

IHUB Initial Spec

Current site: <http://www.islingtongp.nhs.uk/>

Future site: <http://www.ihub.nhs.uk/>

Price: £2500

Hours: ~100-125hrs

Intro

I:HUB is a scheme launched by the Islington GP Federation, which aims to increase access to GP healthcare within Islington. It aims to do so by operating on top of the existing GP system and providing access to healthcare outside of normal hours.

Their key objective is 8 to 8, 7 days a week - 8am until 8pm, every day, rather than 8 until 6, 5 days a week where Wednesdays/Thursdays are actually half days, as is the norm.

I:HUB have an existing site (above) which explains the very basics of the scheme on a single page; they are looking to expand their site to make it more clear to visitors what I:HUB is about, better enable access to the hubs/appointments, and foster trust with visitors.

They need a fairly simple static site, as defined in external sketches. (Placeholder) copy will be provided shortly.

The existing domain will forward to the new domain until a public facing site is developed/deployed for the IGPF at a later date.

Who

- People who want an appointment (in Islington)
- People who have already made an appointment
 - Need to know where to go
 - Need to know process
- People directed to the service by their GP
- People who just generally don't know what I:HUB is
- More corporate side - NHS internal awareness

What - key content

- (Enabling) making an appointment
 - Appointments made by simply calling your normal GP!
 - This is the most complex bit of the site - 32 different GPs in Islington, and people may not know what their surgery is called, only their post code - will require use of Google Maps overlay perhaps
- Getting to an appointment
 - Where are each of the hubs?
 - Transport access
- What is I:HUB?
 - Who runs it? Who will patients see?
 - Key individuals
 - More generally - it is the normal GPs of Islington - trust
 - How service works
 - What they DO do
 - What they DON'T do
 - Why it exists
- 8 to 8, 7 days a week
 - Explanatory page linked to by banner on Home page
- Links to other NHS services
 - E.g. NHS Choices - self diagnosis etc
- Contact
- Legal stuff - all content on existing site must be carried forward
- Credentials
 - Endorsements from patients (links below) - 5 star and even quotes?
 - Endorsements from GPs/NHS
 - The face that the GPs are visitors normal GPs - trust element

Considerations

- SEO performance - I:HUB goes some way to centralising all GP access in Islington - SEO should reflect this - aim to be the first point of call for Islington GP access
- Graphic language - see examples in I:HUB Dropbox folder, as well as carrying some styling over from IGPF Private
- Potentially, landing pages, if out consulting Adwords trial leads to results
- Currently only 3 hubs, but this will scale! Contact/location sections should suit this future scaling
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Reference Sites

- I:HUB's equivalent in Lambeth - <http://www.lambethgpaccesshubs.co.uk/>
 - Too corporate

- The graphic language - the dropped pins on map - is good
- IGPFs equivalent in Camden - <http://www.haverstockhealth.com/>

I:HUB location review links

These are reviews of the I:HUB services at each of the hubs. Good reviews - 5 star - which can be made to be quite prominent.

- <https://www.iwantgreatcare.org/gpsurgeries/islington-gp-hub-laycock-street>
- <https://www.iwantgreatcare.org/gpsurgeries/islington-gp-hub-hornsey-road>
- <https://www.iwantgreatcare.org/gpsurgeries/islington-gp-hub-ritchie-street>

Site Notes

Navbar (words to these effect)

- Home
- Appointments (Booking an appointment)
- Locations (Getting here/ getting to an appointment)
- What is I:HUB? (about)
- Contact

Home

Nav Bar Elements Go Here	
8 to 8, 7 days a week	
What is I:HUB? We believe all patients should have access to healthcare without it disrupting their lives. I:HUB is a scheme run by Islington GPs to expand patient access to healthcare. We operate across 3 surgeries to provide healthcare outside traditional hours. These are your normal GPs, providing high quality healthcare at more convenient hours.	Making an appointment? You can make an appointment by just calling your normal GP! Don't know you GP's telephone number? Use our GP contact finder system here .
Footer Things Go Here	

GP Surgery Finder - Making an appointment

Two routes - dropdown gp selector (32 surgeries), or postcode lookup

