

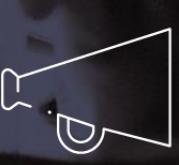


Royal College of
General Practitioners



RCGP New Website

The Gritty Reality of delivering a new website



Mehtab Shabir

Client Success Manager, GRM Digital



Royal College of
General Practitioners



GRM Digital – *digitally enabling you*

- Established Nearly 15 Years
- Providing high-quality, robust web development, SEO and digital consultancy since 2009.
- Over 40 Digital Experts Across 3 Offices
- Delivering transformational digital strategies from our offices in Leeds, London, and Sarajevo.
- Unrivalled CMS Expertise in platforms such as Kentico & more.
- Membership Organisations heart of our client base

Michael English

Assistant Director IT & Digital, Royal College of
General Practitioners



Royal College of
General Practitioners



RCGP - *Members at the heart of all we do*

- Professional membership body for GPs
- 54,000 members
- 340,000,000 appointments in 2022, up 9% from 2019
- Our focus:
 - Exams/standards – defining skills needed
 - Education/support including CPD
 - Shaping the future of General Practice
 - Being the voice of the profession
- Digital Transformation



Digital Transformation and the RCGP Website

| 2012 | 2016 | 2018 | 2020 | 2022-> |
|--|--|---|---|---|
| Previous launch  | Digital Transformation Launch Business Process Review | Improvements to go with new Salesforce CRM Digital Comms Strategy accepted to build new Digital team | Process changes 142 website editors -> 32 -> 6 | New MVP site launched! Digital Team at full strength Continuous development |

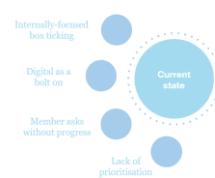
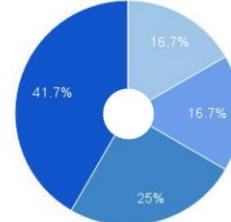
Digital Transformation Business Process Review Identified Challenges: a snapshot summary



Challenges identified:

- Process and Culture
- Technological
- Insight and Audience
- Content & Touch-points

Most challenges are cultural.



Benefits

- ✓ 1. Compliance
- ✓ 2. Inclusivity
- ✓ 3. Digital Face of the College
- ✓ 4. Ease of Navigation
- ✓ 5. Content Management System
- ✗ 6. SEO

From this ->



RCG Royal College of General Practitioners

Training and practice Learning Policy and campaigns Clinical RCGP near you Primary Care Development About us

COVID-19 latest updates

Latest updates on COVID-19 vaccinations

Read now

College arrangements during COVID-19

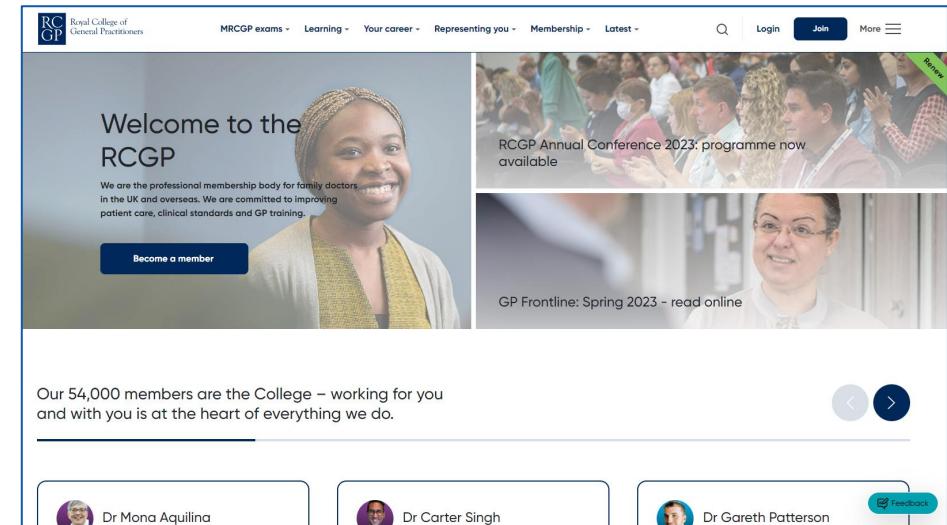
Future GPs Interested in a career in general

GPs in Training Find out how we support you to

Qualified GPs Find out how we champion high

GP Practices Find out how we are working with

To this ->



RCG Royal College of General Practitioners

MRCGP exams - Learning - Your career - Representing you - Membership - Latest -

Welcome to the RCGP

We are the professional membership body for family doctors in the UK and overseas. We are committed to improving patient care, clinical standards and GP training.

Become a member

RCGP Annual Conference 2023: programme now available

GP Frontline: Spring 2023 - read online

Our 54,000 members are the College – working for you and with you is at the heart of everything we do.

Dr Mona Aquilina

Dr Carter Singh

Dr Gareth Patterson

Feedback

Royal College of General Practitioners Search Website feedback COVID-19 eLearning Trainee Portfolio Contact us Login

Training and practice Learning Policy and campaigns Clinical RCCP near you Primary Care Development About us

 COVID-19 latest updates Latest updates on COVID-19 vaccinations Read now

College arrangements during COVID-19

Future GPs Interested in a career in general GPs in Training Find out how we support you to Qualified GPs Find out how we champion high GP Practices Find out how we are working with

Royal College of General Practitioners MRCGP exams Learning Your career Representing you Membership Latest Search Login Join More

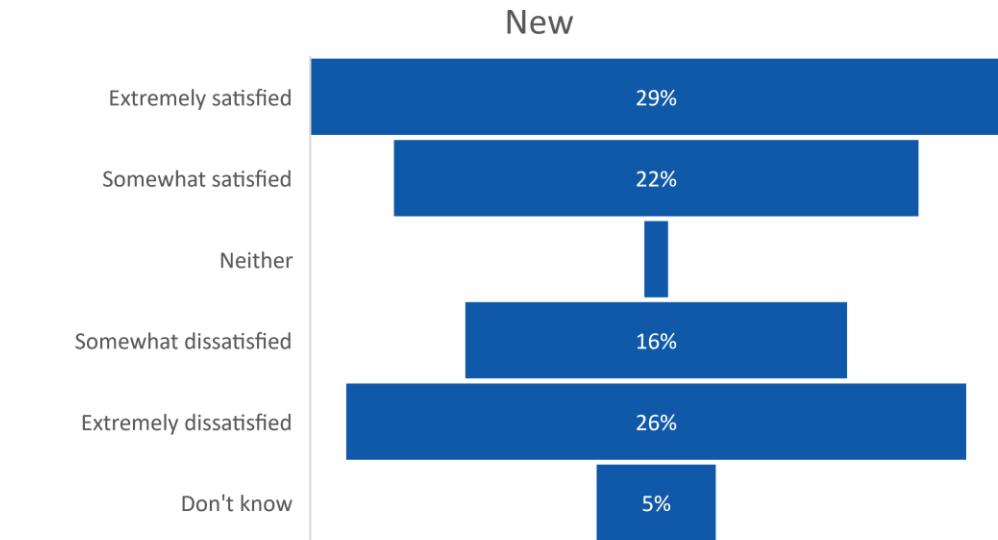
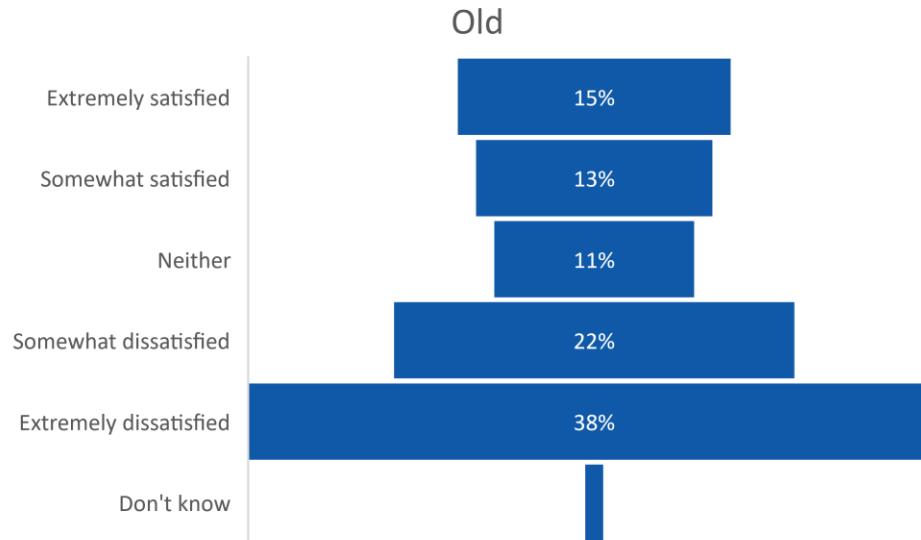
Welcome to the RCGP We are the professional membership body for family doctors in the UK and overseas. We are committed to improving patient care, clinical standards and GP training. Become a member

RCGP Annual Conference 2023: programme now available RCGP Annual Conference 2023: programme now available

GP Frontline: Spring 2023 - read online GP Frontline: Spring 2023 - read online

Our 54,000 members are the College – working for you and with you is at the heart of everything we do. < >

 Dr Mona Aquilina Dr Carter Singh Dr Gareth Patterson Feedback



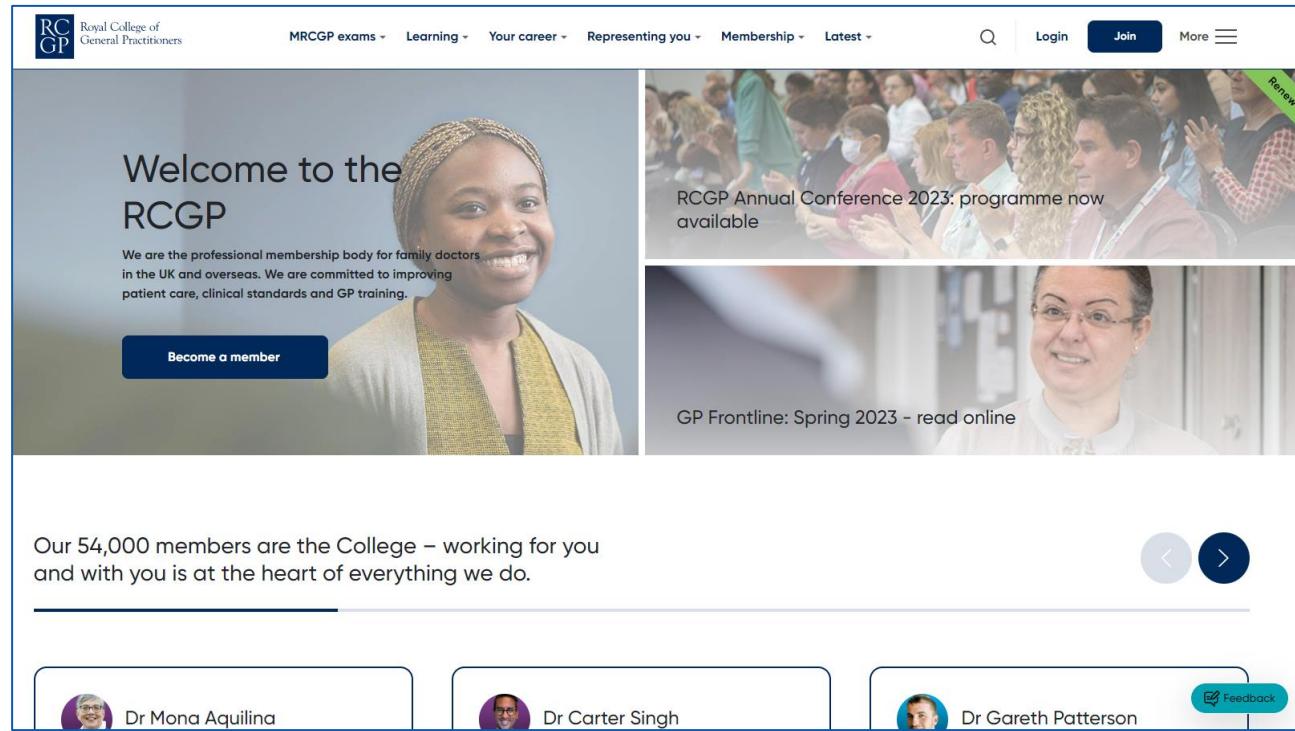
The Gritty Reality – Challenges

1. GRM Project Manager fluidity
2. GRM developer continuity
3. RCGP PM Recruitment
4. Level of detail on requirements

But...it was and is okay, due to the strength of relationship.

The Gritty Reality – What went well

1. Benefit realisation – happy and proud members
2. On budget – happy CFO
3. Sufficient time contingency
4. Project / commercial structure
5. Relationship
6. Front-end design
7. Continuous improvement



Continuous Improvement

- What is it?
- Why is it so important?
- What are the goals?
- How do we manage it?
- Is it succeeding?

Learnings

- Understand that you won't cover every detail at outset
- Be reasonable
- Build in some flex/contingency into the budget
- Work collaboratively
- Trust is fundamental in longevity of relationship