Communications Committee 8 November 2011

Developing our e-communications activities – an update

Executive summary and recommendations

Introduction

This paper provides a further update on the progress made to date by the Communications Department with regards to social media and sets out next steps in developing broader e-communication platforms.

Decision

The Committee is invited to discuss the attached document.

Background information

See introduction

Resource implications

There will be some resource implications arising from the workplan, in particular Executive time to carry out identified activities. This work will be completed using existing resources within the Communications Department.

Financial implications

As above.

Appendices

- Appendix 1: Developing a social media strategy - the next step in communications
- Appendix 2: Presentation on enhancements to the online register, new aspects of website and social media

Developing our e-communications activities – an update

Introduction

1. This paper provides a further update on the progress made to date by the Communications Department with regards to social media and sets out next steps in developing broader e-communication platforms.

Background

2. In November 2010, the Communications Committee considered the HPC's approach to social media. This was followed in June 2011 with an oral presentation of progress to date. Both the paper that was presented to Committee, 'Developing a social media strategy – the next step in communications', and the power point slides used in the oral update are attached. Both are intended to provide background to the recommendations set out in this paper.

3. The previous paper to Committee focused solely on our approach to social media. It highlighted the typical social media tools currently being used, outlined advantages, disadvantages and resources, and set out the forward workplan, all of which has now been completed.

4. In undertaking this work, members of the Communications Department have recognised that there are a range of online channels that the HPC could be developing to further extend our reach to stakeholders and we are now addressing the next steps in the development of a holistic approach to e-communications.

Current activity

5. In June 2011, the Communication Department set up pages on Facebook and LinkedIn and started to use Twitter as a way of extending our reach to stakeholder audiences.

6. We have used these channels to communicate information about registration renewals, cpd audits, new publications and consultations as well as all of the HPC events and our attendance at a range of professional conferences.

7. The development of our social media planner has been a crucial resource for the team as it provides a month by month summary of the area of work to be announced and through which medium.

8. A further development has been the approval of the social media policy by the Finance and Resources Committee in March 2011.

9. To date, we have undertaken the following activity with current channels.

- **Twitter**: 527 followers on Twitter. We have retained HPC_news as the corporate channel, but are currently trialling individual HPC twitter accounts for the two members of the stakeholder communications team and have set up #events to enable members of the communications team to tweet from events.

- **Facebook**: 403 followers, 446 active monthly users and 10,724 post views.

- **LinkedIn**: 268 followers. Employees who have a LinkedIn page are linked by default to the HPC's page and it also links to our blog and tweets as well as picking up mentions of HPC in the media. The Human Resources Department are also exploring the option of using this facility as a recruitment tool.

- **YouTube:** we have uploaded all the HPC's audio visual presentations including the student, cpd audit and fitness to practise videos. The intention is to showcase HPC's video content to a wider audience. To date we have had 83 channel views and 263 upload views. This means that 83 people have visited our main channel page[1], this page has information about HPC including links to the website. Our videos (otherwise known as 'uploads') have been viewed 263 times, within this figure the iPhone video has been viewed 187 times.

- **HPC blog**: this currently provides opinion pieces from key HPC individuals. To date we have uploaded a range of articles including most recently an article on the launch of the iPhone app and the consultation on the draft standards of proficiency for social workers in England.

Why HPC needs to consider further developing its e-communications platforms

10. In addition to some of the already well rehearsed arguments about social media platforms which were set out in the previous committee paper, the Communications Department has been considering the importance of e-communications in its broadest possible context.

11. For example, 77% of households have internet access[2], 56% of internet users in the UK can be contacted through email, social networking and newsletters[3] and 1 in 3 UK social networkers are fans or followers of a company.[4] Further

[1] YouTube, HPC main channel page: http://www.youtube.com/user/HCPCuk

[2] The Internet Access – Households and Individuals, 2011 (report published by the Office of National Statistics)

[3] The B2B guide to social media: http://www.b2bsocialmediaguide.com/2011/04/04/social-media-usage-statistics-3/

[4] Smart Insights, Statistics on combined email and social marketing use: http://www.smartinsights.com/digital-marketing-strategy-alerts/the-new-digital-dialogue/attachment/statistics-on-combined-email-and-social-marketing-use/

statistics support this and show that 60% of companies believe that using a company blog is beneficial[5] and 95% of people in the UK check their emails several times a day.[6]

12. The demographics of professional body membership can also be considered when looking at extending our online presence. For example, the Chartered Society of Physiotherapists recently reported that the largest group in its membership is aged between 21 and 30 (29%) and that well over half of their membership (57%) is aged between 21 and 40. Overlay this with the statistics that 53% of bloggers are between 21 and 35 years[7] and that people in the 20 to 39 year age group are the largest users of Facebook[8], and it provides further logic for the development of these platforms.

13. Furthermore, the HPC describes itself as a 'modern and progressive regulator'. Our values are transparency, collaboration, responsiveness, value for money and high quality service. The use of online platforms and communities to reach stakeholders should therefore be a logical and natural progression in developing our communications.

14. The types of platforms currently being considered by the Communications Department include blogs (HPC and others), online communities, social media platforms as well as electronic newsletters, email, websites, mobile apps, RSS feeds and YouTube.

Workplan

15. The HPC is committed to further developing its online platforms and this high level workplan sets out some key actions to be undertaken by the communications department before March 2012 to enable further work to be incorporated into the 2012-13 workplan.

- **Switch on the facility for people to make comments on the HPC's Facebook pages**

16. This will enable us to respond to a range of queries, including requests for information about registration renewal and international applications as well as giving people the opportunity to comment on current activities, for example consultations or provide us with the opportunity to run online polls to gauge stakeholder perceptions on current issues

- **Enable people to post comments on the HPC blog and upload which blogs we are following**

[5] The B2B guide to social media: http://www.b2bsocialmediaguide.com/category/social-stats/blogging/ (and click through link to Social media jazz: http://socialmediajazz.com/).
[6] Smart Insights, The new digital dialogue: http://www.smartinsights.com/digital-marketing-strategy-alerts/the-new-digital-dialogue/
[7] The B2B guide to social media: http://www.b2bsocialmediaguide.com/category/social-stats/blogging/
[8] UK Facebook statistics for March 2009, Clicky Media Digital Marketing Agency

17. This will enable us to gauge stakeholder perceptions on current issues and provide two-way communication.

- **Review the online format for HPC In Focus**

18. Currently, HPC InFocus is produced in InDesign and saved as a pdf which is uploaded to the website and distributed by email. It is emailed to approximately 15,000 subscribers who have opted to receive it. This distribution list is currently managed in house and is a manual process which is resource intensive. It is our intention to move to a different format, so that content will display in an email. This will allow us to capture open rates and consider introducing more dynamic elements such as online polling. We will also outsource distribution and list management to make more efficient use of time.

- **Devise an e-communications strategy for the HPC**

19. The strategy will consider the next steps in developing our online platforms for the 2012-13 workplan. It will cover key objectives including: the integration of internal and external communications through all online platforms; investigation into existing avenues (eg online communities and conversations which reference HPC) that we can engage in as well researching new channels; evaluating activities; and making recommendations for developments. It will also address the need for producing more dynamic content to suit the e-communications environment.

20. We will research and scope this piece of work during 2011-12 for inclusion in the 2012-13 communication workplan.

- **Begin to develop outline business cases which will enable research and scoping work to a) build a new website b) provide for bulk email channels**

21. The website scoping work will provide a detailed analysis of HPC's online activities focussing on our website, but also looking at our social media channels and our interaction with online communities. We will also look at how registrants opt in or out of email communication from us, and how this is managed.

22. The recommendations from this project will form the business case for a future project which will design and build a new website, implementing recommendations that will help join up our e-communications. This will help to bridge the different e-communications activities by integrating social media and online channels, for example RSS feeds and realise the full potential of the web.

23. We will be working across departments and with our external stakeholders at certain points through the project.

Communications Committee 4 November 2010

Developing a social media strategy – the next step in communications

Executive summary and recommendations

Introduction

This paper is intended to provide the Communications Committee with information about how individuals and organisations use social media, why the HPC needs to engage in this medium and sets out the Communication Department's workplan for the use of social media and networking tools by the HPC.

The activities outlined in this paper align with the objectives in the communication strategy which support our statutory obligation to communicate with stakeholders. This obligation is set out in Article 3 (13) in the Health Professions Order 2001: 'the Council shall inform and educate registrants, and shall inform the public about its work'.

Decision

The Committee is invited to discuss the attached document.

Background information

See introduction

Resource implications

Resources have been set out in the departmental workplan and are linked to the department's budget which has been approved by the Finance and Resources Committee.

Financial implications

As above.

Appendices

HPC social media strategy – the next step in communications

HPC social media strategy – the next step in communications

Introduction

This paper is intended to provide information on why the HPC needs to engage in social media and sets out the communications department's workplan for the use of social media and networking tools by the HPC.

The purpose of incorporating the use of social media within our workplan is to

- secure more opportunities to communicate HPC's public protection role to key stakeholder groups, for example, registrants, the public, the media and opinion formers
- use social media to articulate and repeat information about what the organisation is, what it does and its role in regulation as well as correct factually incorrect information in the public domain
- extend our reach with existing and new audiences
- keep pace with the changes in communication preferences and trends within society

The result should be that people better understand the meaning of the HPC and its public protection role.

Background

Social media and social networking is currently the fastest growing segment of the internet with social network sites being the highest traffic category of all websites. There are 34 million users of social media and networking sites in the UK, with individuals spending an average of 6 hours a month on the sites. This development in technology has changed the way in which individuals communicate with each other, particularly for the younger generations and increasingly those over 50.[1]

Set out below are some of the main social media and networking sites with information about each:

Facebook — currently has more than 250 million active users worldwide. A January 2009 Compete.com study ranked Facebook as the most used social network by worldwide monthly active users. The website is free to users, generating revenue from advertising which includes side banner ads.

Twitter — Twitter is a real-time information network powered by people all around the world that lets you share and discover what's happening now. Twitter is a simple tool that helps connect businesses more meaningfully with the right audience at the right time. Businesses and organisations of all shapes and sizes are now able to stay connected to their stakeholders. It

[1] Paul Armstrong, Director of Social Media, Kindred PR

can be used to quickly share information with people, gather real-time information and feedback, and build relationships with stakeholders, partners and the public.

RSS — RSS (Really Simple Syndication) is a format for delivering regularly changing web content. Many news-related sites, web blogs and other online publishers syndicate their content as an RSS feed to whoever wants it –such as blog entries, news headlines, audio, and video – in a standardised format. An RSS document (which is called a "feed", "web feed" or "channel") includes full or summarised text, plus data such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favoured sources or websites or to aggregate feeds from many sites into one place. RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator", which can be web-based, desktop-based, or mobile-device-based.

LinkedIn — the most professional looking of all the social networking tools, and orientated toward professional networks. Unlike almost all the other sites, LinkedIn allows you to add an image to your profile page. LinkedIn allows members to look for jobs, seeking out experts in a particular area, or to make contact with other professionals through a chain of trusted connections. LinkedIn is probably the site with the least potential for social purposes. The current size of the network is about 2.5 million profiles.

It should be noted that, like other communications tools, social networking sites have certain rules, conventions and practices which users have to navigate to be understood and avoid difficulties. These range from the etiquette of commenting on other people's profiles or an organisation's page to understanding how one does and does not add as a 'friend' or 'like' as an organisation.

Social networking sites also have some potential pitfalls to negotiate, such as the unintended consequences of publicly posting sensitive information, confusion over privacy settings, and unwanted contact with people or groups.

Why HPC needs to develop a social media strategy

The rapid growth of social networking tools that has been observed over the last 12 months by the Communications department is indicative of its integration into the daily work of our stakeholders. For example, recent tweets have included:

- Teaching watchdog goes http://aggbot.com/docs/link.php?id=9616567&t=co How about the *Health Professions Council*?

- rockyrutherford: Registering with the **Health Professions Council** so I can still be an OT. A waste of F**G time and have pay money to get F**k all back.

- Senior Biomedical Scientist: We are currently looking for a Senior Biomedical Scientist in Histology to work for.. http://bit.ly/UEdC1

- OTnews and sticking with Wales, e-mail ruth.crowder@cot.co.uk to contribute to the response on the HPC consultation on Welsh http://bit.ly/9XWIE8

- SCP_PodiatryUK HPC launches new resources for registrants to promote their HPCregistration http://bit.ly/dfpAX1

In parallel with this, there has been considerable media coverage of the growth of social networking in professional body journals about its potential positive outcomes and concerns about the way that some of our registrants are engaging with it. Recent reports include;

- Health Service Journal 'PCT's behind the times on Facebook and Twitter'

- Frontline 'The CSP is addressing the issue in its Charting the Future project and there will be a new code of professional values and behaviour'

- Synergy News 'Many members will use social networking regularly and there are several examples of using it as a good method to share ideas and keep up-to-date with friends, share knowledge of industrial relations or discuss professional questions'

We currently do not have a presence on Facebook although someone has set up a 'Health Professions Council' page on this site. We have contacted Facebook about this, but it does pose a risk that the information and comments posted on this site could be perceived to be those of the HPC's[2] particularly as there are posts on this page where registrants are talking about their registration success and people are posting jobs.

Some journalists only use Twitter[3] to source their stories, by not being an active user we are at an immediate disadvantage. A recent report on BBC online[4] said 'BBC news journalists have been told to use social media as a primary source of information by Peter Horrocks, the Director of BBC Global News. He said it was important for editorial staff to make better use of social media and become more collaborative in producing stories.

Other regulators, professional bodies and organisations are already using social networking sites to communicate with audiences, inform them of current work being carried out by the organisation and to keep them updated about change. For example, the NMC[5] currently has a Facebook page. It has grown from 2,403 followers in October 2009 to 13,502 in October 2010 and the number is increasing by 200 a day. Other organisations using social media include The Society and College of Radiographers, the Royal College of Speech and Language Therapists, London Ambulance Service, Against State Regulation of Counselling and Psychotherapy, NHS – student groups, British Dietetic Association and the Institute of Biomedical Science[6]

Social media can be used as a source of news and increasingly individuals are turning to social media channels to get information directly from organisations. In some instances, we have witnessed individuals turning to the HPC Watchdog blog for information instead of coming to us. There has been on-going debate on this blog - comments have included individual arguments in support of the HPC processes, debate about the HPC

[2] See appendix 1

[3] See appendix 3 for an example of a Twitter page

[4] http://www.guardian.co.uk/media/pda/2010/feb/10/bbc-news-social-media

[5] See appendix 2

[6] For a full list, see appendix 4

allegedly being impartial and questions directed to the author on the integrity of the information contained within the posts. An employee of the HPC (who is also a blogger) has also commented on HPC Watchdog about the FtP process, challenging the author for further information about their expectations of a regulator and talking about HPC registration fees being incorrectly labelled as a 'tax' by the author.

Advantages and disadvantages

As previously stated, the key advantage of using social media and networking tools is that it would enable the HPC to expand opportunities for raising awareness amongst students, registrants and the public as well as raise awareness of the HPC's public protection role with other stakeholders. It would also allow HPC to access more individuals who choose to use these channels as well as enabling us to generate traffic back to the HPC website through micro-blogging and creating updates with links.

A further consideration is that, along with other more traditional communications tools, we can use different approaches to reach different groups, for example our Facebook page would be useful as a first point of contact for the general public. Twitter and RSS would allow the HPC to communicate effectively with real-time updates for journalists and would allow us to have a presence on large forums where the risks of misinformation from other sources can be high. Facebook and Twitter will also be helpful to communicate key information to registrants, for example when consultations or guidance is launched or updated information about cpd and registration renewals.

Furthermore, social media and networking sites would allow the HPC to communicate with hard to reach groups and to connect, engage and share information with community groups that are already in existence at no extra cost, which would be hugely beneficial to our public facing work.

Social networking is cost effective and does not require online spend, although it would require an administrator to upload content, monitor other users and reply to users requests and questions. Resource issues are addressed in a later section.

The main disadvantages are that online communities can become 'messy' and we would need management and oversight of our pages to keep online communities in check. It also opens up communication channels, allowing people to voice negative views of the HPC although this could be addressed through a disclaimer on the HPC page (see NMC) and, as is witnessed with the Alliance Against State Regulation, people will voice negative views whether or not HPC is in the frame. A further consideration is that by having an online presence we could be drawn into online debates and run the risk of then being seen to be 'campaigning'. It is therefore extremely important that our approach is clearly one of informing and correcting any incorrect information.

Arguably, the greatest threat to the HPC by not engaging in social media is the potential loss of reputation. As we have already evidenced, stakeholders are engaging in debates and discussions about the HPC. To date, we have been reactive and only monitored social media and networking sites, but by not participating in these online debates we are unable to correct factual inaccuracies about the organisation which poses a risk to the management of our reputation.

Workplan

1 **To develop and implement a social media policy and guidance which covers both official company communication as well as personal communication by employees** (who make it clear they work for the company in their profile or are identifiable within the company through name etc).

A social media policy is important to mitigate risk for both employer and employee and the current confidentiality agreement that we have in place is probably insufficient. The policy has been drafted and covers employee interactions on social media sites. It is currently with HR for consideration and approval and may result in a few additional lines in the employee handbook to clarify the confidentiality agreement. The guidance, which is separate to the social media policy, has also been drafted and is with HR for consideration and approval. It contains details on social media and blogging and is applicable to social and networking site users only.

Action: Ebony Gayle / HR

2 **To undertake the following activity: a) continue to monitor the range of social media and networking sites and respond as required (determined on a case by case basis; b) optimise the HPC blog by broadening the content; c) develop a presence on Facebook for information only; d) join Twitter; and e) sets up RSS feeds for journalists.**

Updates will be regular and will focus on what current key messages the HPC wants to get across and how these need to be expressed. To date, the blog has been populated by updates written largely by the Chair of Council in response to external events, such as conferences, PLG meetings and news stories about regulation. This will continue across all the social media tools we will use, but in addition posts will include information about registration renewals, cpd audits as well as consultations, new publications, news items, and Council meetings. Other content could include links to In Focus and other websites.

To maximise opportunities for attracting 'followers' we can promote the presence of the blog, Facebook page, twitter and RSS feeds through the news releases.

We can also attract 'followers' by referencing social media throughout our website and on emails as points of reference for keeping up to date and being able to engage with the HPC.

Action: Ebony Gayle / Amy Morgan / Tony Glazier

3 The HPC communications team will monitor progress on the development of HPC's use of social media and networking sites and will consider implementing a further phase. This could include opening the HPC blog and Facebook pages to comment

Action: Ebony Gayle / Jacqueline Ladds

Resource

Developing our online presence is already part of our programme of work this year – see 2.3 of the annual departmental workplan.

It is important to ensure that momentum is kept over time and that our posts/tweets don't simply drop off after the initial introduction. In the first instance, daily monitoring and updating will continue to be carried out by the Media and PR Manager and the Communications Officer – Media and PR. When necessary, monitoring will also be shared between the Communication Officers (events, publications and stakeholder).

As content and online communities develop there will be a wider impact on the organisation. The Communications department will need the specialist knowledge in each department to help answer specific questions about FtP, Registration, Council papers, FOI, Education & Training. It is difficult to gauge the amount of resource this would take for departments, but in practical terms it would be the time taken for a nominated contact to draft a response to specific questions, if raised. This will be a consideration in any further phases of development and any workload implications will be discussed and agreed with the relevant departments

We will also draw up an approvals process to ensure that online content is only published following departmental and senior management approval.

Timescales

Twitter and Facebook pages can be set up with minimal resource and we will allocate time within the Communications Department to do this. The social media policy and guidance will be approved and implemented before we progress any further.

RSS feeds have been scheduled for the next website quarterly deployment which will take place in November or December. The cost for this work has been allocated within the current web budget.

Amy Morgan, Communications Officer – Media and PR
Ebony Gayle, Media and PR Manager

October 2010

Appendix 1
Health Professions Page which is currently on Facebook

Appendix 2
Nursing and Midwifery Council and General Medical Council on Facebook

Facebook | GMC - General Medical Council UK - Windows Internet Explorer provided by the Health Professions Council
http://www.facebook.com/pages/Continuing-professional-development/103819732990506?v=stream&ref=ts#!/group.php?gid=167520536838&ref=ts
File Edit View Favorites Tools Help
Facebook | GMC - General Medical Council UK
facebook
Search
Home Profile Account
General Medical Council
GMC - General Medical Council UK
Wall Info Discussions Photos Video Events
Invite people to join
Information
Category:
Business - Employment & Work
Description:
If you are having problems registering with the GMC or are looking for information on registering
Privacy type:
Open: All content is public.
Admins
Alex Jones (National Health Service) (creator)
Members
6 of 143 members
See All
Sumanta Kumer Saha
Abdelhman Alemam
James Cheetham
Batool Mostafa
Edward Pineles
Kamal Abdelbaqi
Photos
1 photo
See all
Links
Write something...
Attach:
Share
Medacs Healthcare Jobs
Medacs Healthcare
www.medacs.com
Medacs Healthcare Group is a leading healthcare staffing company providing recruitment expertise and managed healthcare solutions to both the public and private sectors. A member of Impellam Group PLC, ...
30 April at 06:50 · Comment · Like · Share · Flag
Armando Cuesta Hi, spanish doctor here having problems applying to GMC provisional registration in order to start FP next year.
According to GMC, spanish graduate programmes include internships and therefore we are only eligible for Full registration. Thus we cannot apply to Foundation Programme.
According to BMA in their website: "Not...
See more
20 April at 00:42 · Comment · Like · Flag
Armando Cuesta By the way, oddly enough french collegues, with identical medical undergraduate programmes, can apply for Provisional registration. They have also 6 years of medical training and rotations just like us.
20 April at 00:44 · Report
Write a comment...
Mohammad Nurunnabi
14 April at 03:49 · Comment · Like · Flag
Mohamed Dabbas THE FIRST INTERNATIONAL CONGRESS OF THE JORDANIAN ASSOCIATION OF PSYCHIATRISTS
co-sponsored by WPA
6 to 9 April 2010
Amman, Jordan
Website: http://www.araborganizers.com.jo/
...
See more
Arab Organizers
www.araborganizers.com.jo
Create an Advert
World Cup iPhone App
Got an iPhone? Follow the 2010 World Cup on the go with AP's comprehensive app. Visit the iTunes store today and download it for free.
Like
Bekijk voetbal
Vind plekken in Amsterdam om de voetbalwedstrijden in Zuid-Afrika te bekijken. Gebruik Google Maps om plekken in de buurt te vinden.
Like
Pull out Your Sword
Build a thriving kingdom, amass a powerful army, conquer the world. Play Now!
Like
More Ads
Chat (Offline)
Internet
100%
Start
Mail - Inbox - ...
Communications
Microsoft Word
HPC Watchdo...
Twitter / Peop...
BBC tells news...
Dresses and P...
Facebook | ...
15:48

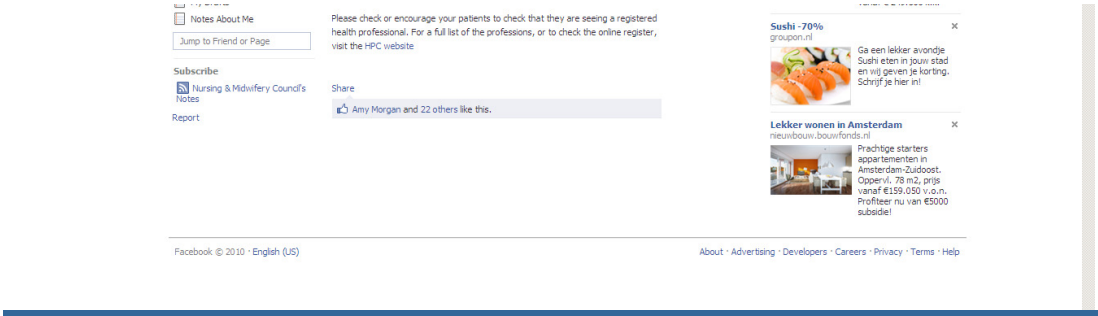
Appendix 3
Twitter

Appendix 4
Other Users of social media

Facebook	Twitter
NMC	NMC
BBC News Health	Prince's foundation for Integrated Health (PFIH)
RCGP	RCGP
CPD for Paramedics and other Pre-Hospital Emergency Care Personnel	BBC News Health
Royal Pharmaceutical Society of Great Britain	BBC Health
NHS – student groups	BBC breaking
The NHS are the worst employers ever – page	Guardian news
Westminster pages, student groups	Uk health news
Forum for the Arts in Healthcare	Student paramedics and other student health professions
Against State Regulation of Counselling & Psychotherapy in the UK	NHS
The Society and College of Radiographers	NHS employers
NHS	Hospitals
King's College Radiology Society	Doctors net (referrers campaign)
Institute of Biomedical Science	UkGov
British Dietetic Association	Future health
International Art Therapy Organization [IATO] Group	Art in healthcare
Art as Therapy	Pulse today
Chartered Society of Physiotherapy Congress 2009	Bupa health
Royal College of Speech and Language Therapists	WestminsterCC
Degree level State Registered Paramedics (UK & N.I.)	Radio London
London Ambulance Service	Nursing times
Facebook Paramedics	Health4London
General Medical Council	Patient opinion (NHS)
Health Professions Council	The Health and Safety Executive (HSE)
Continuing professional development	e-politics

And still the list is growing…

Appendix 5
This is an example of good practice when using social media:
HPC's referrers campaign being promoted on NMC facebook page



facebook Search

NMC Nursing & Midwifery Council

- Nursing & Midwifery Council's Notes
- Notes About Nursing & Midwifery Council

Browse Notes

- Friends' Notes
- Pages' Notes
- My Notes
- My Drafts
- Notes About Me

Jump to Friend or Page

Subscribe

Nursing & Midwifery Council's Notes

Report

Are you referring patients on to unregistered and unregulated professionals?

by Nursing & Midwifery Council on Tuesday, September 28, 2010 at 11:45am

hpc

The Health Professions Council (HPC) has launched a six-month campaign that aims to highlight the vital role that referrers such as practice nurses and GPs play in making patient referrals and ensuring that referrers and their patients are aware of the HPC when referring on to HPC regulated health professionals.

The HPC is a UK wide multi-profession regulator that regulates the roles not covered by the GMC, NMC and GDC to name a few (a full list of regulators can be found here). They keep a register of allied health professionals who meet its standards for training, professional skills, behaviour and health.

Please check or encourage your patients to check that they are seeing a registered health professional. For a full list of the professions, or to check the online register, visit the HPC website

Share

Amy Morgan and 22 others like this.

Communications Committee

Enhancements to the online register, new aspects of website and social media

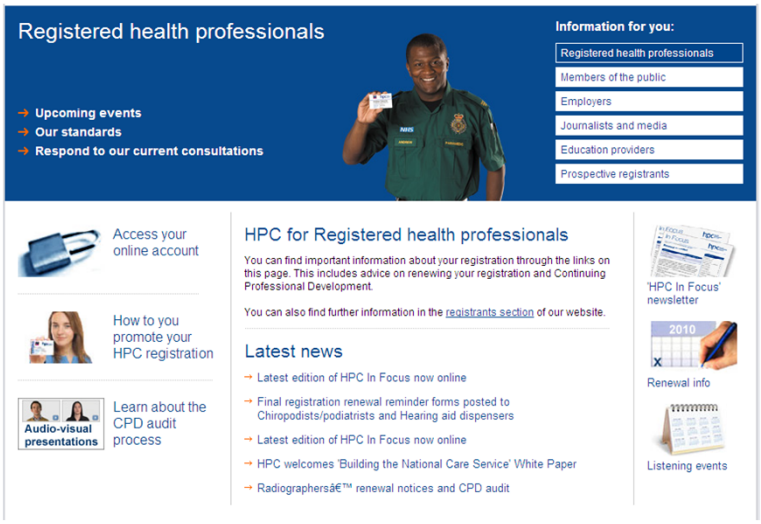
Tony Glazier – Web Manager

Ebony Gayle – Media and Public Relations Manager

Homepage

- Audience pages
- RSS feeds

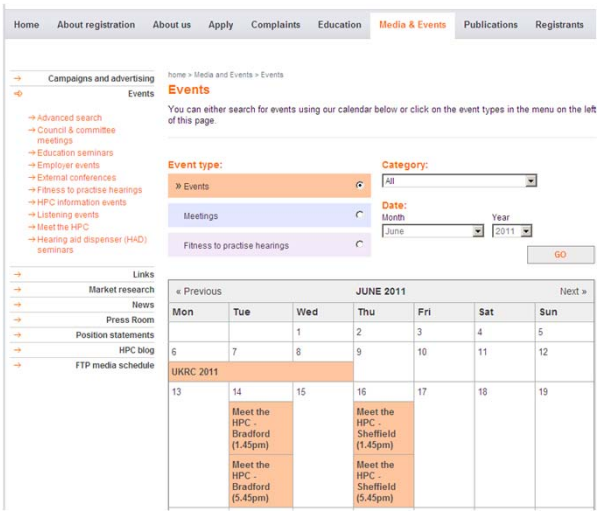
Audience pages – Registered health professionals



Audience pages – Journalists and media

Events calendar

- New design
- Ability to display events over multiple dates
- ‘Event type’ filtering
- ‘Sign-up form’ improvements
- ‘Sign-up’ data now controlled in content management system

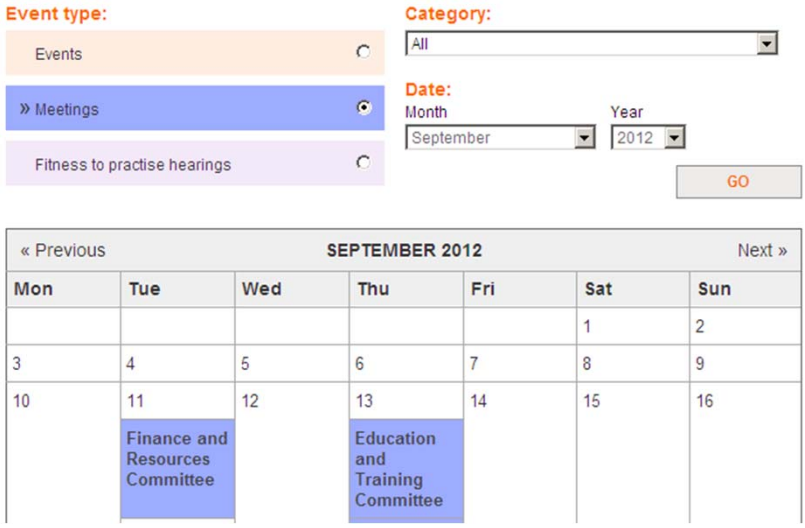


Events calendar

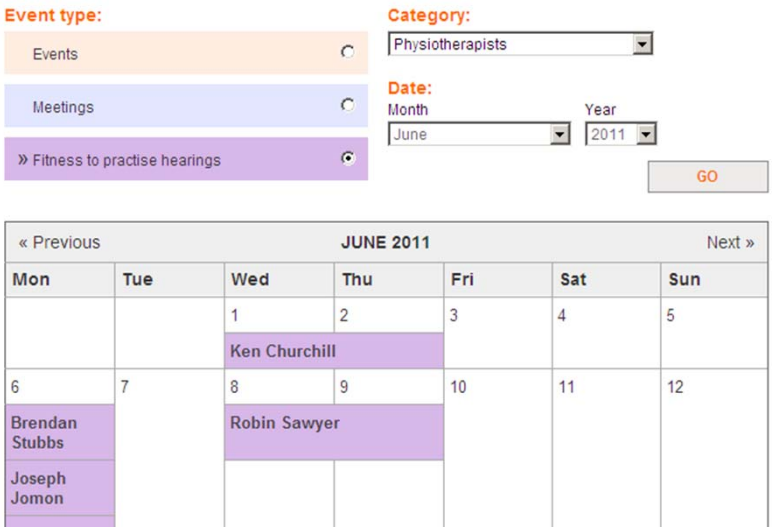
Event type:
» Events
Meetings
Fitness to practise hearings
Category:
All
Date:
Month
June
Year
2011
GO

« Previous			JUNE 2011			Next »
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
UKRC 2011						
13	14	15	16	17	18	19
	Meet the HPC - Bradford (1.45pm)		Meet the HPC - Sheffield (1.45pm)			
	Meet the HPC - Bradford (5.45pm)		Meet the HPC - Sheffield (5.45pm)			

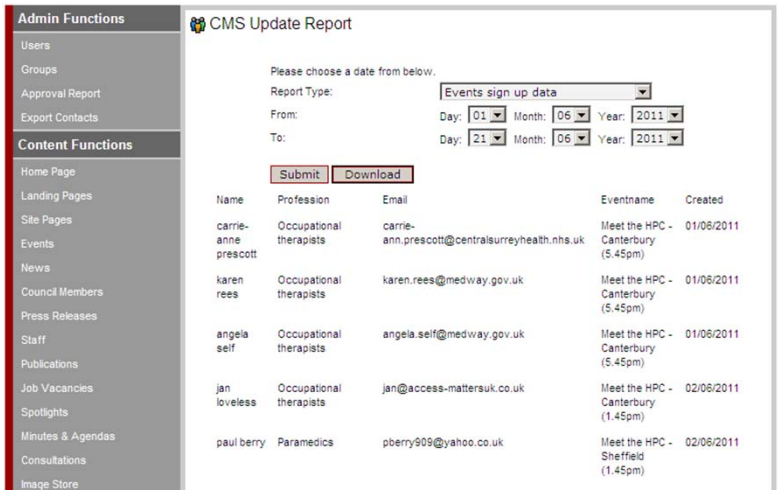
Events calendar - meetings



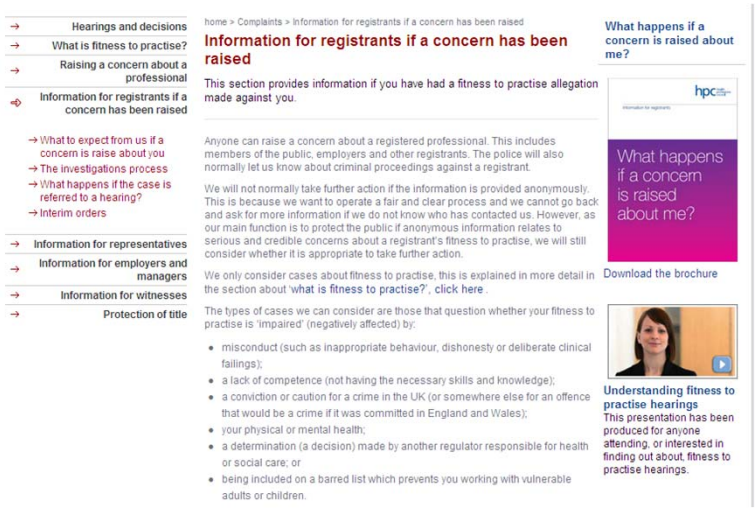
Events calendar – ftp hearings



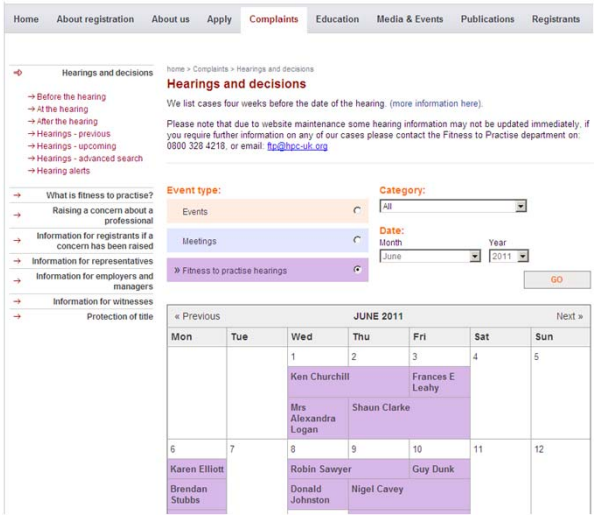
Events calendar – Content management system integration



Fitness to practise information



New calendar integrated with new complaints section



Changes to hpcheck site

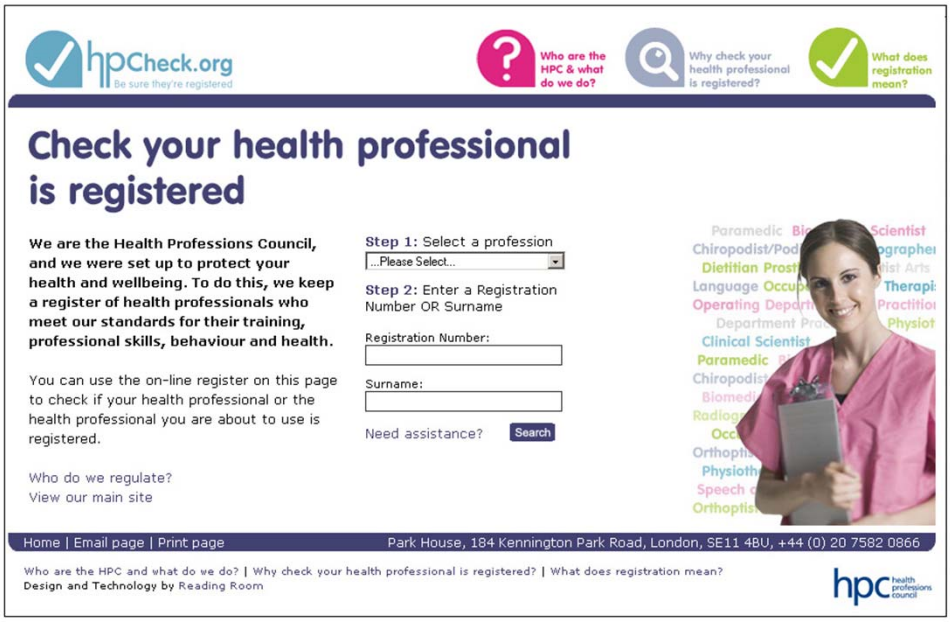
What is hpcheck?

- A microsite aimed at service users
- Has core information about HPC, including what we do and how to raise a concern.
- Online Register

Why change it?

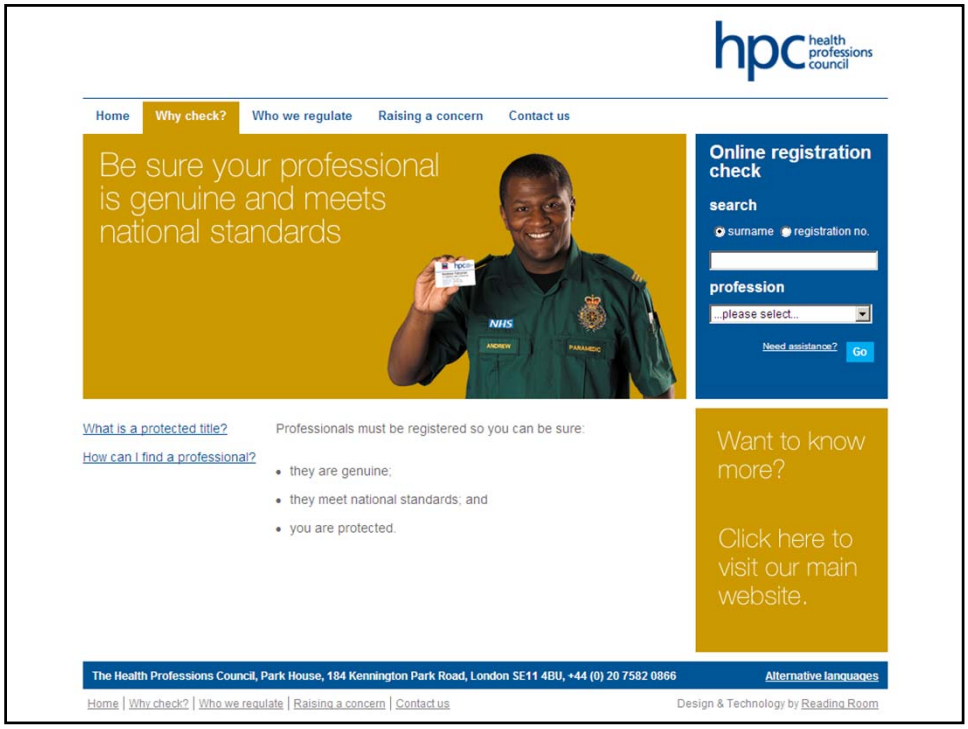
Project objectives:

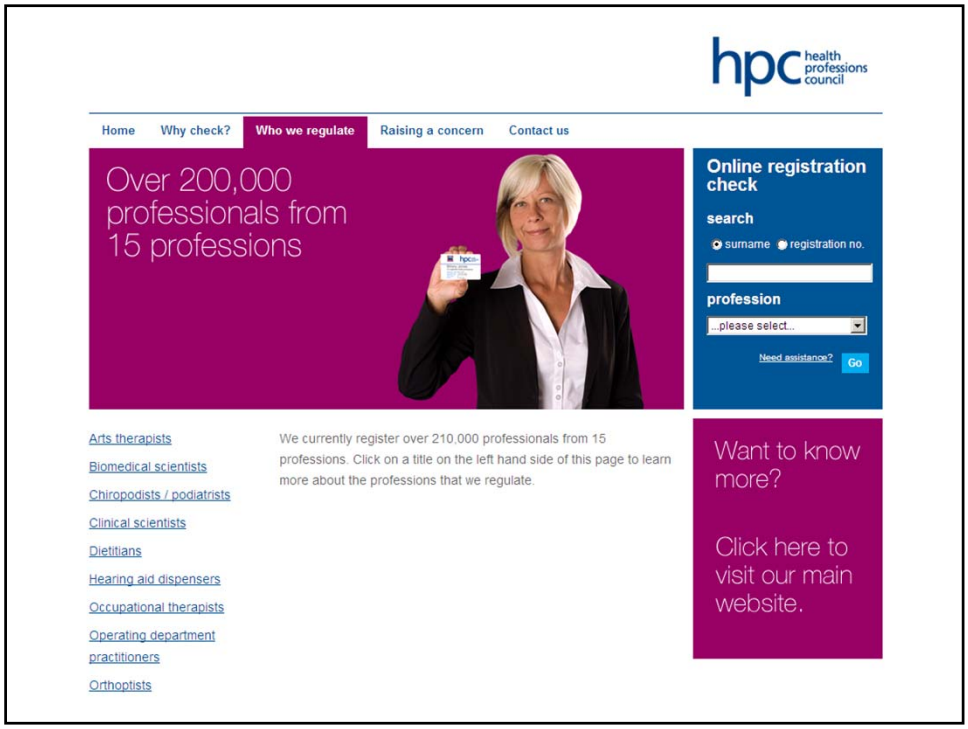
- To bring www.hpcheck.org in line with our current visual identity
- To improve usability of the register based on stakeholder feedback.
- To create a more versatile web service



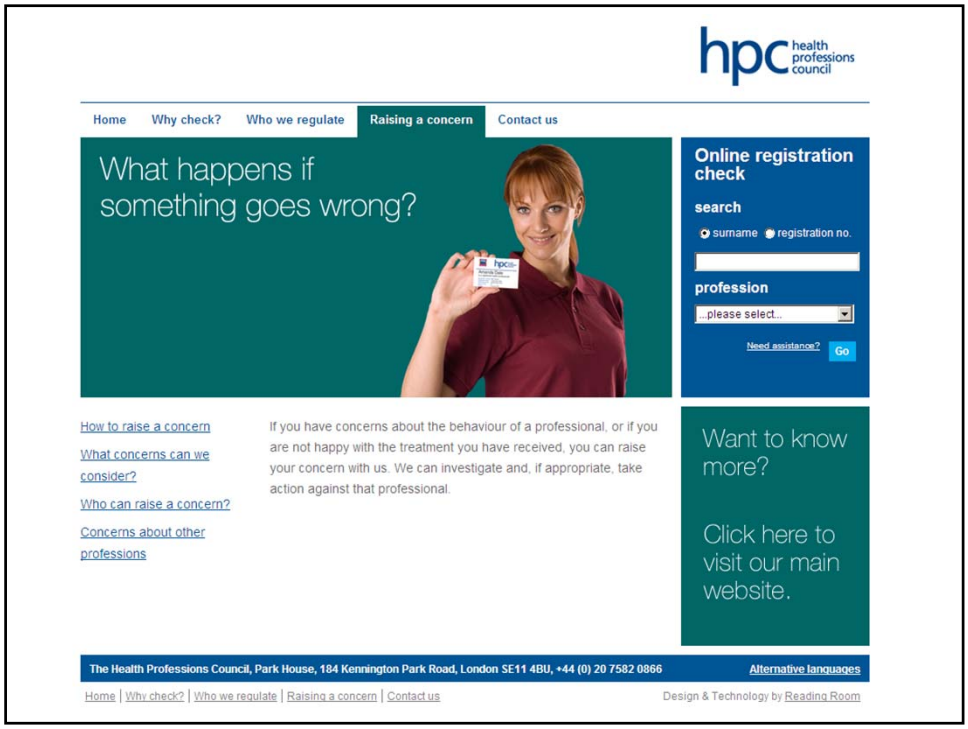
What has changed?

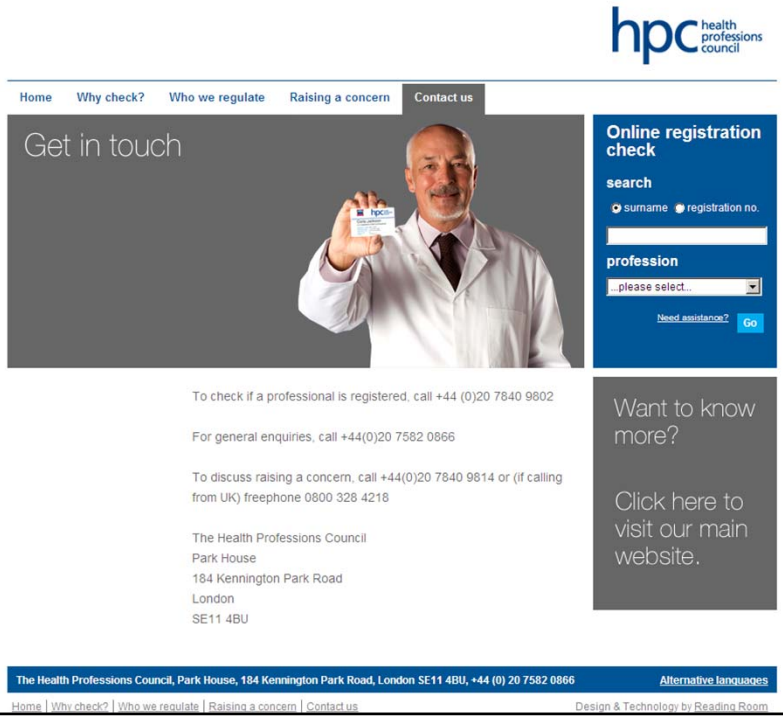
- Suspended registrants now appearing on the Register
- New design
- Revised and up-to-date content
- Improved search form
- Clearer search results
- Technology changes to improve the infrastructure and flexibility


hpc health professions council
Home
Why check?
Who we regulate
Raising a concern
Contact us
Be sure your professional is genuine and meets national standards
Online registration check
search
surname
registration no.
profession
...please select...
Need assistance?
Go
What is a protected title?
How can I find a professional?
Professionals must be registered so you can be sure:
they are genuine;
they meet national standards; and
you are protected.
Want to know more?
Click here to visit our main website.
The Health Professions Council, Park House, 184 Kennington Park Road, London SE11 4BU, +44 (0) 20 7582 0866
Alternative languages
Home | Why check? | Who we regulate | Raising a concern | Contact us
Design & Technology by Reading Room


hpc health professions council
Home
Why check?
Who we regulate
Raising a concern
Contact us
Over 200,000 professionals from 15 professions
Online registration check
search
surname
registration no.
profession
...please select...
Need assistance?
Go
Arts therapists
Biomedical scientists
Chiropodists / podiatrists
Clinical scientists
Dietitians
Hearing aid dispensers
Occupational therapists
Operating department practitioners
Orthoptists
We currently register over 210,000 professionals from 15 professions. Click on a title on the left hand side of this page to learn more about the professions that we regulate.
Want to know more?
Click here to visit our main website.

hpc health professions council
Home
Why check?
Who we regulate
Raising a concern
Contact us
Over 200,000 professionals from 15 professions
Online registration check
search
surname
registration no.
profession
...please select...
Need assistance?
Go
Arts therapists
Biomedical scientists
Chiropodists / podiatrists
Clinical scientists
Dietitians
Hearing aid dispensers
Occupational therapists
Operating department practitioners
Orthoptists
Paramedics
An art, music or drama therapist encourages people to express their feelings and emotions through art, such as painting and drawing, music or drama.
Protected titles
Art psychotherapist
Art therapist
Dramatherapist
Music therapist
Professional bodies
British Association of Art Therapists
British Association of Dramatherapists
Association of Professional Music Therapists
Want to know more?
Click here to visit our main website.

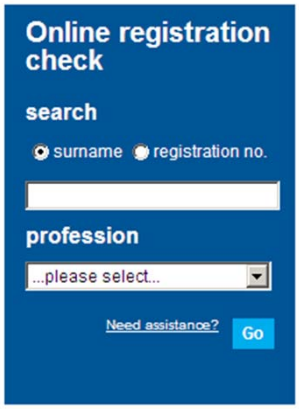

hpc health professions council
Home
Why check?
Who we regulate
Raising a concern
Contact us
What happens if something goes wrong?
Online registration check
search
surname
registration no.
profession
...please select...
Need assistance?
Go
How to raise a concern
What concerns can we consider?
Who can raise a concern?
Concerns about other professions
If you have concerns about the behaviour of a professional, or if you are not happy with the treatment you have received, you can raise your concern with us. We can investigate and, if appropriate, take action against that professional.
Want to know more?
Click here to visit our main website.
The Health Professions Council, Park House, 184 Kennington Park Road, London SE11 4BU, +44 (0) 20 7582 0866
Alternative languages
Home | Why check? | Who we regulate | Raising a concern | Contact us
Design & Technology by Reading Room



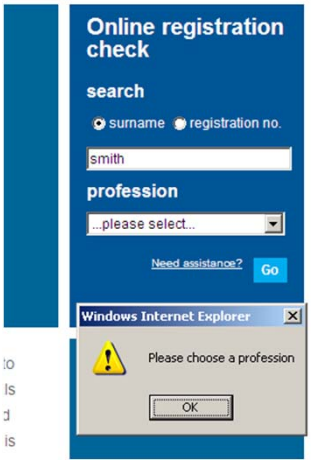
hpc health professions council

Improved search form

- The search form has been simplified, and now prevents users from entering invalid searches
- The site has been designed so that the search form is always visible throughout the site for quick access.



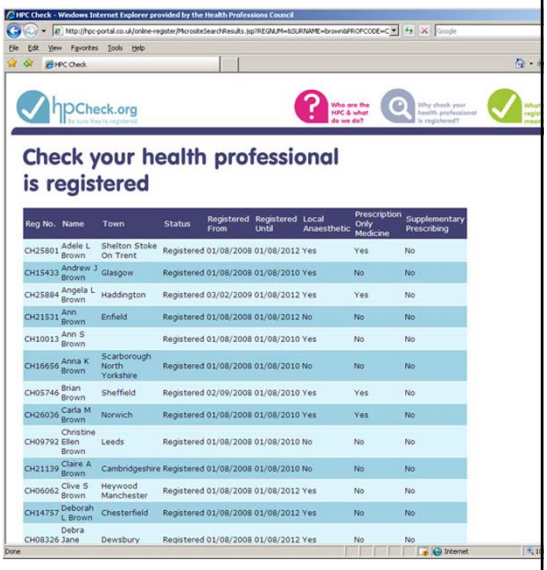
Form validation



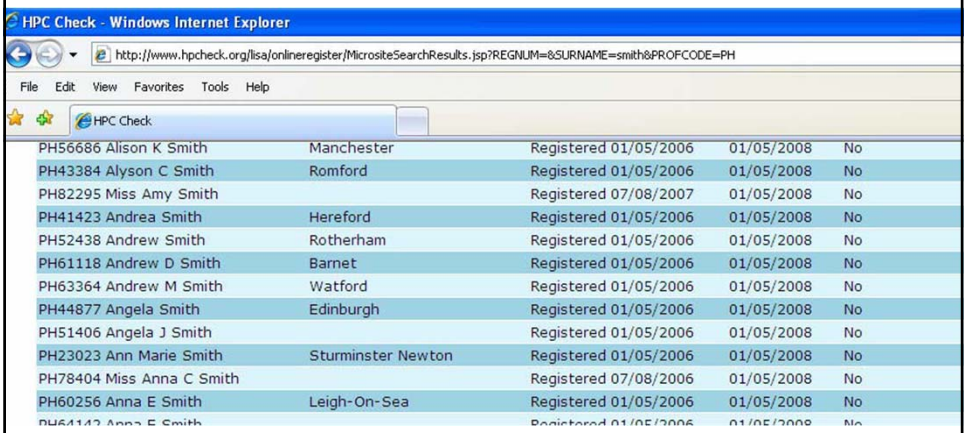
Search results

With the previous hpcheck site the user was presented with a long list of all results with all the data displayed on one long page.

Our feedback suggested that we needed to make this information more accessible, so we have implemented the following changes...

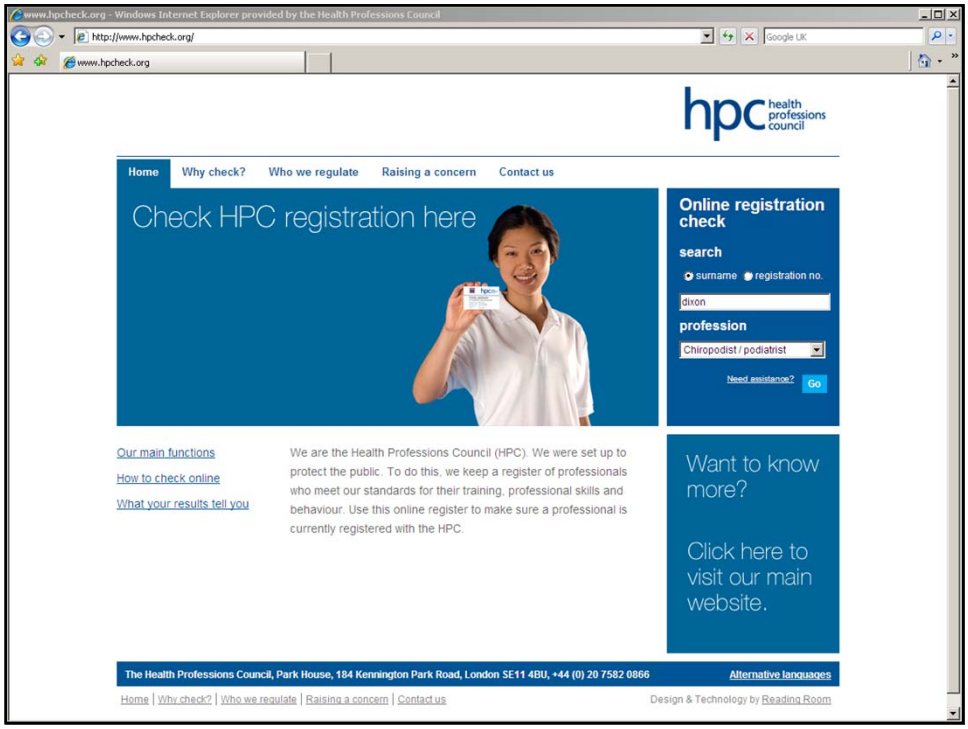


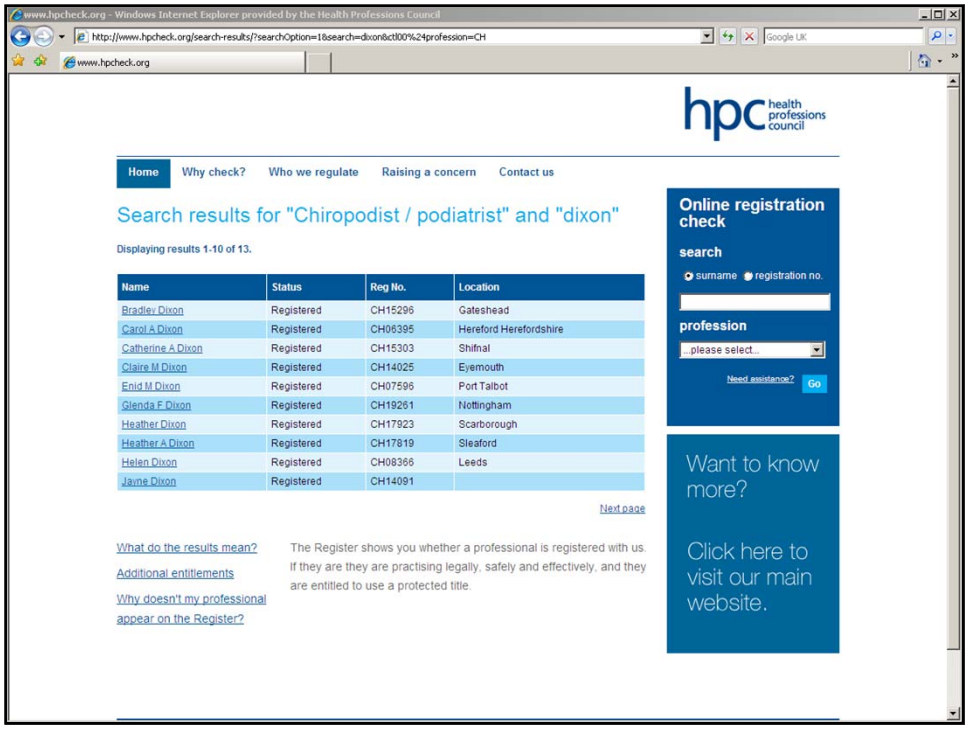
Old search results

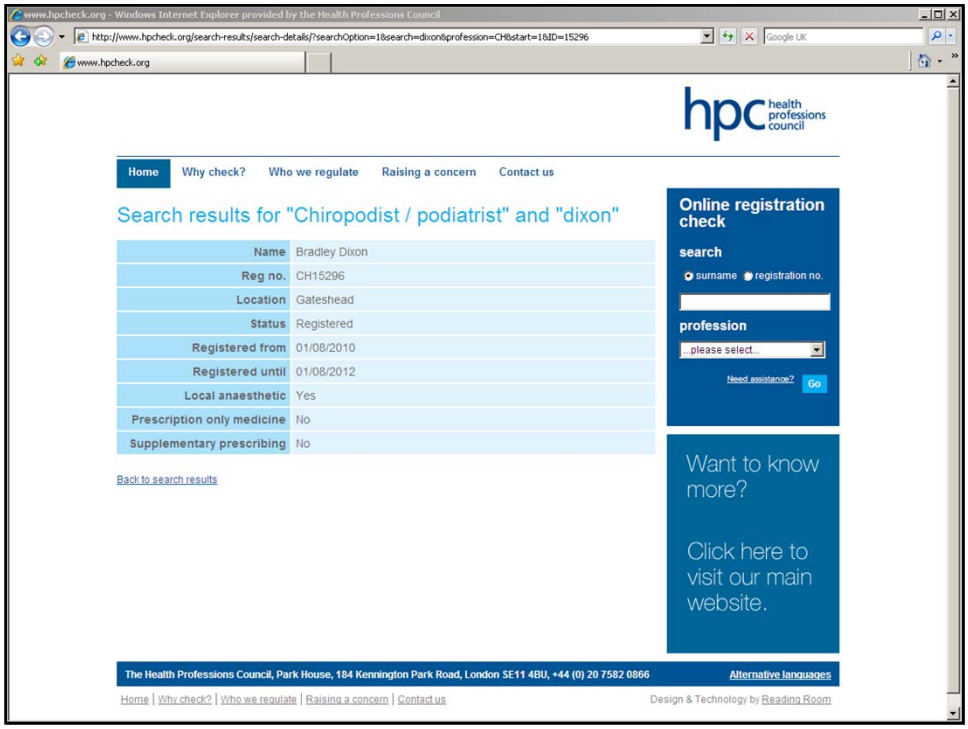


Clearer search results

- Search results now displays 10 results per page.
- Only the basic information is initially displayed.
- Option to click on individual record to view all other data related to that registrant.


www.hpcheck.org - Windows Internet Explorer provided by the Health Professions Council
http://www.hpcheck.org/
www.hpcheck.org
hpc health professions council
Home
Why check?
Who we regulate
Raising a concern
Contact us
Check HPC registration here
Online registration check
search
surname
registration no.
dixon
profession
Chiropodist / podiatrist
Need assistance?
Go
Our main functions
How to check online
What your results tell you
We are the Health Professions Council (HPC). We were set up to protect the public. To do this, we keep a register of professionals who meet our standards for their training, professional skills and behaviour. Use this online register to make sure a professional is currently registered with the HPC.
Want to know more?
Click here to visit our main website.
The Health Professions Council, Park House, 184 Kennington Park Road, London SE11 4BU, +44 (0) 20 7582 0866
Alternative languages
Home | Why check? | Who we regulate | Raising a concern | Contact us
Design & Technology by Reading Room


www.hpcheck.org - Windows Internet Explorer provided by the Health Professions Council
http://www.hpcheck.org/search-results/?searchOption=1&search=dixon&ctl00%24profession=CH
www.hpcheck.org
hpc health professions council
Home
Why check?
Who we regulate
Raising a concern
Contact us
Search results for "Chiropodist / podiatrist" and "dixon"
Displaying results 1-10 of 13.
Name | Status | Reg No. | Location
Bradley Dixon | Registered | CH15296 | Gateshead
Carol A Dixon | Registered | CH06395 | Hereford Herefordshire
Catherine A Dixon | Registered | CH15303 | Shifnal
Claire M Dixon | Registered | CH14025 | Eyemouth
Enid M Dixon | Registered | CH07596 | Port Talbot
Glenda F Dixon | Registered | CH19261 | Nottingham
Heather Dixon | Registered | CH17923 | Scarborough
Heather A Dixon | Registered | CH17819 | Sleaford
Helen Dixon | Registered | CH08366 | Leeds
Jayne Dixon | Registered | CH14091
Next page
Online registration check
search
surname
registration no.
profession
...please select...
Need assistance?
Go
Want to know more?
Click here to visit our main website.
What do the results mean?
Additional entitlements
Why doesn't my professional appear on the Register?
The Register shows you whether a professional is registered with us. If they are they are practising legally, safely and effectively, and they are entitled to use a protected title.



hpc health professions council

Suspensions now showing on the Register

- Following on from a report by CHRE, Council have decided that those registrations with suspensions or interim suspensions should be displayed on the Register.
- These statues will be highlighted in red, and a link to more information will be provided.
- Registrants with 'conditions of practice' or 'cautions' will be displayed in the same way.

- Caution

Name	Status	Reg No.	Location
Jennifer Ravenhill	Registered Cautioned (expires 06/06/2013, details)	PYL20775	

- Conditions of practice

Name	Status	Reg No.	Location
Elizabeth A Carey	Registered	PH31631	Cheshire
Gillian R Carey	Registered Conditions of Practice (expires 01/06/2012, details)	PH83749	Bishops Stortford Herts
Jane Carey	Registered	PH82627	

- Suspension

Name	Status	Reg No.	Location
Brendon Stubbs	Deregistered Suspension (details)	PH65970	Northampton
Carla K Stubbs	Registered	PH70506	Poole
Celia C Stubbs	Registered	PH77806	Grootfontein

- Interim suspension

Name	Status	Reg No.	Location
Guy Dodgson	Registered	PYL04459	
Philip Dodgson	Deregistered Interim Suspension (details)	PYL04460	Hove

Who doesn't show on the Register?

- Lapsed
- Struck-off

Search results for "Operating department practitioner" and "Garbett"

Displaying results 0-0 of 0.

No professionals were found that matched the parameters given

RSS feeds

Social media

Facebook

Purpose of Facebook:
Prompt and digitally engage registrants, stakeholders and the public to visit the website as well as provide an alternative channel for HPC updates.

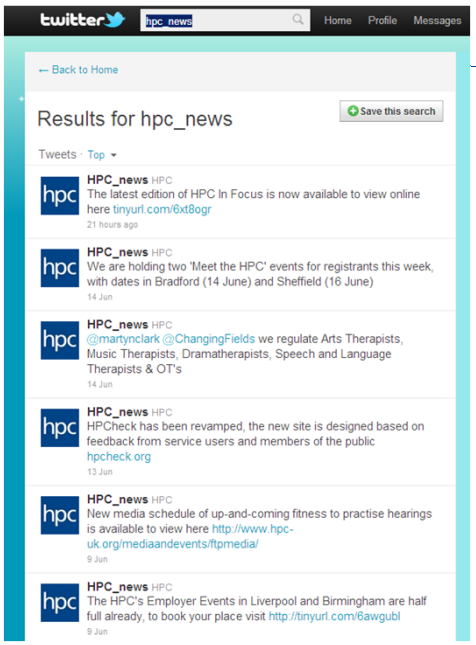
- **176** likes on Facebook
- **639** visits from Facebook to the HPC website

Twitter

Purpose of Twitter
Sharing news with registrants, decision makers, informers and influencers

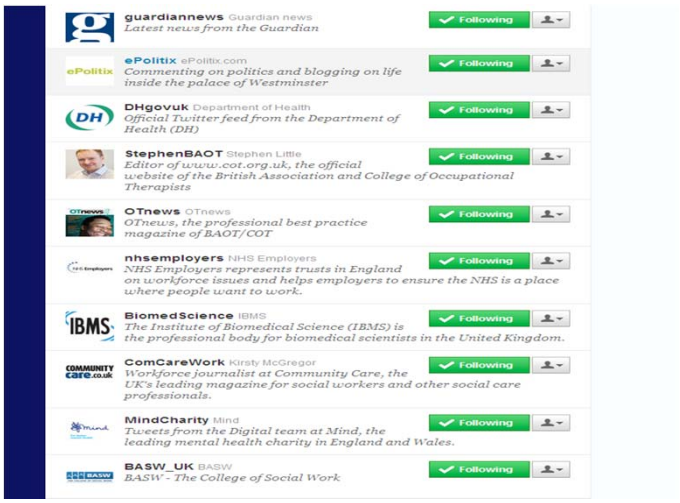
- **197** followers on Twitter
- **53** visits from Twitter to the HPC website

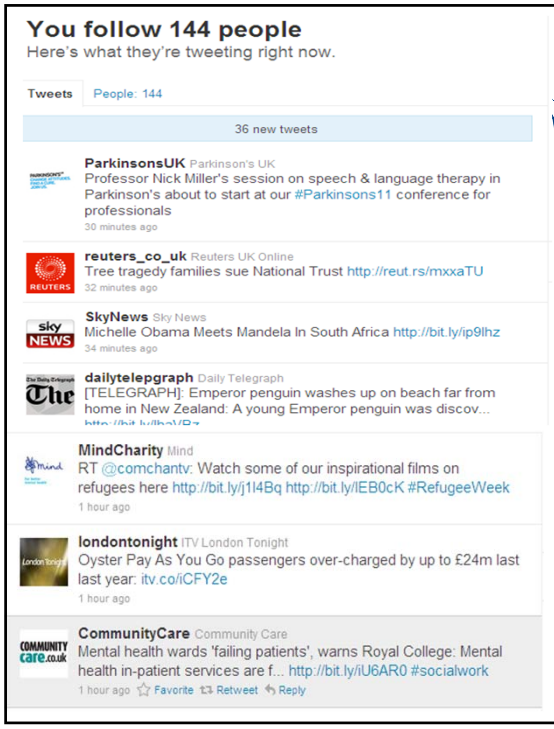
HPC tweets



@mentions

Following the HPC





We are following

LinkedIn

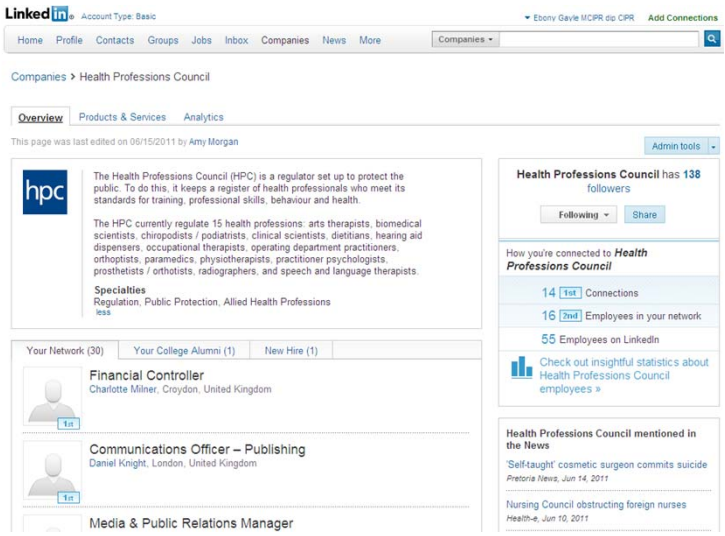
LinkedIn: Information page

138 followers

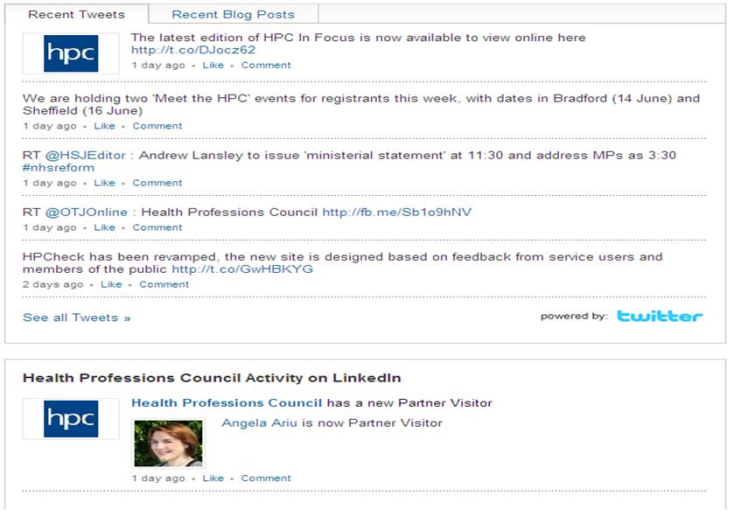
30 members – employee's linked by default.

The page is linked to our tweets and our blog. It also picks up mentions of HPC in the media.

LinkedIn



LinkedIn



Social media content planner

	Comms – Media – FTP scheduled			Our website has been updated with the latest media FTP schedule highlighting upcoming hearings. Visit www.hpc-uk.org
June	Post reg qual outcomes from consultation. Registrations – Paramedic and orthoptist registration renewal begins Comms – Publication of HPC In Focus (3 June) Comms – Events: - UKRC Manchester 6-8 - Meet the HPC – Bradford (14 June) - Meet the HPC – Sheffield (16 June) - COT Brighton (28 June – 1 July) Comms – Media – FTP scheduled (weekly)	Twitter, FB Twitter & FB		Announce results (tbc) Announce start of registration renewal process and promote online renewals Announce publication of In Focus (highlight key story HPC will be exhibiting at xxx in xxx @ the xx from xx – xx come and visit us at stand Xx HPC Registrants - meet the HPC event is taking place see our website for more info Our website has been updated with the latest media FTP schedule highlighting upcoming hearings. Visit www.hpc-uk.org
July	Registrations – Prosthetists / orthotists, Clinical scientists and SLTs registration renewal begins	Twitter, FB & LinkedIn		Announce start of registration renewal process and promote online renewals

HPC BLOG

Protecting the public
Regulating health professionals

03 JUNE 2011

BLOG update: Stop kissing the carpet

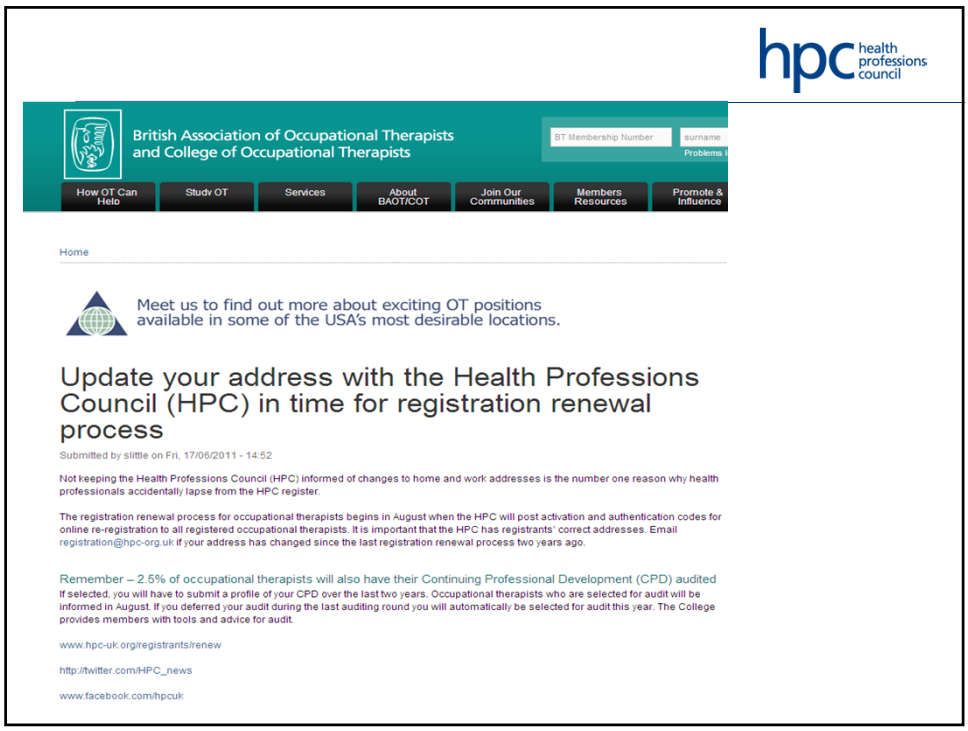
Panorama programmes have a reputation for shocking audiences. Last nights's programme, 'Undercover care' was no exception. It told the story of systematic abuse in a residential care home for people with learning disabilities through graphic, disturbing footage, secretly filmed. Restraint of the 'patients' included a routine called 'kissing the carpet', in which vulnerable young disabled adults were pinned to the floor, sometimes under a chair, with their hands pinned under the feet of a support worker. The programme reported weeks when 24 such restraints took place – when one would have been shocking enough on its own. Professor Jim Mansell, one of the UK's authorities on caring for people with learning disabilities and author of numerous reports and studies, was interviewed on the programme. He described the pattern of abuse as one he recognised - in which a senior long serving unqualified member of staff creates the model for others to follow, and no-one dares to challenge or report such abuse to the outside world.

LINKS

About the HPC
Check the HPC Register

BLOG ARCHIVE

▼ 2011 (3)
▼ June (1)
BLOG update: Stop kissing the carpet
► April (1)
► February (1)
► 2010 (7)
► 2009 (4)


hpc health professions council
British Association of Occupational Therapists and College of Occupational Therapists
BT Membership Number
surname
How OT Can Help
Study OT
Services
About BAOT/COT
Join Our Communities
Members Resources
Promote & Influence
Home
Meet us to find out more about exciting OT positions available in some of the USA's most desirable locations.
Update your address with the Health Professions Council (HPC) in time for registration renewal process
Submitted by slittle on Fri, 17/06/2011 - 14:52
Not keeping the Health Professions Council (HPC) informed of changes to home and work addresses is the number one reason why health professionals accidentally lapse from the HPC register.
The registration renewal process for occupational therapists begins in August when the HPC will post activation and authentication codes for online re-registration to all registered occupational therapists. It is important that the HPC has registrants' correct addresses. Email registration@hpc-org.uk if your address has changed since the last registration renewal process two years ago.
Remember – 2.5% of occupational therapists will also have their Continuing Professional Development (CPD) audited
If selected, you will have to submit a profile of your CPD over the last two years. Occupational therapists who are selected for audit will be informed in August. If you deferred your audit during the last auditing round you will automatically be selected for audit this year. The College provides members with tools and advice for audit.
www.hpc-uk.org/registrants/renew
http://twitter.com/HPC_news
www.facebook.com/hpcuk