

NHS login

Supplier Communications Guidance

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NHS login supplier communications guidance

This guidance pack is for organisations integrating NHS login into their products/services.

The pack aims to give clear guidance about the use of the NHS brand and sets out guidelines for organisations who want to undertake marketing and communications activity around their use of NHS login.

NHS login brand identity guidelines

The following are outline principles for all suppliers using NHS login.

- All services integrating NHS login must display the NHS login button in the correct format. To help you decide the right format, a guidance document is available at <https://nhsconnect.github.io/nhslogin/button-guidance/>
- All services integrating NHS login must use the following strapline/description wherever they talk about NHS login.

NHS login – a single, secure login that enables you to swiftly access health and social care apps and websites wherever you see the NHS login button.

- Please ensure all communications refer consistently to 'NHS login' and not 'NHS Login,' 'NHSlogin' 'Login' or any other version – for example 'we are using NHS login.'
- Please do not say that your product or service has been approved by NHS login or approved by the NHS. We have provided newsletter copy later in this document.
- Please do not shorten to 'NHS' – for example 'we've been working with the NHS to provide a new health app.'

Going live with NHS login – launch communications

NHS login is becoming the secure way to sign in for an increasing variety of health and care services – over 130 health and care apps are now live with NHS login. Over 44 million NHS login accounts have now been registered.

We recommend that you wait for a time post go-live to ensure that your service is running smoothly, before looking to embark on any communication around your use of NHS login.

We suggest that organisations only tell their user base that they can use NHS login when integration is complete, any snagging issues have been resolved, and there is a joint view that the service is stable and performing well.

This will help to ensure that users have a positive view of the NHS login brand which you can then count on.

NHS login enhancements and developments

Our [NHS login development roadmap](#) tells you what enhancements to expect and when. This is part of our wider plan to enable the public to have more control over their health and care.

You can also read about the work of the [NHS England Transformation Directorate](#) that commissions NHS login.

NHS login is being evaluated with users and their feedback is vital to help us improve. Sometimes we become aware of common problems and service issues which we work to resolve as quickly as possible. In the meantime, [we provide information on how these can or will be fixed](#).

We email all organisations that are live with NHS login in advance of any updates, referring them to a Release Note that advises of technical updates introducing new functionality and fixing any issues. [All release notes](#) are available on the NHS England website.

Please note:

We will not communicate directly with your users or with NHS staff that support your users about your product specifically. We will communicate with NHS staff who support patients with the NHS login process on a general level.

We will publish the names of suppliers who are either onboarding or have integrated with NHS login (with your explicit permission).

We will seek your permission on any specific communications activity around your work with us. For example, when you go live with NHS login, we will ask if we can add your organisation name and product with associated hyperlinks to our list of live partners on the [NHS England website](#) and the [NHS.UK](#) website.

Communications activity

When your product is successfully using NHS login and you are confident in the user experience, communications activity is welcomed.

Please consult us about any major (large audience volume) marketing activity that could generate a considerable number of registrations, such as an email newsletter to existing users. This will help us to ensure that the NHS login service is resourced appropriately at the relevant time.

Please use the following strapline in all communications referring to NHS login and show the NHS login button whenever possible.

NHS login – a single, secure login that enables you to swiftly access health and social care apps and websites wherever you see the NHS login button.

We have also provided the following quotes for use in your marketing communications:

Tara Donnelly, (previous) Head of Digital Care Models at NHS England said:

“Through one single, secure login, NHS login gives the public the convenience of accessing an increasing variety of healthcare apps and websites.

“People can swiftly access their personal health information wherever they see the NHS login button.”

Emma McLachlan, (previous) NHS England Director of Citizen Health Technology, said:

“NHS login gives patients a single, secure login for their health and care apps and websites, allowing them quick on-the-move access to their health information – just look for the NHS login button.

“This means patients avoid the hassle of having to remember various login details but can remain safe in the knowledge they are accessing their health data through a safe system designed by the NHS, for the NHS and people across England.”

Melissa Ruscoe, Programme Director for NHS login at NHS England said:

“We are continually working on our service to make sure setting up an NHS login is as easy as possible. You only have to do it once and then you can simply and securely access an increasing range of digital tools for managing your health and care, from online pharmacy to online consultations.”

Template company newsletter copy (100 words – as needed)

We are now using NHS login, a single, secure login that enables you to swiftly access health and social care apps and websites wherever you see the NHS login button.

You can continue to use your existing login details for [insert name] if you prefer, or you can set up an NHS login and use that to access our service.

NHS login has been created by the NHS to give people a convenient way to access different healthcare apps and websites through one single login.

Once you have set up your NHS login, you can use it with health and care apps and websites that have the NHS login button to swiftly prove who you are.

Once you have set up your NHS login, you can use it with health and care apps and websites wherever the NHS login button is displayed to swiftly prove who you are.

Media and Public Relations

Please contact the NHS England media team if you are planning any PR activity.

This will help to ensure that we are aware of any potential peaks in demand and can consider whether and how we might support your activity to spread the word about NHS login. You can contact the team by email to media@nhs.net

Key messages / FAQs for NHS login

What is NHS login used for?

NHS login is the secure way to sign-in to a wide range of health and care services.

People can simply and swiftly sign-in with health and care apps and websites that have the NHS login button. They can easily prove their identity so they can be matched to information personal to them.

There is just one login to remember - they can easily manage their details and keep them up to date.

Why use NHS login

People can use more than one website or app using one, single login and get swift and easy access, particularly when using their mobile device.

NHS login has been created by the NHS – users can trust it.

NHS login follows industry and government standards for security and identity.

NHS login only uses necessary data.

Websites and apps can only use the NHS login button once they have completed their integration process – background checks are performed on all suppliers.

The NHS login button means people's experience and support is consistent.

What support is there for suppliers?

All the information you need can be found on our website which is continually being updated.

NHS login is continuously improving, and we are constantly adding new features or capabilities based on feedback and research.

We provide a [roadmap](#) for integrating suppliers, so you can see the path ahead.

The service is being evaluated with thousands of users, and their feedback is vital to help us improve. Sometimes we become aware of common problems and service issues which we work to resolve as quickly as possible. In the meantime, [we provide information on how these can or will be fixed](#).

If you have a question that can't be answered by our online supplier information please ask a member of the NHS login team, or alternatively please email engage.nhslogin@nhs.net.

Where do we find guidance for those using NHS login?

There is a range of guidance which health and care organisations can use if patients ask questions about NHS login, including:

[The NHS login help centre](#) and

[A simple step-by-step guide and film](#).

How do we get the latest news?

We hold quarterly collaboration sessions where we update you on recent and forthcoming developments and you can ask us questions.

Our [development roadmap](#) also tells you what enhancements to expect and when.

We will send you a regular email with a link to the latest Release Note.