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New Patient Online toolkit for GP practices

The Patient Online (POL) programme has released a toolkit to help GP practices promote online services to patients, specifically ordering repeat prescriptions, booking appointments and viewing medical records. The toolkit consist of templates for web copy, press releases, social media and newsletters as well as instructions on how to order the new range of promotional materials. POL say the materials have been tested with patients across the country.

A version of the toolkit for CCGs, CSUs and other NHS organisations is also available. Any queries on either version can be sent to england.patient-online@nhs.net.