



Royal College of  
General Practitioners



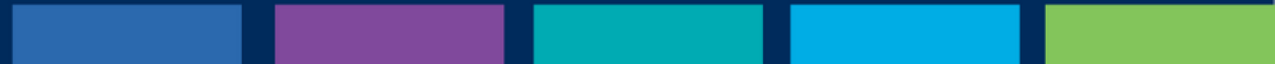
# RCGP New Website

The Gritty Reality of delivering a new website



# Mehtab Shabir

Client Success Manager, GRM Digital



# 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



# 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

Previous launch



2016

Digital Transformation Launch

Business Process Review

2018

Improvements to go with new Salesforce CRM

Digital Comms Strategy accepted to build new Digital team

2020

Process changes  
142 website editors  
-> 32  
-> 6

2022->

New MVP site launched!

Digital Team at full strength

Continuous development

Digital Transformation

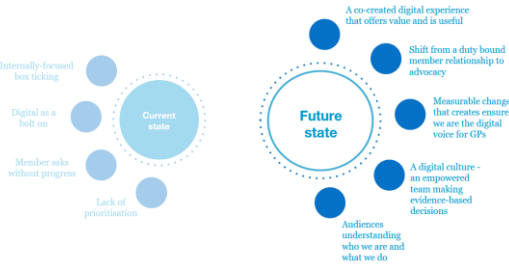
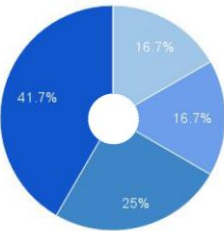
## Business Process Review

Identified Challenges: [a snapshot summary](#)

### Challenges identified:

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

Most challenges are cultural.





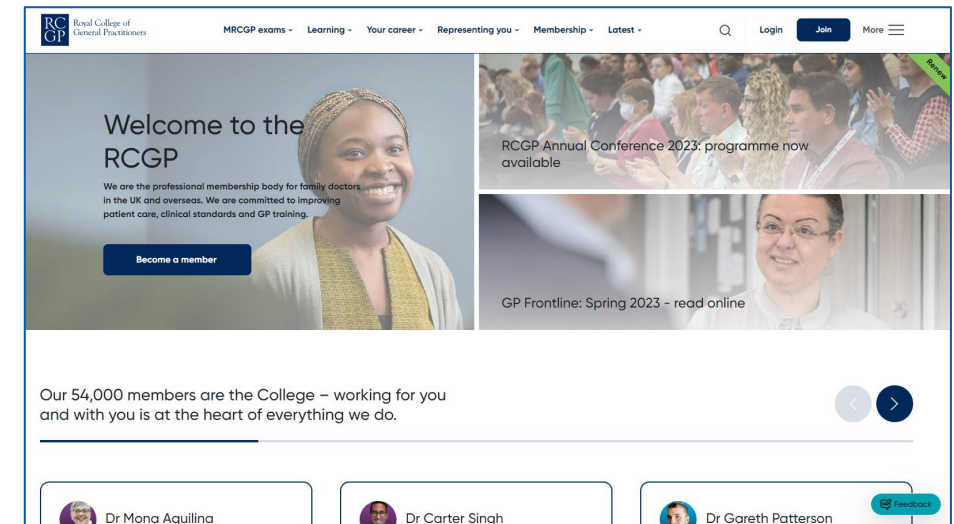
# Benefits

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

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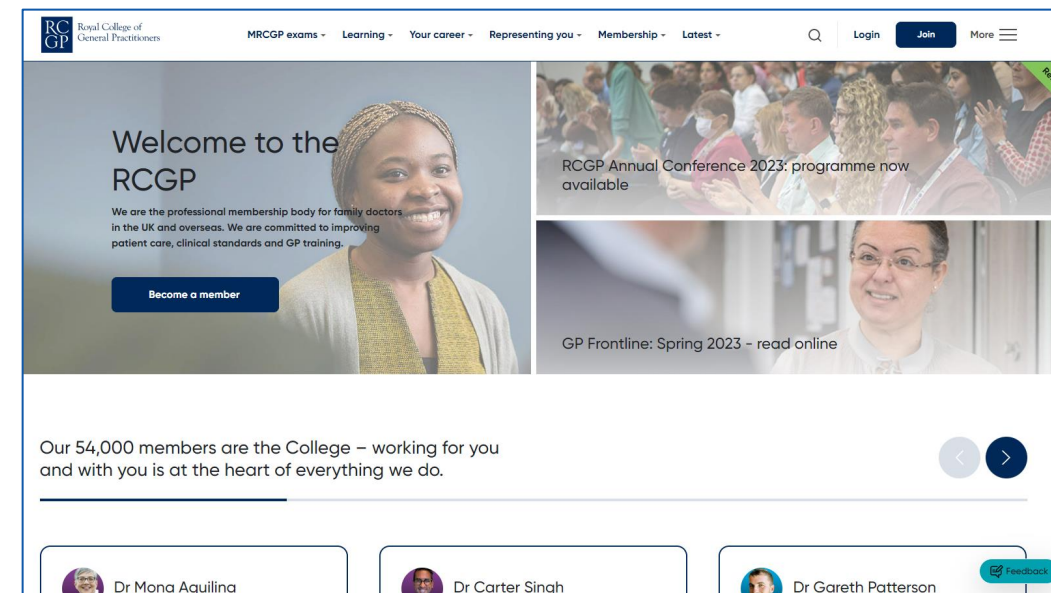
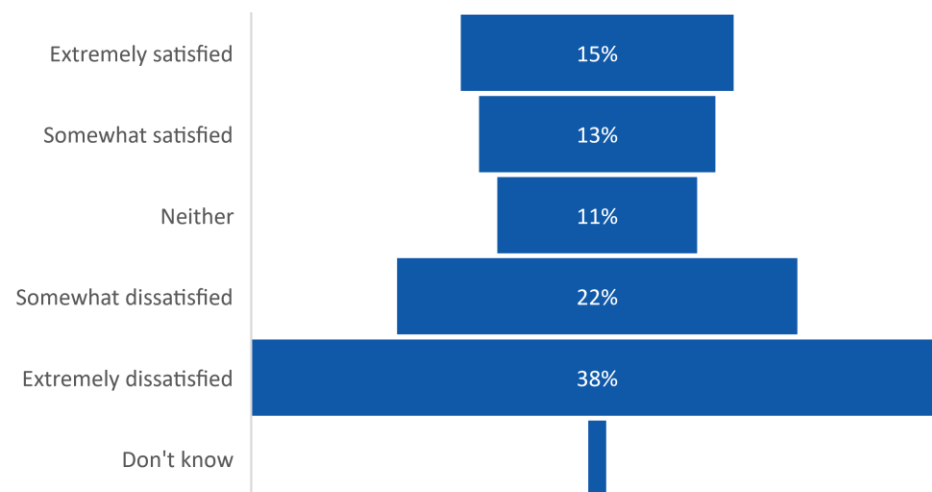


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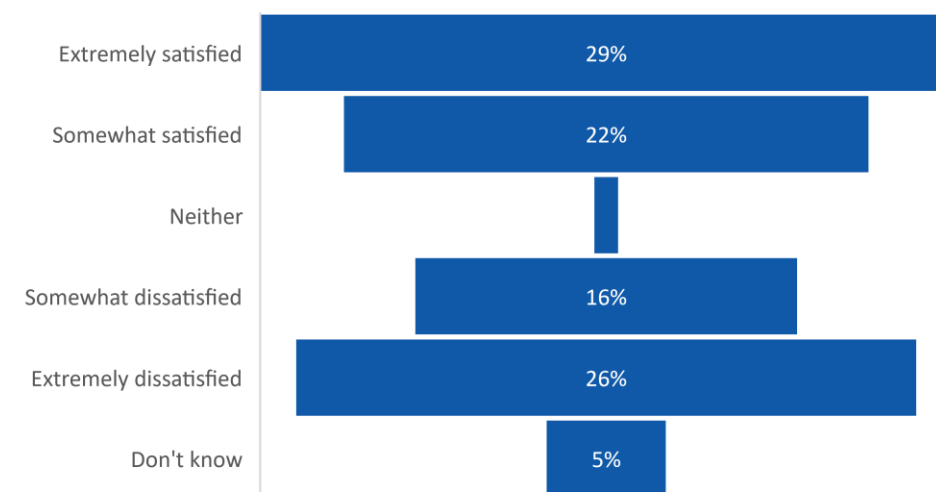




Old



New

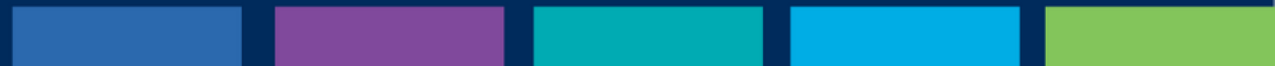




# The Gritty Reality – Challenges

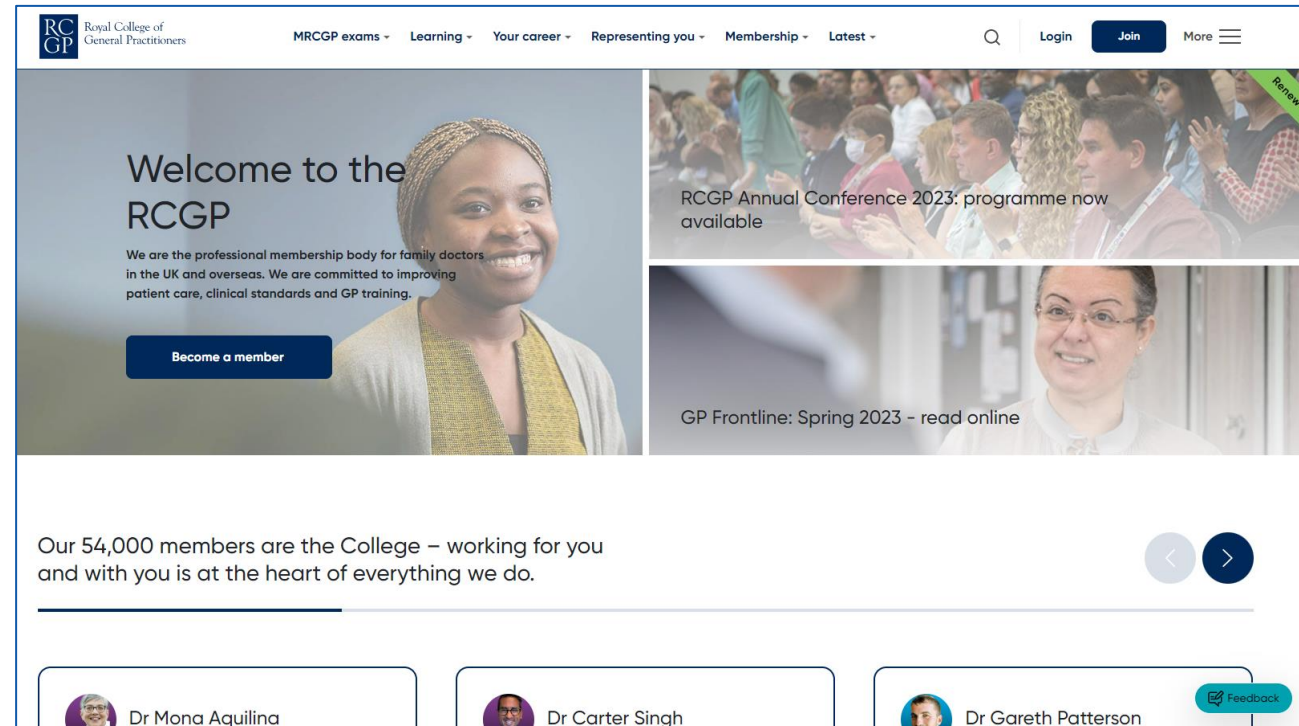
1. GRM Project Manager fluidity
2. GRM developer continuity
3. RCGP PM Recruitment
4. Level of detail on requirements

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

