Public Name Guidance

How DoS Public Name
interacts with NHS 111 online

**Improving lives with
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Contents

Background

NHS 111 online is an unassisted digital triage service. It should make sense to everyone, including those with low digital and health literacy levels. There is no opportunity for a health adviser to translate uncommon terms or acronyms.

We have evidence that users are confused by content in the public name field as it's often not presented in an understandable way. This makes choosing the right service more difficult.

Profiles containing the 'digital referral' role need simple, clear names for use on 111 online and this field should only be used for the public. (The service name field can be used for everyone else.)

How to use the public name field

Use easily recognisable and understandable names for 'go to' services

- **Do** name the service as it is known to the public or would make sense to them as it matches signage. This is referred to as 'the name above the door' for services users visit.
- **Don't** use any content that is only meaningful to an internal audience.

Examples

Rather than:

| Tenbury Wells Minor Injury Unit, Worcestershire (ED 1 Hr)	✖

Use:

Tenbury Wells Minor Injury Unit	✔

Tip: Search for any service someone can visit on the NHS.UK website service finders and copy how it's used there.

Live example:

Here is a pharmacy returning for a Dx28 in Leicestershire. The public name includes acronyms and address information. You can see how confusingly this displays for a 111 online user.
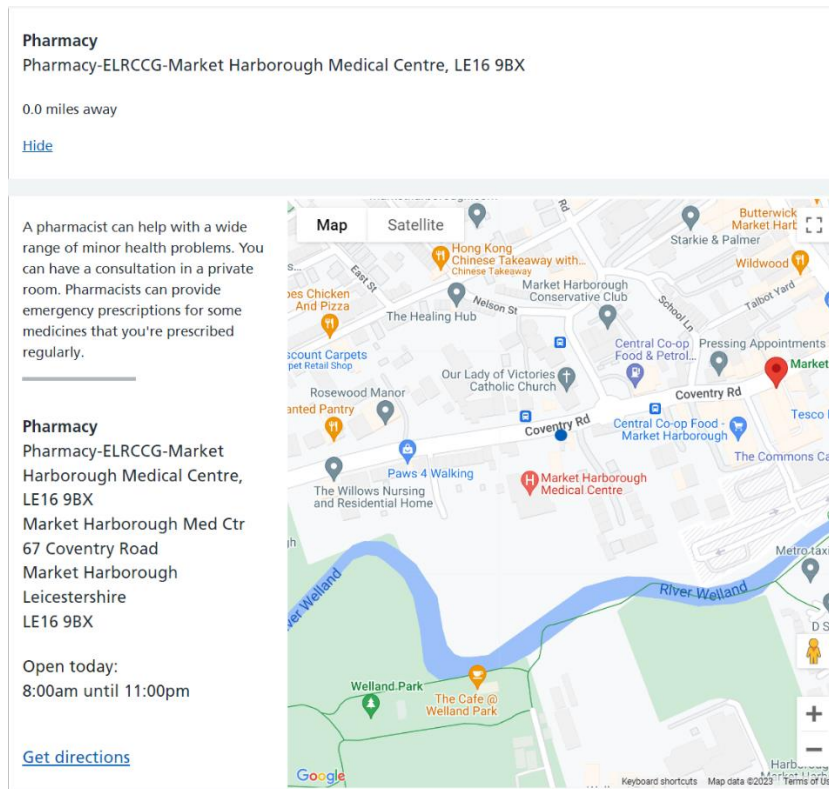
This pharmacy should ideally be entered as Market Harborough Pharmacy in the Public Name field.

Call-back services and telephone services

Services that require a user to phone them need to be clearly described in the Public Name field as this information will be presented to users.

Services that offer call-backs have their public name suppressed when presented by 111 online, therefore these types of phone services should just be named **Clinical Assessment Service** or **GP Out of Hours Service** with no other detail required, _unless it will help a user decide what to choose_. For example, if more than one GP out of hours service is profiled (because of a shared partial postcode) then it is advisable to be specific about the difference so a user can decide which one to call.

Keep service names as simple as possible

Always keep the public name as simple as possible.

Examples:

Gateshead Urgent Treatment Centre	✓

Manchester Royal Infirmary Emergency Department	✓

Don't add the service type as a prefix. This is another common problem and just gets in the way.

Rather than:

Dentist - Victoria Dental Practice, Southsea	✘

Use:

Victoria Dental Practice	✔

Don't use the public name field to add instructions

For example: '**No booking**', '**catch all**' '**x-ray available on [day]**','**under 18s only**' '**(in hours)**' - there is no need to add this detail as the service returned will already be appropriate to the Dx outcome and it's not usually appropriate to show these instructions to the public.

Examples:

Southport Hospital (Adults Only 16+)	✘
Southport Hospital	✔

Greater Manchester Alliance Emergency Dental Service (In Hours)	✘
Greater Manchester Alliance Emergency Dental Service	✔

Tip: Information about the service type and what it does is presented separately on 111 online. There is no need to include this in the public name field.

Don't include address information in the public name field

This is the most common problem for 111 online service display. The full address will automatically be displayed directly below the service name on the 111 online screen.

Examples:

Billsons Opticians, High St, Clare	✘
Billsons Opticians	✔

Lloyds Pharmacy, Stevenage	✖
Lloyds Pharmacy	✔

Well Pharmacy Caster on Sea, Great Yarmouth	✖
Well Pharmacy	✔

Make names consistent

Where possible, make the public name consistent with what is on NHS.UK service finders so that it's helpful for users.

Do call the same service on 111 online by the same name - particularly organisations that have a large number of similar profiles.

Examples:

'Boots the Chemist', 'Boots', 'Boots UK Limited', or other variations	✖
Boots Pharmacy	✔

Specsavers Opticians	✖
Specsavers	✔

Don't use special characters

Special characters such as apostrophes, dashes and ampersands (&) do not always display correctly, for example '&' sometimes displays as '&'

Don't use brackets in the public name field (they are usually used to expand an acronym which shouldn't be used at all, see below).

Don't use acronyms or abbreviations

Don't use any acronyms or abbreviations in the public name field, for example:

- GP OOH
- MECs

- UTC

- WIC

- MIU

- ED

Spell all acronyms out. Even acronyms in common use like 'A&E' can be unfamiliar to some users.

Pay attention to capitalisation

Never use full caps.

Do use sentence case where possible (i.e. only capitalise proper nouns).

111 online uses minimum capitalisation as user research has shown that too much capitalisation distracts the user. The public name field style should match.