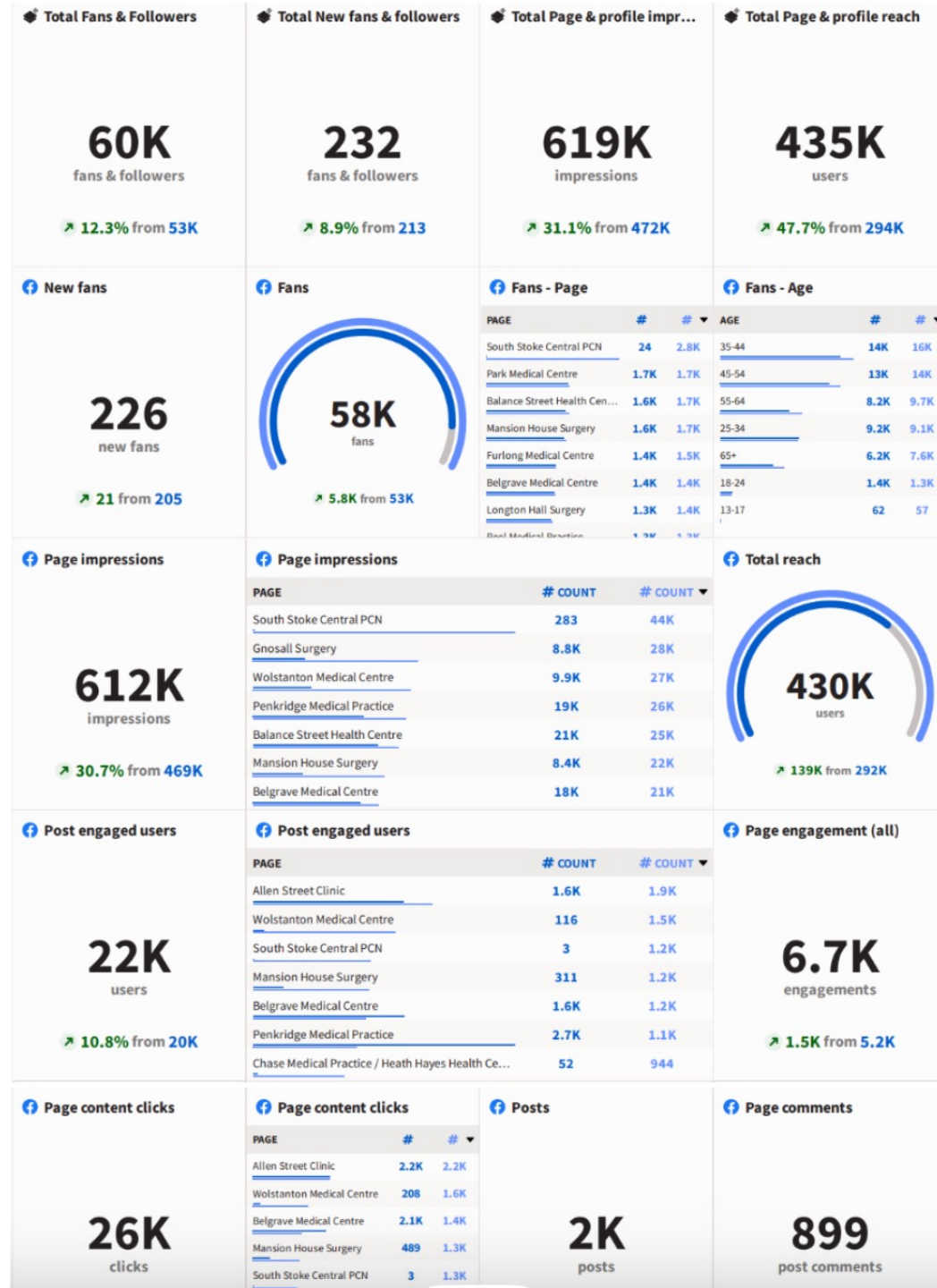


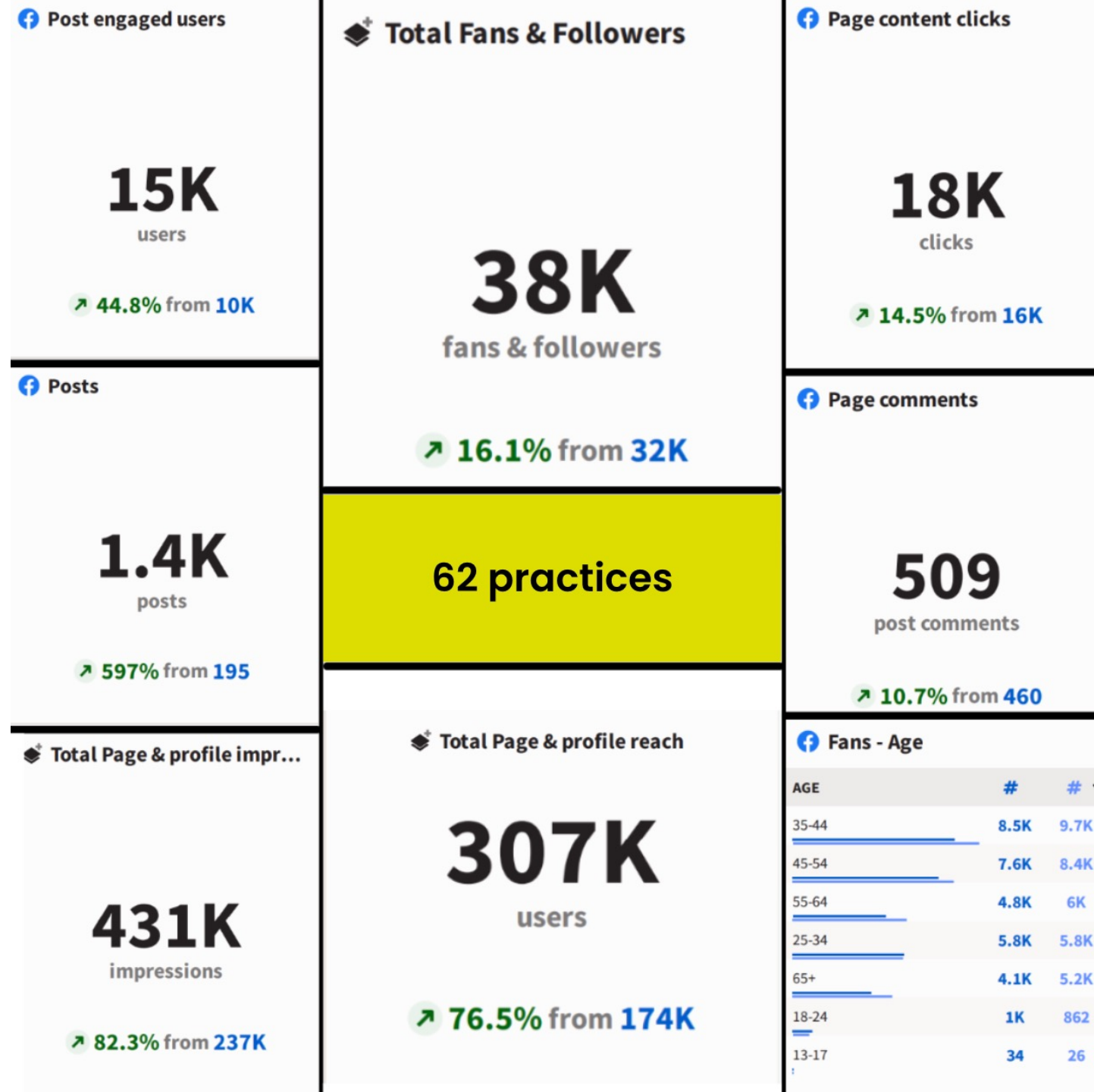
Here is a comparison of data between the start and end of 2023 in Staffordshire, across 108 practices and 6 PCNs.

You will see that even after seven years, they are still growing rapidly and becoming more effective.



Here is data from another ICB that joined the programme in April 2022.

The data compares metrics from when they joined to what they have now. They are realising huge return on investment and are still growing each month.



To demonstrate what is possible for a single social media account, here is Bay Medical Group's Facebook page that was only set up from scratch on the programme four to five years ago and some key figures for the month of December 2023.

**Order repeat prescriptions on the NHS App**

**NHS App**

**BMG**  
BAY MEDICAL GROUP  
For Happier, Healthier People

**Bay Medical Group**  
5.2K likes · 5.8K followers

Like Search

Posts About Mentions Reviews Followers Photos More

Switch into Bay Medical Group's Page to start managing it. [Switch Now](#)

**Intro**  
Our professional team are here to deliver all your healthcare needs

Page · Medical centre  
baymedicalgroup.co.uk  
[Promote Website](#)

Rating · 2.7 (77 reviews)

**Featured**

**Bay Medical Group**  
15 December 2023 at 18:00 ·

BMG patients, why not try using our new way of contacting us about an appointment or admin query...

**Contact us online**  
If you need help with a non-urgent medical or admin query, you can now contact us online through the NHS App in the messages section. Or on our website: [www.baymedicalgroup.co.uk](http://www.baymedicalgroup.co.uk) "Contact us online"

**Photos** [See All Photos](#)

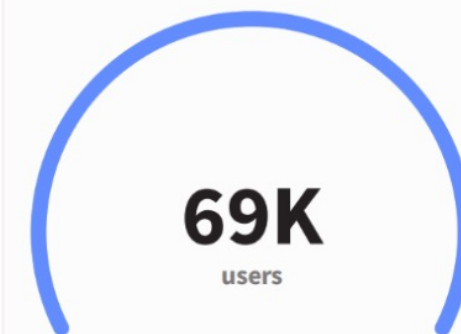
**Posts** [Filters](#)

**Bay Medical Group**  
21h ·

BMG patients, keep yourself protected from the nasty effects of flu, which is doing the rounds. As long as flu viruses are circulating, its not too late to get vaccinated. Ask about the flu vaccine when you are next in surgery if you haven't had it or ring our dedicated vaccinations hotline 01524 511999 option 2 to book a vaccine appointment. #FightTheFlu #YourBestShot

**THERE'S STILL TIME TO FIGHT THE FLU**

**Total reach**



**Page comments**

**190**  
post comments

**Post engaged users**

**3.7K**  
users



Here is another example taken from The Willow Group in the North East.

They share lots of personable and local content with patients, which has helped them to build an engaged audience. Here is their Facebook page and notable December 2023 performance figures.

**NHS**  
Providing NHS services

Create with avatar  
Edit cover photo

**The Willow Group**  
3.8K likes · 4.4K followers

Advertise Manage Edit

Posts About Mentions Followers Photos Videos More

**Intro**  
Patient-focused GP Practice providing exceptional healthcare and diverse services.  
Edit Bio

Page - GP practice  
66/68 Stoke Road, Gosport, United Kingdom  
+44 23 8231 1034  
thewillowgroup.nhs.uk  
Promote Website

Open now

Edit details  
Add Featured

**Featured**  
Manage

The Willow Group  
24 November 2023  
Welcome to Our Practice Facebook Page! Please Read the Rules.

The Willow Group  
12 September 2023  
WILLOW GROUP MEDICAL PRACTICE PATIENTS  
Autism and Health Support Event  
Monday 9th October  
9:30am-3:30pm  
GVA (large meeting room)  
Martin Snape House,  
96 Pavilion Way,  
Gosport, PO12 1FG

**Photos**  
See All Photos

Try Dry January  
Improve your sleep, save money and have more energy throughout the day!

RECREATIONAL DRUGS AND ALCOHOL CAN AFFECT YOUR MENTAL HEALTH IN LOTS OF DIFFERENT WAYS.

Run out of your prescription over the Christmas or New Year Bank Holidays?

Where to go when your GP is closed

FIND A SERVICE NEAR YOU

**Posts**  
Filters Manage posts

List view Grid view

The Willow Group  
Published by Hootsuite · Yesterday at 11:01  
As we enter the new year, let's kick things off with a positive change – and what better way than with Dry January! For the next 31 days, say 'cheers!' to sparkling water, herbal teas, and all the wonderful non-alcoholic options out there. It's a chance to reset, recharge, and embrace the clarity that comes with a booze-free month. What's your favourite non-alcoholic

