



Promoting The NHS App To Patients

Toolkit For Practices – Version 3.0 January 2025





What Will This Document Help You With?

- This toolkit contains resources and information to help promote the use of the NHS App with your patients, focusing on repeat prescriptions.
- We have described a range of different ways you can promote the NHS app. Each intervention can be implemented individually, please read through the entire toolkit and decide what interventions are best for your practice.
- Remember, whichever interventions you choose it is important to be consistent and sustain the promotion to see an impact.
- Please visit the [NEL NHS App Portal](#) for a range of additional support documents.
- Please visit the [NHS England NHS App Page](#) for additional resources





Contents

This toolkit is broken down into 5 parts.

1. Online Communications

How to share links, use social media and website images

2. Text Messaging

Send a text message to promote use of the NHS App for repeat prescriptions

3. Waiting Room Posters & Videos

Useful videos and posters to publicise the NHS App in your waiting room

4. Involving Patients

Ideas on how to involve and engage your patients

5. Connecting With Pharmacies

Ideas on how to connect with pharmacies and invite them to promote the app.





SECTION 1.

1. Online Communications

How to update your social media and website



[Link To
Contents
Slide
Here](#)



Promotional Materials

NHS England have developed a suite of promotional materials, these can be used online or in your waiting room.

- Patient leaflets & posters
- Images for the web and digital displays
- Message templates
- Website text, Tweets & Facebook posts

[The NHS England Support Materials Are Here](#)

Building patient awareness can take some time. It is important to promote the NHS app through your social media over a sustained period. Don't be afraid to repost the same post.

Order repeat prescriptions on the NHS App

- 📍 easily choose where your prescriptions are sent
- 🕒 order at a time that suits you
- 📄 need help? Access support in the app or visit nhs.uk/helpmeapp

NHS App

Download on the App Store | GET IT ON Google Play

Apple, the Apple logo, iPhone, and iPad are trademarks of Apple Inc., registered in the U.S. and other countries and regions. App Store is a service mark of Apple Inc. Google Play and the Google Play logo are trademarks of Google LLC.



Consider Creating A Promotional Poster Display

Here is an example from The Old Church Surgery with an NHS App display wall.





Translated Promotional Materials

TV Displays are available in a variety of popular languages spoken across NEL on the NEL Portal [HERE](#).

The current list of languages available are:

- English
- Gujarati
- Pakistani & Indian Pujabi
- Urdu
- Yiddish
- Tamil
- Spanish
- French
- Italian
- Somali
- Portuguese
- Bengali
- Turkish
- Romanian
- Polish
- Lithuanian
- Ukrainian
- Bulgarian

NHS

"Cihazınızdan sadece birkaç basit adımda reçete tekrarı sipariş edin"

„Comandați rețete periodice pe dispozitivul dvs., în doar câțiva pași simpli”

“Замовляйте повторні рецепти на свій пристрій у кілька простих кроків”

Поръчайте повтарящите се рецепти на вашето устройство само с няколко прости стъпки.

„Vos keliais paprastais veiksmais užsisakykite pakartotinius receptus savo įrenginyje“



NEL Translated Videos

NEL has created videos in several languages to help patients login and use the app. All videos are on YouTube and linked to from the [NHS App NEL Portal HERE](#).

Meet your NHS App Videos:

- [English](#)
- [Benglai](#)
- [Romanian](#)
- [Somali](#)

NHS App Login Without Photo ID:

- [English](#)
- [Romanian](#)
- [Somali](#)

NHS App Login Using Photo ID Videos:

- [English](#)
- [Benglai](#)
- [Romanian](#)
- [Somali](#)





Your Website

It is important to update your website, especially pages related to prescriptions, to encourage patients to use the NHS app to do this. Here is an example from [The Nightingale Practice](#).

NHS England have sample website text [HERE](#)

Repeat Prescriptions online – we use 'NHS App'

The easiest way to manage repeat prescriptions is by downloading the NHS App You can use this to request a repeat prescription and we can also choose a chemist you would like your prescription sent to – saving you having to come down to the surgery.

Before you use the NHS App for the first time you need to register, but you only have to do this once. Verification takes place all within the app.

Using the NHS App on your phone

If you are a mobile phone user **the** easiest way to see your test results and patient record is to use the official NHS App.

You can see:

- Your medication and repeat prescriptions
- Test results
- Allergies
- Immunisations

To use it the first time, you will need to have some photo iD such as a passport or driving license so that the NHS can verify your identity, but you only have to do that once.

You can also access your NHS account using the NHS website by clicking [here](#)



The NHS App is available for both Apple or Android-based phones

- [Use the Apple App Store here](#) or
- [The Google Play Store here](#)

*(Note this is **not** the Covid-19 track-and trace app - that is a separate app.)*

Get help with the App

If you have any issues using or downloading the app, check the NHS App [help and support page](#)..



Your Website

It's important to have a link to the NHS app on the relevant pages. You can point patients to the app stores so patients can download it directly. Or patients can go here: <https://www.nhsapp.service.nhs.uk/login> to access their NHS account from a webpage.

Remember to keep it simple – the more options you offer, the more confused your patients can become.

[NHS Digital provide images in a variety of sizes HERE.](#) These images can be added to your practice website to help catch patients' eyes and remind them they can use the NHS App for repeat prescriptions.

You can ask whoever deals with your website to upload the images.





SECTION 2.

2. Text Messaging

Send a text message to promote use of the NHS App for repeat prescriptions



[Link To Contents Slide Here](#)



Text Messaging

One of the best ways to reach patients is by bulk text message. NHS England has further information and sample text messages templates [HERE](#). Don't forget to review the advice on GDPR at the bottom of the link. This guidance will help you ensure there is a correct basis for sending texts or emails to patients.

- ***Research shows that the afternoon is the best time to send text messages to engage patients!***



You can choose to promote the NHS App widely to all patients, to focus on patients who currently have active repeat prescriptions or to send messages to patients who have ordered.

General NHS App message template

"Did you know you can manage repeat prescriptions from [your GP surgery name] in the NHS App? Find out how to do it: www.nhs.uk/nhsapp"

(Make sure the message is still under 160 characters if you amend it with the name of your practice.)

Repeat Prescription message template

"You can now order your repeat prescriptions with {Practice Name} through the NHS App as well as setting your preferred pharmacy.

Find out more and download the NHS App at www.nhs.uk/nhs-app"

Message template to send to patients who have ordered prescriptions via other channels

"We have received your prescription request and it will now be processed. Next time please order your medication using the NHS APP - it is a quick and secure way to order prescriptions, giving you more control over what medication and when it is requested.

Just visit www.nhs.uk/nhs-app/ and download it today."



Text Messaging – How To Target Patients With Repeat Prescriptions

- By following the below steps you can target text messages to patients with active repeat prescriptions over the age of 18. You can watch this YouTube video which walks through steps 1 to 4: <https://www.youtube.com/watch?v=x2WmTmV0GYY>
- 1. Download the EMIS search file (digital accelerator.xml) here <https://cutt.ly/yhJBB9u>. You can also find the file attached with this document.
- 2. Save the file on to your desktop
- 3. Import the file into EMIS. This will import the “search”
- 4. Run Search by clicking on “LIST OF PATIENTS TO IMPORT TO PLATO”
- 5. Export the results into a CSV file and save in to a folder on your computer
- 6. Import the list into AccurX (or whichever bulk messaging platform you use)
- 7. Import SMS text message into AccurX



SECTION 3.

3. Waiting Room Posters & Videos

Useful videos and posters to publicise the NHS App in your waiting room

[Link To Contents Slide Here](#)





Waiting Room Posters & Videos

You can use the previous image files from NHS England to display on your waiting room TV or as posters.

There is a specific NHS App for repeat prescription video hosted [HERE](#) on the NEL YouTube page.

NHS Digital have produced a series of short videos that you can share with patients.

[To access the videos click here.](#)





SECTION 4.

4. Involving Patients

Ideas on how to involve and engage your patients



[Link To Contents Slide Here](#)



Involving Patients

Nominate An NHS App Champion

Patient engagement is a vital way to gain support for the NHS App. Consider nominating a patient participation member or member of staff to stand as an NHS App Champion. This person can help patients register for the App when they come into the practice, and be the contact point for any questions.

Ask Your PPG For To Organise A 'Digital Drop-In Session'

Your Patient Participation Group can support patients with the NHS App. They might be able to hold an informal "coffee morning" type session, where people can come and sign-up and ask any questions. A more formal "digital drop-in session" could help patients who don't feel especially comfortable with technology.





SECTION 5.

5. Connecting With Pharmacies

Ideas on how to connect with your local pharmacies



[Link To Contents Slide Here](#)



Connecting With Pharmacies

Connecting with your pharmacies is one of the best ways of promoting the app to patients.

If you have good relationships with local pharmacies or maybe even your own in house pharmacy, you may want to speak to them and ask them to promote the App.

Many of your repeat prescriptions may come directly from the pharmacy.

You can speak to your local pharmacists and ask them if they're aware of the app and if they would be happy to promote it to patients.





Useful Links & Further Information

Resource	Where To Go
NEL NHS App Portal	HERE
NHS England NHS App Resources	HERE
NHS England – NHS App Development Roadmap	HERE
For general or technical NHS App queries	HERE
For more information on safeguarding and managing inappropriate use please review the guidance	HERE
Please also review the RGCP guidance on GP online services	HERE
Please ensure any clinical safety issues arising from the NHS App are reported to the NHS Digital National Service Desk	SSDnational servicedesk@nhs.net or call 0300 303 5035
Review the NHS digital inclusion for health and social care guide to help ensure that services delivered digitally are as inclusive as possible.	HERE
You can access answers related to helping patients with NHS login and GP online services	HERE