

NHSE message to all practices – 24.1.14

Dear colleague,

Update for GP practices on the 'Better Information means better care' leaflet

As you are aware, every household in England is receiving the leaflet '[Better Information means better care leaflet](#)' during January. The leaflet helps support GP practices in raising awareness amongst patients about how their information is used for purposes beyond their direct care, including for the [care.data programme](#).

We thought you might find it helpful if we provided an update on progress, and reminded you about a number of resources that are available to support GP practices and patients.

Patient Information Line

The national patient information line went live on 6th January. The five most common questions have been:

1. Can I change my mind? ([FAQ 12](#))
2. I can't get to my practice to object, what should I do? ([FAQ 10](#))
3. How long have I got to decide if I want to object? ([FAQ 11](#))
4. What is the secure environment mentioned in the leaflet? ([FAQ 3](#))
5. Do I have to do anything if I want my information to be used? ([FAQ 17](#))

If your patients have any questions, you can refer them to the national patient information line (0300 456 3531) or to the [patient FAQs](#). Don't forget accessible formats including Braille, audio and large print are available from the patient information line. In addition, large print and audio formats are available from the [patient website](#).

Animation

It is important that we communicate with patients in a range of formats. So today, we are launching an [animation](#) to support awareness-raising. You are welcome to add it to your GP practice website or to any other audiovisual channels you use to communicate with your patients (e.g. TVs in waiting areas). The main aims of the animation are (a) to explain the care.data programme and (b) to remind patients that they have a choice. Note that subtitles are available.

Misconceptions

There are a number of public misconceptions about how data will be used. These are mostly due to a confusion around the different types of data that will be released by the Health and Social Care Information Centre (HSCIC). To make it easier for the public to understand, we are referring to the different types as: **red** (personal confidential data), **amber** (pseudonymised) and **green** (aggregated or anonymised) data. Each "colour" of data is protected by a different suite of privacy safeguards. For an explanation, see [this blog](#) by the Chief Data Officer.

For the avoidance of doubt:

- Data will not be made available for the purposes of selling or administering any kind of [insurance](#)
- Data will not be shared or used for [marketing](#) purposes (FAQ 23)
- NHS England and the HSCIC will not [profit](#) from providing data to outside organisations

Privacy Impact Assessment

For patients who wish to understand more about how we protect their data, we have published a [privacy impact assessment](#) for the care.data programme. This document provides details about the privacy implications of the programme (both negative and positive) and explains how we are mitigating each risk. In addition, the HSCIC has published a [privacy impact assessment](#) for all the personal data it processes, which includes the data extracted for care.data.

Summary Care Record

We are aware that there continues to be some confusion about the differences between the Summary Care Record and the use of data for purposes beyond direct care. For details, see [FAQ 14](#) and the final section of [this guidance](#).

If you have any questions then don't forget that you can call the GP information line on 0845 300 6016 or email enquiries@hscic.gov.uk (please quote 'care.data – GP' in the subject line).

Care.data Programme