

May 2022 Live Partner Collaboration Session Summary

Date of session: 4.5.22

Attendees: NHS login team & Live Partners

Partner Stats

Saf Live Account manager explained that the email address the analytics reports go to is noreply@omniture.com and to watch out in junk for it.

We're also changing the name of report, so it's more easily recognised when comes in

Action; Accurx are currently going to wrong contact. Saf said to let her know via support mailbox

Support.nhslogin@nhs.net . If any other partners are experiencing this to also contact this email.

Product Updates

Demographics Up front on PYI journey

Hayden Gilmore, PO for PYI up front journey, talked partners through how moving demographic's up front will give users a quicker and easier journey through P9.

He also showed screen shots of what it would look like and said there are still some small tech issues to make sure it's ready before launch which will be soon, and partners will be updated in next session

Q: Will you roll this out in one go or do some A B testing first?

A: HG answered – we have been using this with NHS App already and have had millions of users go through this route so we already know it works, so will roll out in one

Partner Benefits: users get through journey quicker, easier and more successfully. Can potentially also send partners more info on users due to demo capture up front.

Cleaning data and multiple accounts

We believe that during COVID;

- Users were creating multiple accounts with different email addresses in order to access things like their COVID pass.

- OR users want to have more than one NHS login account using 2 different emails

- OR they create multiple accounts by mistake

We are looking at putting in messaging in the journey to say their mobile number has been used before for NHS login and to give them the option to choose which email to use going forward. Ideally, we want to encourage them to only have one to ensure our data is clean, up to data as per GDPR.

Helping users manage their NHS login use & account

We are implementing new functionality to help users understand that they have created an NHS login and where they can use it. This includes a series of

- P0 NHS login creation email
- Mobile IDV (P9) Success Email
- 6 Months of inactivity email
- 12 months of inactivity email
- 23 months of inactivity email
- 24 months NHS login deleted email

You have set up your NHS login
NHS login prototype <nhs.login.prototype@notifications.service.gov.uk>
Thu 21/04/2022 15:03
To: SLATER, Zoe (NHS DIGITAL) <zoe.slater2@nhs.net>



You set up your NHS login on 6 September 2021 when you used this service: Boots Ltd

To find out more about the websites and apps you can access with NHS login, visit: <https://www.nhs.uk/nhs-services/online-services/nhs-login/websites-and-apps-you-can-access-with-nhs-login/>

Help with NHS login

- If you have technical issues, visit the NHS login help centre: <https://help.login.nhs.uk>
- To change your NHS login details and password or delete your NHS login if you no longer want to use it, visit: <https://settings.login.nhs.uk/>

Please do not reply to this message – this is an automated message

Partner Benefit: Promoting partner services to users and improving users understanding and awareness of having NHS login

Improving the PYI Journey for Users

We are asking users if they have a photo ID at the beginning of the journey in order to try and prevent dropouts.

Users see the "what photo ID do you have?" page and try to look for an easier route, this results in them going down the POL (patient online, using GP credentials) route, which is a more difficult user journey.

They read all the info about POL and realise they don't have POL details.

Most of these users then go back to upload their photo ID.

Solution:

We now ask the user if they have photo ID before we put them onto a journey, allowing them to understand that they need photo ID.

Only when a user tells us they don't have photo ID do we send them down POL.



Now we let them know up front that they need an ID and if not, they will be told they then have to prove who they are via PYI route.

Partner Benefit: to try and prevent users going down the more difficult POL route and to stay in PYI where they will be more successful

In Pipeline

- Investigating other photo ID file types, we could accept (we get some PNG and HEIF which we can't accept)
- HTML 5 research
- Triaging – moving device checks upfront, enabling us to direct the user down the correct user journey

Partner Live Feedback during session

We asked partners in the session;

Q. How frequent we should hold these sessions?
A. Majority said monthly

Q. What should we call these sessions to communicate they are for two-way conversation with our partners
A. Majority felt that the current name of Partner Collaboration Sessions was good.

Q. How can we make them more of a two-way session?
A. Various suggestions given;

Updates on Open interactions with NHS Login atm.

Break it into: - changes which affect NHS login users only - changes which affect partners

Leader board with who has highest number of NHS login activity (we all love healthy competition!)

Happy with current format - maybe a round table of what each partner does with NHS login every so often 😊

Gather questions / topics that are key to business prior to the session.

Invites with ability to feedback questions early

Are there things partners would like to talk to us about / ideas for improvement etc?

Send out prep ahead of session with a few polls that you could live to get specific feedback?

We will review these suggestions and discuss which to implement.

NHS login

