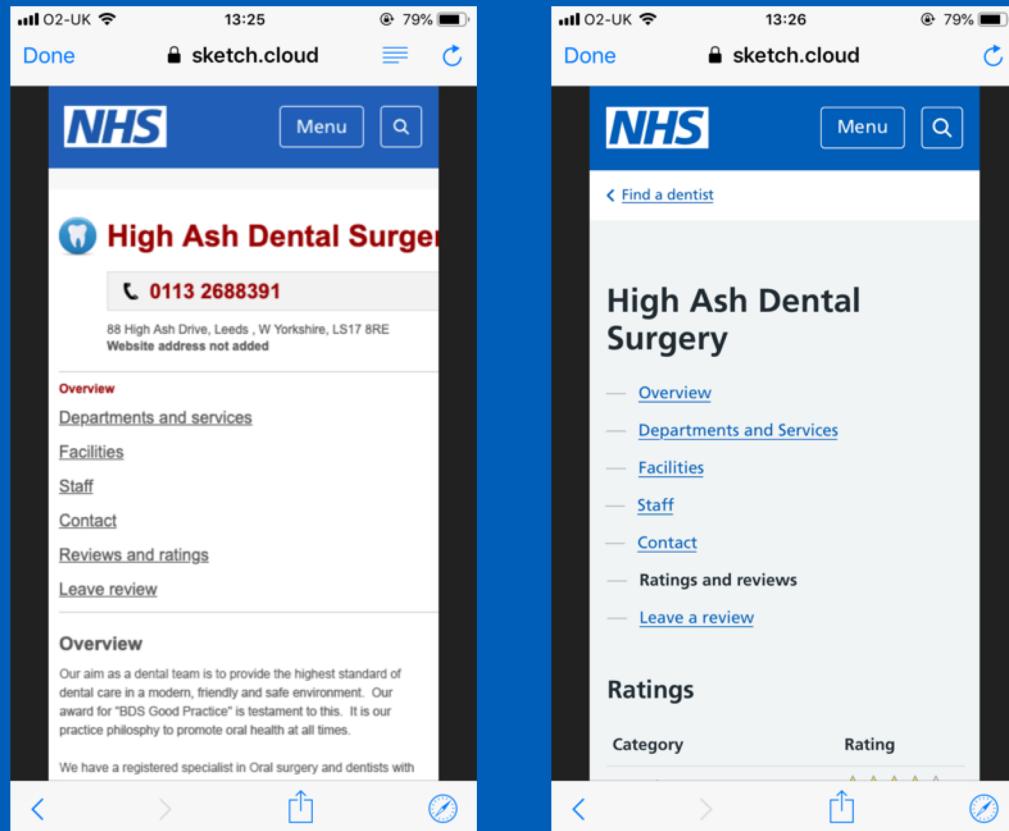
What's the users' experience in navigating from the old profile to the new profile?

How do users navigate through the profile?

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

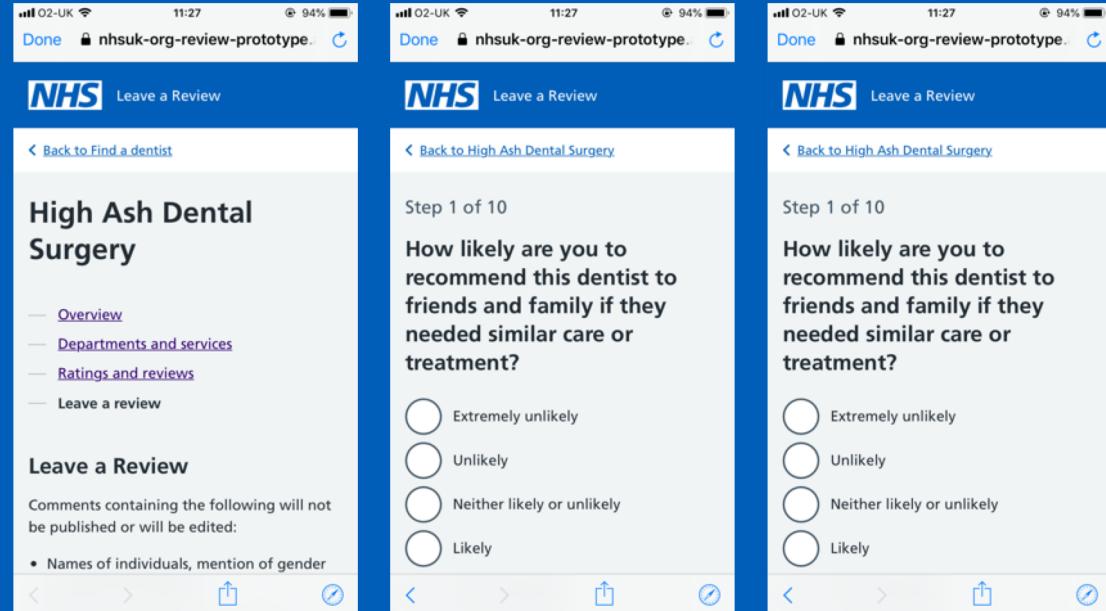
What's the users' understanding of the moderation process?

What do users' expect after a review?



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

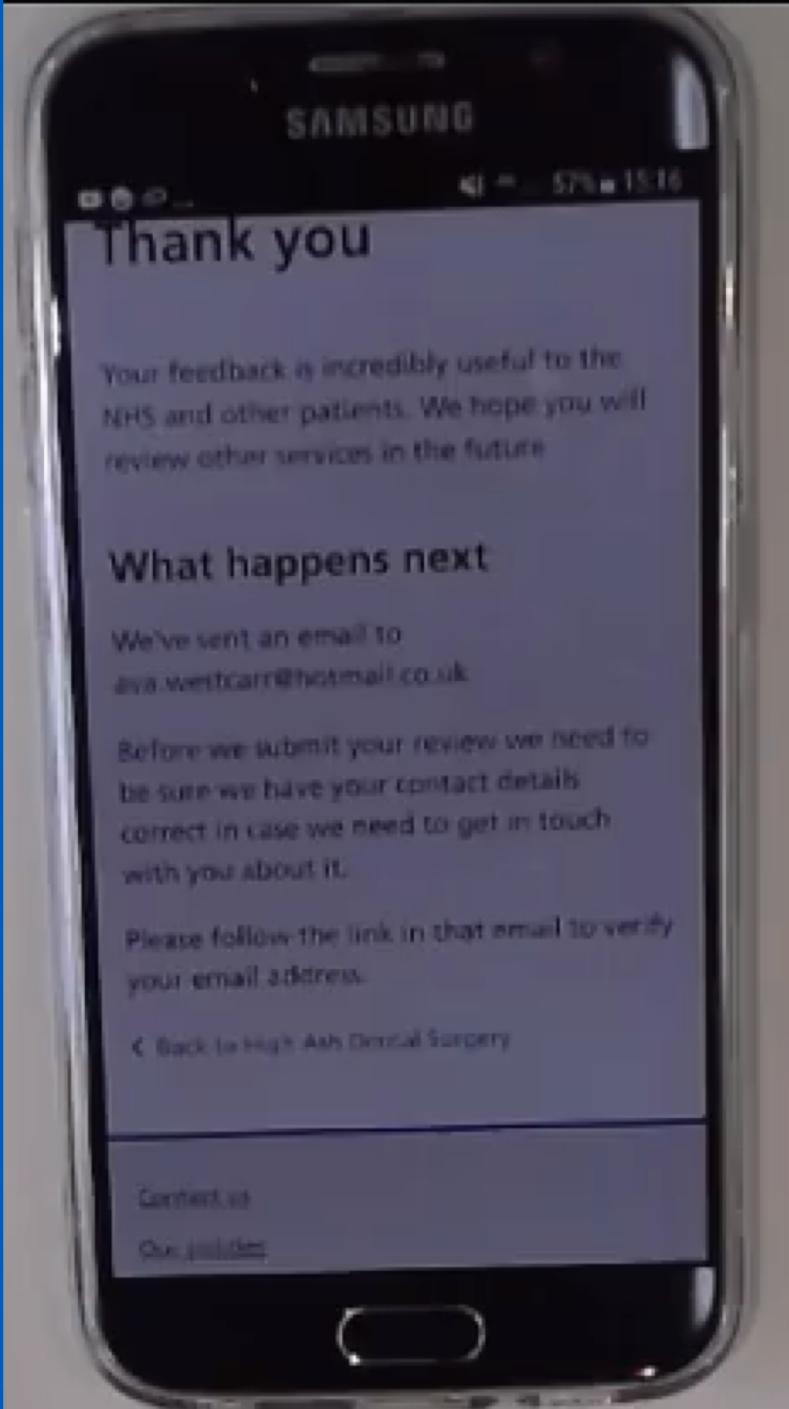
No one commented on the difference between the visual design of the pages as they transitioned between old and new pages on the profile.



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

[Done](#)[sketch.cloud](#)[Contact](#)[Ratings and reviews](#)[Leave a review](#)

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[Continue](#)

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

Done

sketch.cloud



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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

A screenshot of a mobile device displaying the GDC website. The URL is olr.gdc-uk.org. The page shows search results for 'Sally Anne Rowberry'. The results include her registration number (61566), status (Registered), registrant type (Dentist), first registered date (15 Dec 1986), current period of registration from (15 Dec 1986 until 31 Dec 2019), and qualifications (BDS University of Birmingham 1986). Buttons for 'Cookies' and 'Back to Results' are at the bottom.

General Dental Council
[GDC] Website

A screenshot of a mobile device displaying the NHS England Performers' List website. The URL is performer.england.nhs.uk. The page shows a search result for 'Sally Anne Rowberry'. The results include her name, registration number (61566), status (DENTAL SURGERY + others - View), and practice information. A note says 'Showing performers matching your chosen criteria. You can sort by clicking on the column headings in the columns headings.' Buttons for 'Terms & Conditions', 'Privacy & Cookies', and 'Accessibility' are at the bottom.

NHS England
Performers' List Website

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.

Some of what's next...

Next usability lab scheduled for 25th 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