The NHS website's service proposition

The NHS website is designed to meet the requirements of those with health or care needs, either directly (e.g. patient or service user) or indirectly (e.g. carer).

This proposition sets out what information, advice, data and services are hosted by the NHS website and provides guidance about what should be published on the NHS website or not. This proposition has been designed to ensure that users can access relevant information about health and care services, and make interacting with these services as easy as possible.

This proposition will be updated over time to reflect the needs of the population and in line with developments in the health and care system.

What goes on the NHS website
Something will go on the NHS website if it has a demonstrable benefit to users and is unbiased, and meets at least one of the following criteria.

1. Information about health and social care
Information and advice about health and social care, including conditions, treatment and service information, providing users with, or access to, the right information they need at the right time, for example:
- advice about risk factors
- information about a condition or symptom

2. Health and care services
Information, advice or data about health and care providers or accessing health and care services, including making interactions with health and care services as easy as possible, for example:
- data relevant to you about how well a local hospital or care home is doing
- booking a GP appointment
- information about a care assessment

3. Guidance about major health events
Guides people to easy-to-understand advice and support about how to respond to major health events, for example:
- to pandemic flu outbreak advice on GOV.UK

4. Helping people change their behaviour to improve their health or care
Helps to inform people about how to take action to improve their health or self-care, for example:
- Couch to 5K running plan
- information about NHS Health Checks

5. Decision support

Provides people with confidence and information to make decisions about their care and treatment, including understanding what comes next, for example:
- service finders
- patient decision aids

6. Facilitates feedback
Encourages people to give feedback and comment about their experiences of health and care services, and review other people's experiences.

7. Guidance to specialist information, advice and support
Guides people to evidence-based, credible digital services that can provide more specific information, support or advice at a more specialist level, or connect to other users, for example:
- Macmillan Cancer Support
- Carers UK
- Apps

8. Rights
Helps people to make sense of, and know, their rights when interacting with health and care services, and navigating the health and care system, for example:
- promoting the role of the patient in care and treatment
- outlining carers' rights
- how to complain about care and treatment

9. Health and care issues
Provides unbiased, factual explanations of topical or newsworthy health and care issues, for example:
- facts about a new scientific study

What doesn't go on the NHS website

It won't go on the NHS website if it is:
- information that relates to making a clinical diagnosis – the NHS website can complement frontline services, however it is not currently positioned to be a clinical service in its own right
- a health campaign or raising awareness scheme because they have their own brands (e.g. Change4Life) – however they still sit on the nhs.uk domain and will be clearly signposted from the NHS website in order to leverage value
- detailed information and guidance about policies, regulations or legislation – that's on GOV.UK and www.legislation.gov.uk
- public consultation – that's on the NHS England website (www.england.nhs.uk) or on GOV.UK
- official information from ministers – that's on GOV.UK
- information for users in Wales, Northern Ireland, Scotland – that's on www.wales.nhs.uk, www.hscni.net and www.nhs24.com
- information or services that can be better supplied by organisations, particularly the third sector and commercial organisations
- information not primarily intended for the public, specifically patients, service users and carers – that's on the NHS England website (www.england.nhs.uk) and on GOV.UK
- professional training, qualifications, volunteering or recruitment information, advice or opportunities
- promoting commercial organisations without a defined user benefit
- information that should be hosted on GOV.UK - https://www.gov.uk/government/publications/govuk-proposition/govuk-proposition