Patient Access Mobile
About us

• UK’s leading health site, established over 15 years.

• Number 1 health website, **The Times** (Jan 2013).

• Written by **GPs**, used by patients & health professionals

• The **complete medical, health & wellness** resource: over 4000 condition leaflets, a wellbeing centre, free health check and discussion forums.

• Accredited as a trusted resource by **The Information Standard**, the Department of Health’s quality mark.
Site traffic
Apr 2013
13.6 million Pageviews
8.4 million Visits

Wellbeing

470k Visits to self-help forums
300k Symptom checker pageviews
38k MyHealth scores since Jan

Clinical content
1000+ patient leaflets;
2000+ patient plus
1800 support
800+ drug leaflets
20 calculators
Dr. Sarah Jarvis weekly news & blogs

Mobile apps
Up to May 2013
500k+ downloads

420k pageviews

Reaching over 1 million patients a month

The Information Standard
Certified member
What is Patient Access?

- Book appointments
- Order prescriptions
- Change your address
- Change personal details
- Message the practice
- Medical record

- Controlled in the GP’s EMIS clinical system

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**Active patients**: 288,778
- Appointments booked: 130,042
- Appointments cancelled: 37,545
- Repeat prescriptions: 284,899
- Medical record views: 4,396

March 2013
What our data is telling us

- In 2012 mobile traffic visits to Patient.co.uk grew by over 69%
- Over 1/3 of traffic to Patient.co.uk is now via a mobile device
- The market is **ready for mobile** transactional services

Source: Analytics data www.patient.co.uk
What our users are saying

Patients

“I have downloaded the Patient.co.uk information app for the iPad. It would be most helpful if one could access Patient Access and order my medicines from the app.”

User feedback from patient.co.uk

Professionals

“My patients wouldn’t use Patient Access as they don’t have a broadband connection or computer. However the majority do have mobile phones, if they could get to the service from there it would be used.”

GP using EMIS Web
Ofcom study

Some organisations, such as GPs and utility companies, were reported to insist on communicating by phone.

“Why can’t I request appointments by text or email? Why do people insist on phone contact?” Profoundly deaf, Glasgow

Some companies, including those providing vital services ... did not offer an alternative to voice telephony for deaf people or those with speech difficulties.

“It is a complete nightmare. GP sends me a text about an appointment but I have no right of reply” Speech difficulties, London

Ofcom Relay Services, Research report, February 2011
How it works

Users must have registered at a participating EMIS practice to use Patient Access. We estimate around 1 in 4 people in the UK will be able to register for Patient Access.
Live demo
User feedback

Elaine Barlow @EllieThePink
I love being able to book a doctor's appointment online with @patientuk and now there is an app too - Patient Access. #justwhatcheorderordered

Paul Wicks @PaulLikeMe
Just booked my first doctor (GP) appointment using EMIS @patientuk. Better than phone booking, could see all my slot options.

Patient.co.uk
Trusted medical information and support
Thanks

Download at http://www.patient.co.uk/accessapp