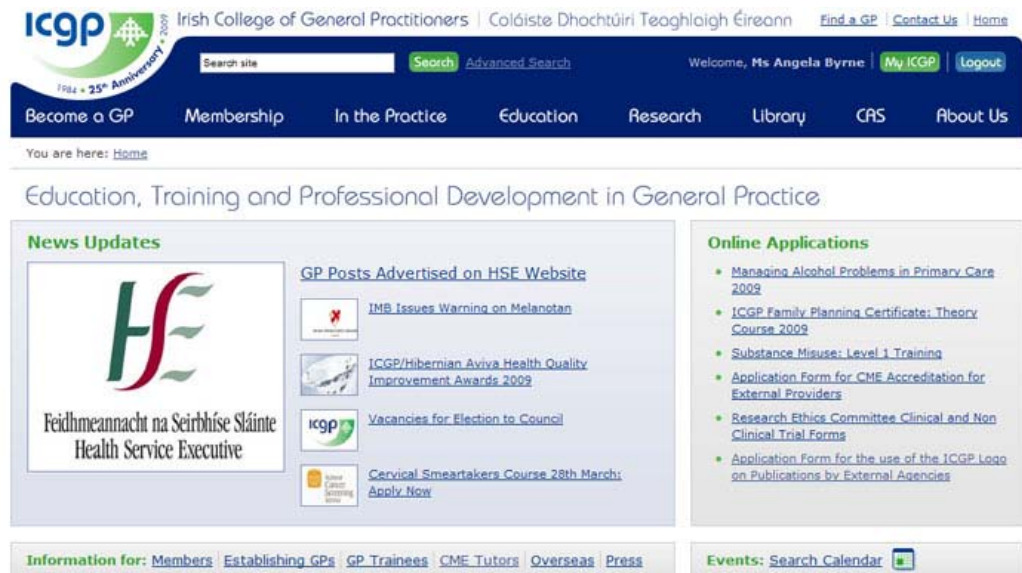# College Website

AUTHOR | ANGELA BYRNE, WEB & COMMUNICATIONS MANAGER

INTRODUCTION

The College website project is responsible for the development and management of the ICGP website – www.icgp.ie - in line with the strategic direction of the College. The project aims to create a comprehensive content resource enabling the dissemination of information to members and wider audience. The College website also enables members to make communication and interaction with the College more convenient and efficient as well as marketing and promoting College activities.

Other Members of Project

Ionic, the College's web development company, and Sandra Rooney, SMR Consulting, who provides consulting and project management of web projects requiring integration with the College's membership database.

PROJECT ACTIVITIES

- Daily update of website to keep information up to date and relevant.

- Technical support for ICGP members and users of the website.

- Project management of web developments and liaison with Ionic Ltd and SMR Consulting.

- Formatting of publications for the website.

- Liaison with various College groups (administrators, project directors, committees etc), management of each group's section and communication regarding website developments and tools.

- Creation of online repository of documents so that all staff can locate most recent version of all documents quickly and easily.

- Online marketing and promotion of College events and conferences.

- Presentation of College material in an online, user friendly manner.

- Keep up to date with IT developments and advise College of same.

WEBSITE STATISTICS | OVERVIEW

The busiest month was January 2010. This is due to the GP training intake and MICGP examination online applications. A page view refers to the number of individual pages visited during a month; unique visitors count the number of times individual users access the website while visits records the number of visits that those users made.

	May 2009	**June 2009**	**July 2009**	**Aug 2009**	**Sep 2009**	**Oct 2009**
Page Views	155,011	138,386	147,814	149,141	169,941	204,233
Visits	25,546	24,608	28,994	25,224	28,027	31,207
Unique Visitors	11,282	10,509	11,302	11,131	11,823	13,151

	Nov 2009	**Dec 2009**	**Jan 2010**	**Feb 2010**	**March 2010**
Page Views	239,415	166,111	277,970	231,393	242,417
Visits	33,167	25,447	37,533	33,905	37,687
Unique Visitors	13,356	10,426	14,205	13,594	15,076

CURRENT STATUS

There have been a number of developments during the year May 2009 to April 20010.

GP Training Programme Intake 2010

In January 2010, this year's GP training programme intake took place entirely online. 349 applicants applied for 157 available places using the system. This is the sixth consecutive year that the application process has taken place online.

MICGP Examination Intake 2010

For the fourth year running the MICGP examination application process was conducted online via www.icgp.ie. This has proved to be very efficient process and the feedback from examination candidates has been very positive. The projected figure of candidates who will sit the MICGP examination 2010, based on the online applications is 372.

Quality Control of Website

In 2007 we bought the services of Site Improve a company that provides internet-based tools and services for the management and maintenance of websites and intranets. The ICGP website comprises 2,300 pages with over 5,000 links to outside websites which constitute a huge site to maintain. We have purchased the Site Check module for the ICGP website which checks the entire site for errors in spelling, links and accessibility. Site Check provides instructions of why and where issues occur, and clear recommendations on how to fix them and has greatly improved quality control on the website.

E-learning

Courses

During 2009 the e-learning department was busy modifying the current therapeutics course to allow for audio-visual material and improve the interface when accessing current materials. In addition, audio-visual materials were added to the new Diploma in Muscoskeletal Examination and Injury Management Course.

Substance Misuse

In 2008 an online e-learning course for Level 1 Methadone Training Course was launched. This development was followed up in 2009 with the introduction of a new online CME lecture on the topic of Methadone Maintenance Therapy and presented by Professor Tom Fahey. This lecture replaces the traditional classroom lecture format previously used. This new delivery method will allow a greater number of GPs to access the CME regardless of location. A new lecture will be provided on a quarterly basis. See www.icgp.ie/substancemisuse for more details.

E-learning in the Future

During 2009, the Website department commissioned an outside report on the provision of e-learning services by the College. The report, created by Neil Carrick an e-learning consultant, provides an overview of e-learning at the ICGP and makes a number of recommendations on the implementation of e-learning at the College. The report concludes that while e-learning will not meet all the College's education and training needs, it could and should play a larger role in addressing those needs and enhancing the College's ability to offer the training its members and other healthcare professionals require. During 2010 we will be looking at the report in detail and will work up a strategy on e-learning going forward.

Software

During 2009 we investigated a number of e-learning software products to ascertain if they would enable us to produce e-learning content in-house using ICGP resources, rather than outsourcing to external companies. During the summer of 2009 the e-learning and web departments used Camtasia Studio to create online videos for participants on e-learning courses. The videos created explained to users how to logon to the website and use the e-learning section. We also investigated a number of Adobe products such as Adobe Presenter and Adobe Connect as well as e-book technology. We also secured large educational discounts of between 50-70% for the purchase of these software packages. During 2010 we will develop a pilot product using these tools and examine their use for the future.

Classifieds

In October 2009 the web department launched the ICGP classifieds service at www.icgp.ie/classifieds. This service was developed in conjunction with Dr Sinead Murphy, the NEGs project director, in response to feedback arising from the 2009 AGM. The ICGP classifieds section allows members to advertise posts in their practice (short-term and long-term) to an ideal target audience of available highly qualified GPs throughout the country. GPs can also advertise their availability for work and searches can be done by location and/or special interests. There is a facility to search for GPs interested in passing on a practice, or GPs looking to take over a practice. This is tied in with the 'Partnership Available' and 'Partnership Wanted' categories.

The service is free to members of the College and non members can pay €250 to place their advert online for 2 calendar months. Adverts can be placed online using a simple online or by post/fax using a form. Classifieds are verified by ICGP administrators before going online. To date feedback has been very enthusiastic from users.

Find a GP

In March 2010 an upgraded Find a GP directory was launched on the ICGP website (www.icgp.ie/findagp). The Find a GP directory is a service for members of the College. Members can advertise their practice details online at www.icgp.ie/findagp to enable the public to find their practice. As well as allowing more practice information to be added by each member it also allows members to update their information quickly and easily using a simple online form. This information is verified by an ICGP administrator before updating the online directory and the College's membership database. This will ensure that the directory is as up to date as possible, and removes the current double-entry system, thus streamlining administrative effort. Details that can be updated:

- Exclude/Include details online

- Name

- Practice address details

- Telephone number

- Fax number

- Email address

- Special interests

- Practice services

- Location using Google maps

- Practice opening hours

- Wheelchair accessibility

Intranet

The Web & Communications Manger and Sandra Rooney have been working on an intranet/extranet on the ICGP website. Throughout 2009-2010 we have been adding information on all College tasks, job responsibilities, protocols and manuals and would display the relevant information according to a user's role. The intranet will also improve internal communications and allow HR/Management to plan resources better and assist in the induction of new staff. It is hoped to launch this service in May 2010.

Online Search

The ICGP website has grown from a simple website to a large website portal. The website contains approximately:

- 4,000 pages

- 5,000 links

- 800 attached documents

As a result we have received a lot of feedback that items can be difficult to locate. We have a good navigation structure and search engine but the site has outgrown these tools. Live Searching is a new type of dynamic search. As the user types in their search query, the search results continually change to show all valid results. The search concludes when a result is chosen. Google.com uses this functionality on their Google toolbar. There are several benefits of live search over the conventional style:

- Browsing and searching can be combined.

- Users can find what they are looking for quickly and easily.

- Search proceeds more quickly because no explicit submission is required. The results are ready almost immediately.

- There's no page reload, so the interaction feels smoother - results are updated, but the input query is completely unaffected.

Work on the search began in November 2009 and we hope to have the service available at the end of 2010.

A-Z Listing

Another issue is that everyone has their own way of navigating through websites. Some people use the menu structure, others use the search facility, and some use Google, while others prefer A-Z listings. It is important that we provide a variety of ways to find information to suit all possible users. An A-Z listing would provide an A-Z listing of all sections of the ICGP website and would act as another navigation route through the website.

For example, if a person wanted to look for the Management in Practice section instead of using the search facility or the menu to navigate to the section they could click on the A-Z, click 'M' and then navigate to the Management in Practice link. Development of the A-Z will begin later this year.

Clinical A-Z

A clinical A-Z is very similar to the A-Z above except that it would also contain a sub-set of clinical categories. For example, if you clicked on 'A' a list of categories such as 'Aged Care' and 'Asthma' would appear. Under each category a listing of all available resources for this category would be displayed. This would allow our users to find information quickly on a particular topic and would include ICGP publications, quality in practice impact documents, ICGP projects/courses, CME bids, research papers and outside publications listed in the ICGP library catalogue. Development of the Clinical A-Z will begin later this year.

Library

We have begun a series of amendments to library catalogue to make more user-friendly an interactive, and to promote the library service as the key source of health information for all GPs. Amendments include:

- Integrate the library search with the main website search.

- Improve the interface of the library catalogue.

- Improve the interface of the search results.

- Improve the administration system to streamline the work of the ICGP librarians.

- Add personalised content.

- Add RSS/News Feeds – allow users to amend the feeds they receive.

- Highlight Search terms as current site search feature. This is essential as it will help users to identify the relevant articles/publications more easily. The abstracts for publications can be quite long.

Core Curriculum

In December 2009 Dr Margaret O'Riordan asked the Web Manager to look into improving the interface of the online core curriculum and to integrate a visual learning aid developed by Dr Tony Tee, a GP Trainer from Waterford.

A series of improvements are planned for development in 2010. We intend to redesign the core curriculum to make more user friendly and easy to navigate. Flash authoring software, Ajax and JavaScript programming languages will also allow for the development of an enhanced user interface and a dynamic experience. This will allow users to find what they need more quickly and easily.

We will also be linking learning outcomes to useful resources in conjunction with the ICGP librarians and will improve the learning plan for trainees.

Exam Orientation Course

We are currently working on an interactive e-learning course for participants of the MICGP exam 2011. This online course will give guidance on preparing for all 4 modules of the exam and will give information on the new formats coming into effect in 2011. This course will be launched in September 2011.

FUTURE PLANS

Event Calendar

To make changes to the current event calendar search, search fields and layout to make more user-friendly and easier to find relevant events.

Modularisation of Current E-Learning Courses

To restructure the current elearning courses and modularise the current courses. This would allow users to choose a topic of interest and complete online with an MCQ style of assessment and gain CME points. If users complete all topics assigned to a course they would also get the relevant certificate or diploma.

Communications & Public Relations

AUTHORS | DR MEL BATES, CHAIR OF COMMUNICATIONS COMMITTEE AND ANGELA BYRNE, WEB & COMMUNICATIONS MANAGER

The communications and public relations role is undertaken by Dr Mel Bates (Chairman Communications Committee) and Angela Byrne (Web and Communications Manager). We wish to thank the wide range of members who facilitated interactions with the media over the past year

SUMMARY OF THE COMMITTEE

The role of the Chair of Communications is to enhance the standing of the College and GP colleagues in the eyes of the public. While GPs are no longer held in automatic esteem by virtue of their position of authority in society, they still enjoy a satisfaction rating from the public which is the envy of other professionals. A better informed and more assertive public means they and the media will question and criticise GPs as they see fit. Rather than see this as a threat to our position in society or a blow to our personal morale, it is simply a symptom of a more questioning age and we need to get used to it. As with all public discussion, some of it will be fair and some unfair, some of it informed and some of it poorly researched and prejudiced.

2009 has been an exceptional year for the College in the area of its public profile primarily due to Swine Flu. This has stress tested our panel of GPs who are ready to go on national TV and radio at short notice. They performed well and the members owe them their gratitude for enhancing the public image of GPs as problem solving professionals.

The reasons the media choose to ask the College their opinion are relevance, convenience, past experience with our systems and the need to meet deadlines. In response to this, the Chair of Communications needs to fulfill the following:

- Rapid response to email, text and telephone contacts from Angela Byrne who coordinates all press requests to the College.

- Maintain up to date awareness on a range of health topics and the agreed College response. On controversial topics, the Chair needs to remember the range of opinions held by the full membership.

- Facilitate journalists as well as possible while keeping the needs of one's patients your main priority.

- Liaise with the Chair and CEO as appropriate. Seek the opinion of the members of the Executive to guide future press statements.

PROJECT ACTIVITIES/TASKS

- Represent the College on all national and regional media.

- Liaise with the College Officers and Executive on the College's position on issues.

- Liaise between journalists and College spokespersons and personnel.

- Organise and facilitate media coverage for the AGM and other College meetings and events.

- Develop and maintain a communication process embracing College staff/projects, faculties and members.

- Organise workshops in media skills for College spokespersons.

- Collate monthly College news for Forum.

- Facilitate meetings of Editorial Board of Forum.

MEDIA RELATIONS

Material Sent to the Media

Press releases and photographs issued to the media:

- ICGP AGM, May 2009.

- NEGs Director Appointment.

- ICGP Summer School, June 2009.

- Launch of ICGP/RCSI Muscoskeletal Course, September 2009.

- ICGP/NAGPT Conference, October 2009.

- E-learning Workshop, October 2009.

- MICGP Graduation, October 2009.

- Practice Staff Course, October 2009.

- ICGP NEGs Conference, November 2009.

- 25th Anniversary Celebrations, November 2009.

- Muscoskeletal Course Workshop, November 2009.

- Scales Graduation, December 2009.

- The ICGP Welcomes the Report on General Medical Practitioners Published Today by the Competition Authority

- Muscoskeletal Course Workshop, January 2010.

- GP Trainers Workshop, February 2009.

- Joint ICGP/HSE Statement about Expansion of GP Training Places.

Media Queries

The media desk was exceptionally busy during the 2009-2010 periods with an average of 30-40 queries per month. Each month media reports are prepared for College officers. A full report for 2009 – 20010 is available on request.

A number of important topics were in the spotlight this year which resulted in the College and general practice being called on to give their comments and opinions. This also led to a number of high profile appearances especially on television for our College spokespersons, a sample of which are available below:

July – December 2009: Swine Flu Pandemic

The key topic during 2009 was the swine flu pandemic. This subject resulted in numerous queries to the College during the months July to December.

- July 2009, TV3 News:
  http://www.tv3.ie/article.php?article_id=18176&locID=1.2.139.&pagename=home

- July 2009, RTE News: http://www.rte.ie/news/2009/0729/6news_av.html?2587471,null,230'

- July 2009, Primetime, RTE: http://www.rte.ie/news/2009/0723/primetime.html

- August 2009, TV3 News, http://www.tv3.ie/news.php?video=12629&locID=1.2.141

- October 2009, Primetime, RTE:
  http://www.rte.ie/news/2009/1027/primetime_av.html?2637374,null,230

November 2009 – Depression

Another important and sensitive topic was covered in November on depression. This resulted in two contributions to RTE's Primetime programme and an appearance on the Late Late Show.

- September 2009, Primetime, RTE: http://www.rte.ie/news/2009/0908/primetime.html

- October 2009, Late Late Show, RTE: http://www.rte.ie/tv/latelate/20091002.html

Other important topics included:

- Changes to CervicalCheck system, September 2009.

- Report from the Competition Authority's report on GP Services, January 2010.

- ▪ GP Referral Letters in Tallaght Hospital, March 2010.

- ▪ Increase in GP Training Places, March 2010.

Dr Mel Bates was also a frequent contributor to the Irish Times Health Supplement on a number of clinical topics, the Eamonn Keane Show on Newstalk FM, the Drivetime programme on RTE Radio 1 and the Health Supplement on the Irish Times. In addition, he appeared on a DVD for the Irish Hospice Foundation on integrated care for the terminally ill. He also took part in a pilot programme for a consumer programme with Keelin Shanley and Eddie Hobbs on GP fees.

Media Training

The Communications Department ran a number of Media Skills Training days for general practitioners interested in representing the College on local and national media. A basic and advanced course were held in the College in June 2009 and were run by the experienced broadcast journalist Aileen O'Meara, formerly RTE Health Correspondent, and tailored the courses to the College's needs. A refresher course was held in November 2009 and allowed participants to further develop their skills in this important area. The College now has a pool of trained and experienced people to call upon when approached for comment by the media.

Media Watch

In November 2007 we entered into a contract with Electric Search an online search engine. This search engine monitors Irish press for media reports relevant to the ICGP. It then automatically alerts us via email and brings us directly to relevant articles. This has allowed us to keep track of all media reports on the ICGP and general practice issues.

COMMUNICATION WITH MEMBERS

Emails to Members

The following topics have also been emailed to members since April 2009:

Title	Date	Audience
ICGP Educational Course Prospectus 2009-2010	27/05/2009	ICGP Members
Summer School Newsletter	09/06/2009	ICGP Members & Trainees
Faculty Members - ICGP Summer School 23rd-26th June 2009	16/06/2009	Wexford, Waterford, Carlow & Kilkenny faculties
ICGP Impact Documents - available to members at WWW.ICGP.IE/IMPACT	22/06/2009	ICGP Members

MICGP examination results and election to membership of the ICGP	23/06/2009	4th year GP Trainees
Letter and algorithm from the HSE and DoHC regarding policy changes in clinical and public health management of Influenza A(H1N1)v	15/07/2009	ICGP Member
Barnardos distribution letter	16/07/2009	ICGP Member
H1N1 "Swine flu" - update	17/07/2009	ICGP Member
Closing date for registration for ICGP musculoskeletal examination and management - August 21st	07/08/2009	ICGP Member
ICGP Network of Establishing GPs	26/08/2009	NEGs Members
E- Learning Courses 2009-2010 - Reminder	03/09/2009	ICGP Members & Trainees
Notification to Members re Directory Promotions and Novachannel	04/09/2009	ICGP Members
ICGP Raises Concerns with National Cervical Screening Programme	22/09/2009	ROI Members & Trainees
ICGP Statement - Invitation for GPs to participate in the Pandemic (H1N1) 2009 (Swine Flu) Vaccination Programme	02/10/2009	ROI Members
ICGP Network of Establishing GPs survey update	06/10/2009	NEGs Members
Update on H1N1	23/10/2009	ROI Members
Cervical Smear Theory Course November 09	03/11/2009	Cavan, Louth, Meath & Monaghan Faculties
ICGP Network of Establishing GPs	04/11/2009	NEGs Members
Free Online Classifieds Service Launched by the College	04/11/2009	ICGP Members
Bulletin on Pandemic Vaccination Campaign	12/11/2009	ROI Members
Memorandum of Understanding between An Garda Síochána and the HSE on Removal to or Return of a person to an Approved Centre in accordance with Section 13 & Section 27, and the Removal of a person to an Approved Centre in accordance with Section 12, of the Mental Health Act 2001	16/11/2009	Mental Health Forum Group
Report is the first of a series on cancer trends in Ireland from the National Cancer Registry	04/01/2010	ICGP Members
Advanced Teaching Skills Course for Teachers and Trainers	28/01/2010	GP Trainers

in Family Practice		
NEGs Dublin Regional Meeting, Wed 17.02.10	08/02/2010	NEGs Members
NEGs Regional meetings	12/02/2010	NEGs Members
IMO GP MEETINGS 5/6 MARCH 2010, CROKE PARK CONFERENCE CENTRE, DUBLIN	01/03/2010	NEGs Members
Email to members re ICGP Appointment - Head of Quality & Standards	01/03/2010	ICGP Members
ROI Travel Bursary	04/03/2010	NEGs Members
Dun Laoghaire Faculty meeting	08/03/2010	Dun Laoghaire faculty

ANNUAL NEWSLETTER TO MEMBERS

The third annual newsletter to members was distributed in December 2009 and outlined the main activities in the College throughout the year. The College received good feedback about the newsletter and members felt it was a good way to communicate College activities.

COMMUNICATIONS ACTIVITIES

Forum

Angela Byrne continued to collate monthly Forum news from ICGP staff, members and Committees. A meeting of the Forum Editorial Board was organised in April 2009 and a new board appointed.

Intranet

As detailed in the website annual report, the Web & Communications Manger and Sandra Rooney have been working on an intranet/extranet on the ICGP website. The intranet will also improve internal communications and allow HR/Management to plan resources better and assist in the induction of new staff. It is hoped to launch this service in May 2010.

NEGs Welcome Pack

The Communications Manager, in collaboration with the Director of the Network of Establishing GPs compiled a welcome pack for establishing GPs. The purpose of this document is to inform establishing GPs of the activities of the College and the benefits to members. It highlights services and sections of the website which are of interest to those establishing in practice.

The Communications Manager has also compiled a GP Trainee Welcome Pack to educate new GP trainees on the services of the College which they can benefit from. It is hoped to distribute this welcome pack with the new trainees in July 2010.

25ᵗʰ Anniversary Publication

The Web and Communications Manager was a member of the Editorial Committee which produced a special 25ᵗʰ anniversary publication to celebrate the College's 25ᵗʰ anniversary and celebrate its achievements.

In-house Development of Materials

The Communications Manager is currently working with an external designer with a view to creating a number of templates for in-house use. These include publications, application forms, brochures, conference programmes and course prospectuses. A series of training sessions will also be organised to train in-house staff on how to update documents and create professional looking material. It is hoped that this development will help the College to have a more professional image and to reduce the cost of design and printing of material.

FUTURE PLANS

- Reactivate the network of GPs who used feature on local radio on a regular basis in the past.

- Update College database - useful contacts by area of interest.

- Update College website (MyICGP, Membership areas).

- Creation of email newsletters to in-house and external groups.

- Media training for College spokespersons.