

# NHS SHALL Group

26 February 2013

## Report on the Commissioning Handbook and Newsletter

### Commissioning Handbook Activity

Since November 2012, the following activity has taken place:

- New sections have been added to the Handbook, and have proved popular:
  - Hot Topic: GP Referrals
  - 7.5 Keeping up to date
- Two issues of the Newsletter have been produced.
- There has been little active promotion of the Handbook since the NHS Confederation conference and Commissioning Show. A conference call involving Helen Bingham, Louise Goswami, Anne Gray and Sharon Riddle is scheduled for 5 March to discuss the current status and possible futures for the Handbook. It is hoped that we will be able to:
  - Recommend an approach to SHALL (who meet on 7 March)
  - Be clear about immediate next steps in relation to the Handbook & Steering Group

### Analysis of site activity

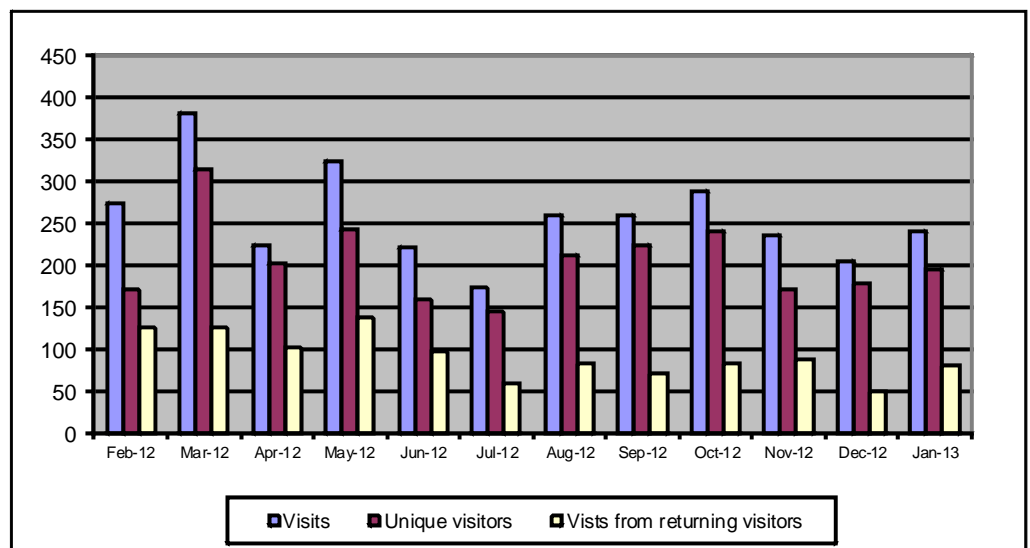
This analysis covers the past year – February 2012 – January 2013. In this period, there have been a total of 3,121 visits from 2,138 unique visitors of which 1,110 were from returning visitors.

#### Visits

There have been no major changes visitor numbers.

There were three spikes in activity. Two of these coincided with Newsletter issues in November and January, and one occurred at the end of December.

It is encouraging to see that the level of returning visitors is stable with between 50 and 100 returning visitors each month.

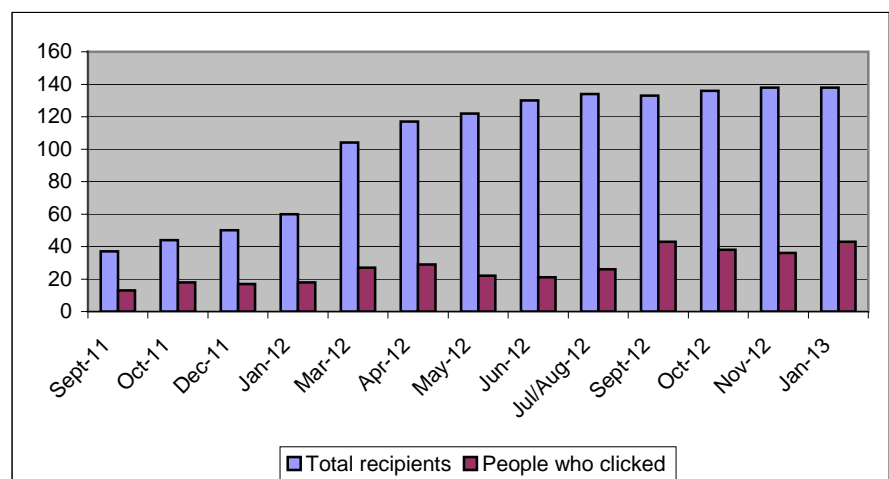


There have been no significant changes in bounce rate or page popularity.

#### Newsletter

The number of subscribers is currently at 138.

The graph indicates the number of people who clicked on links within the newsletter. The past 4 issues have seen a slight increase in interest.



It is clear that the Newsletter results in visits to the Handbook (eg 30 pageviews of the new Keeping up to date page on publication day and following). However there is very little active feedback or input from other health librarians.

### **Concluding remarks**

- This period has seen relatively low levels of content development of the Handbook.
- The newsletter continues to inform its 138 subscribers, and there is a slight increase in their response.
- While there is only a low level of feedback from visitors, the high level of returning visitors indicates that the Handbook is considered to be a valued resource.
- The meeting on 5 March will be a key step in working out the potential future place of the Commissioning Handbook to support evidence based for commissioning.

Sharon Riddle and Anne Gray  
February 2013