



# Community pharmacy profiles on NHS Choices

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## Introduction

One of the guiding principles of NHS Choices is that a modern, taxpayer-funded NHS should provide the public with the best possible information on NHS services and the opportunity to comment publicly on the services they receive.

Every month, hundreds of thousands of visits are made for pharmacy services on NHS Choices. People can search online for detailed information on pharmacy services including opening hours, services and specialist areas of practice. Visitors to the site will be able to leave feedback on their provider experience.

As patient information plays an ever-important role in the delivery of healthcare, it is essential that providers ensure local information on service is accessible and accurate by editing their profiles and managing patient feedback.

## Background

NHS Choices ([www.nhs.uk](http://www.nhs.uk)) is the public facing website of the NHS and regularly receives over 40 million visits a month. It launched in June 2007 to provide a comprehensive and trusted source of reliable health information to help people make the most of their health and get the best out of the healthcare system.

Its pages include directories of local health services, information on a wide range of conditions and treatments and accessible public health information. The site also shows comparative data about healthcare providers to help people make informed choices about their healthcare. This includes feedback on services.

## Managing your profile on NHS Choices

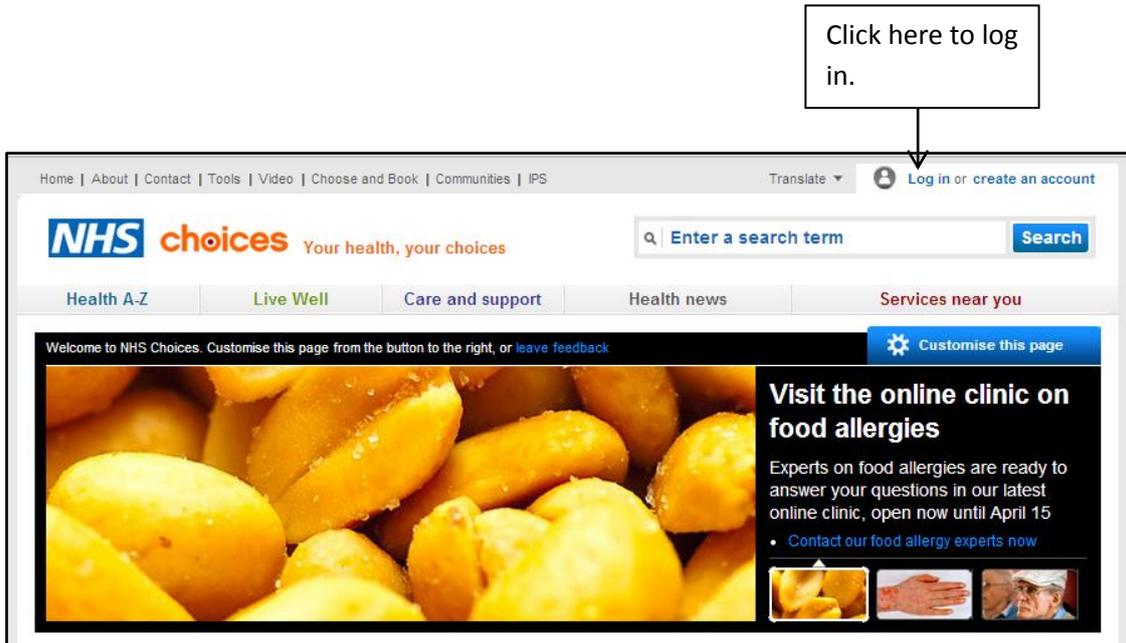
Every pharmacy delivering NHS care in England has a profile presence (mini-website) on the site. Patients can go online and access information on opening hours, staff qualifications and services, among other areas.

The information on these profiles is managed using a Provider Information Management System (PIMS). PIMS offers straightforward editing functions and a what-you-see-is-what-you-get (WYSIWYG) display that helps the user to create the best possible profile pages.

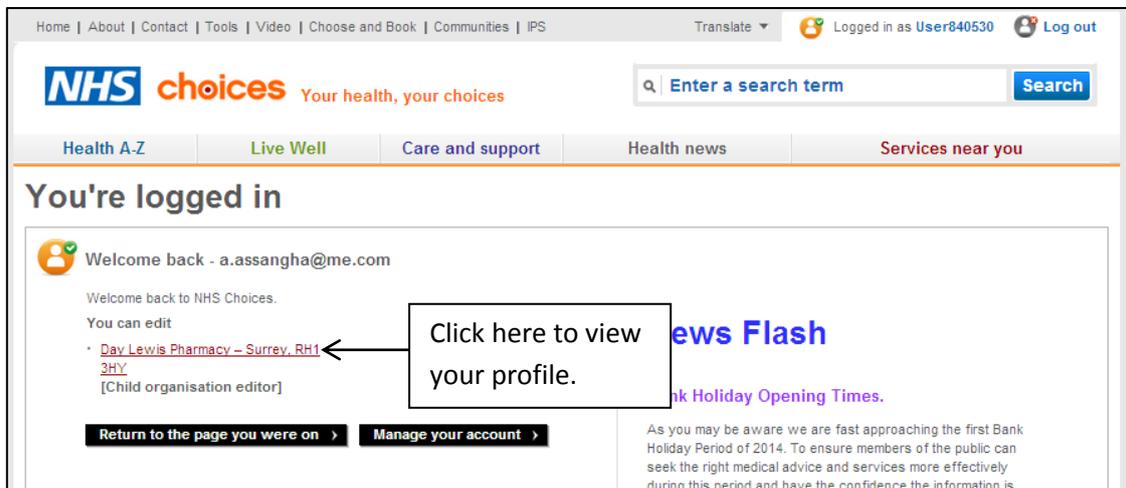
To manage your profile you must have editing rights. Request your editing rights by emailing the NHS Choices Service Desk on [servicedesk@nhschoices.nhs.uk](mailto:servicedesk@nhschoices.nhs.uk).

## Accessing your profile

1. Click 'Log in' – located at the top right corner of any page.



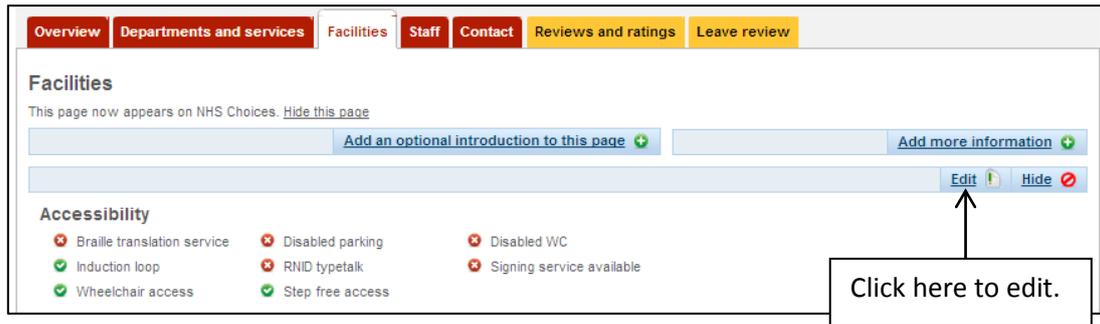
2. Click on the organisation you want to edit in the list displayed.



## Updating your profile

Information on your profile is grouped into modules. You can edit modules which have been marked with the 'Edit' or 'add' icons.

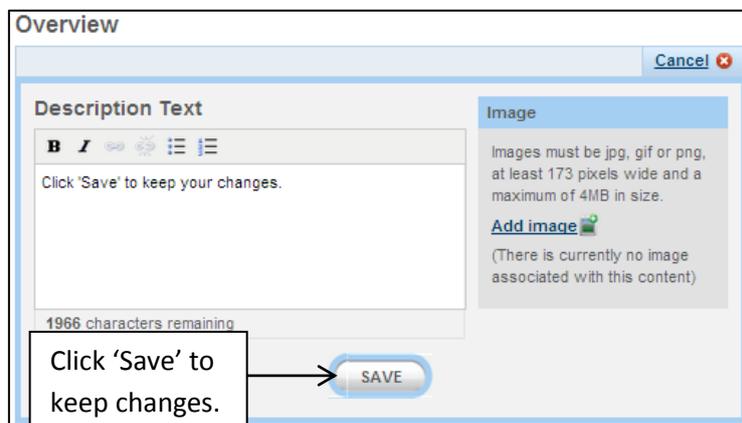
1. Click 'Edit' anywhere on your profile to update information.



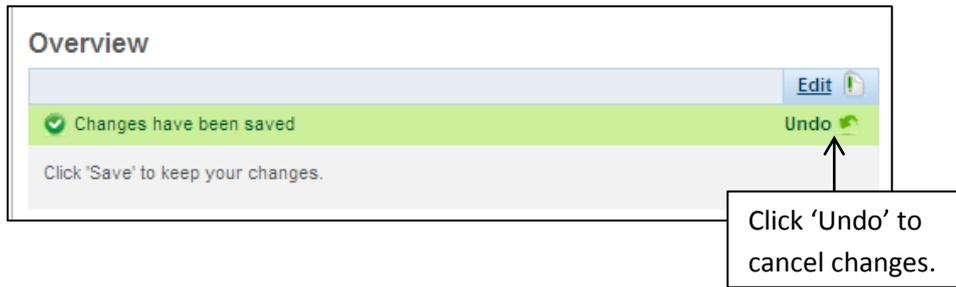
2. Click the 'Add' button to enter new information to your profile.



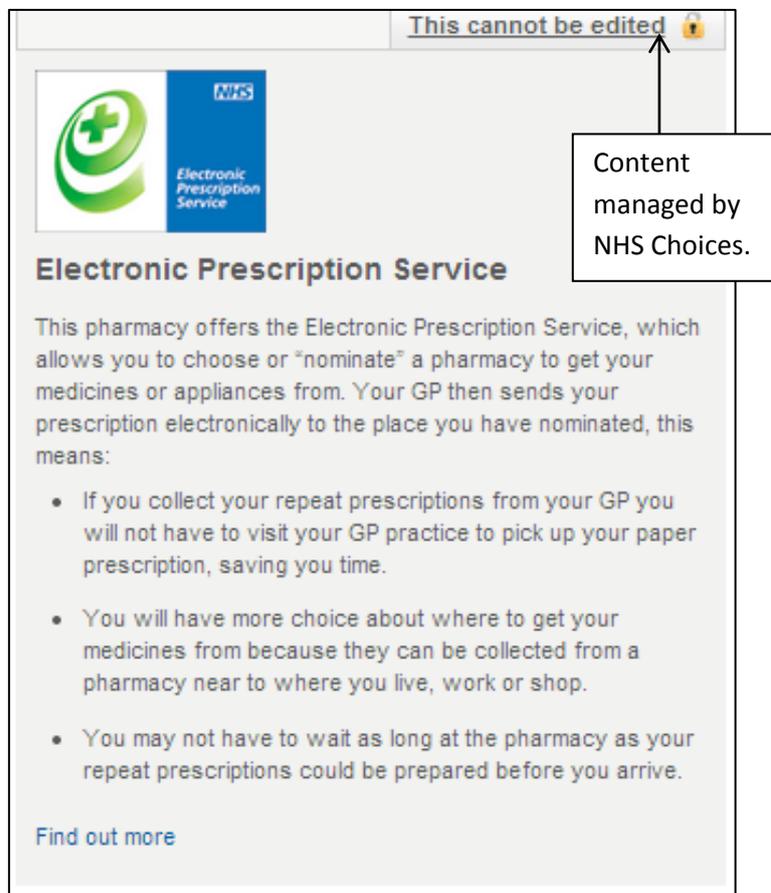
3. When changes are made click 'Save' to keep your changes.



4. If you are unhappy with your changes click 'Undo' to cancel your most recent change.



5. Not all modules can be edited. These modules are marked 'This cannot be edited'.



## Practice feedback on NHS Choices

Visitors are actively leaving feedback about their experience of healthcare services. It is important that practices are aware of local feedback and have the ability to manage patient feedback.

Each pharmacy has the ability to reply to each comment. These replies appear directly beneath the original comment. When a comment is left on a practice profile, the “comment administrator” will receive an email alert from NHS Choices about the comment.

To respond to comments, a comment responder must log into the ‘organisation response’ system via: <https://choicesmoderation.nhs.uk>. To request or change comment administrator rights for your profile email the NHS Choices Service desk on [servicedesk@nhschoices.nhs.uk](mailto:servicedesk@nhschoices.nhs.uk).

For more information about responding to comments please visit the [managing patient feedback](#) page on NHS Choices.