NHS
Cheshire and Merseyside

Cheshire and Merseyside
Health and Care Partnership

'Give it a go' digital adoption campaign

Findings and recommendations

Remember when you said you'd never buy clothes online?

Foreword

In today's modern world, a lot of things happen online, like shopping and banking. We want to make it just as easy for people to get information and support for their health online.

Whilst we know there is a strong appetite for online health services within our region, research conducted into the barriers to digital inclusion in Cheshire and Merseyside revealed more needed to be done to raise awareness of the range of online health services currently available and to promote the personal benefits of going digital for those who can.

Our 'give it a go' digital adoption campaign launched in May 2023 aimed to do just that, whilst also providing the necessary reassurance that online services are safe and secure, and that access to healthcare services in person would still be available.

This report gives you all the details about our campaign, what impact it had, and how we will use our findings to overcome the barriers to digital inclusion and empower people to play a more active role in managing their health and care.

I hope this report helps you understand the progress we're making in our goal to deliver efficient, accessible, and patient-centred care for all and our strive to ensure that everyone in our region has a great start in life and gets the support that they need to stay healthy and live longer.

Professor Rowan Pritchard Jones
Executive Medical Director,
NHS Cheshire and Merseyside

Contents

Introduction

NHS Cheshire and Merseyside's vision is to ensure that everyone in our region has a great start in life and gets the support that they need to stay healthy and live longer.

To help us achieve this vision, we need to ensure that our people have quick and convenient access to the information and support they need to manage their health and care. One way we can do this is through the provision of online health services.

For many, accessing information and services digitally has now become a normal part of everyday life, with many routinely going online to bank, buy clothes and do their daily shop due to the speed and convenience this offers.

Whilst there has been a notable shift towards online services, going digital is not for everyone. We know that there are some people who can't or do not wish to use online services and that there are others who would like to give 'digital a go' but may lack the appropriate kit or the digital skills and confidence to do so. There are also many people who are digitally active, who routinely use online services but not for managing their health and care.

NHS Cheshire and Merseyside

Research findings:
The barriers to digital inclusion in Cheshire and Merseyside

November 2022

Research conducted by our Digital Inclusion Group in November 2022 revealed a strong desire among the digitally connected people in our region to make greater use of online health services, with online prescriptions being the most popular service currently used.

Almost all (97%) of those using online health services said it benefited them. Yet despite the significant interest and benefits, three-quarters (77%) of those surveyed said they were unaware of the full extent of health services now accessible online.

Fears about data security and lack of trust were also identified as barriers to people going online, suggesting that more needed to be done to increase awareness of the range of online health services available and to provide reassurance that these services are safe, secure and provide personal value - saving time, providing convenience, and empowering people to play a more active role in managing their health.

In response, an integrated communications campaign was launched in May 2023 to help address these knowledge gaps and improve sentiment towards online health services.

Among the digitally active, the impact of the campaign was incredibly strong with 92% stating that it had encouraged them to access online health services.

In addition, 7 in 10 (69%) of the digitally uninspired or doubtful also agreed that the campaign made them realise how quick and easy it can be to access information online suggesting that the campaign was successful in encouraging people to use NHS online services.

This report outlines the campaign approach, impact and recommendations which will be used to support future digital inclusion campaigns to encourage more people in our region to 'give digital a go' and support our NHS drive to provide efficient, accessible, and patient-centred care for all.

Not everyone can get online. But if you can, why not give it a go?

"In today's digital age, many people prefer the convenience of sending requests online. Online services can really help patients and GP practices, particularly when ordering prescriptions or accessing test results."

GP Dan Jones
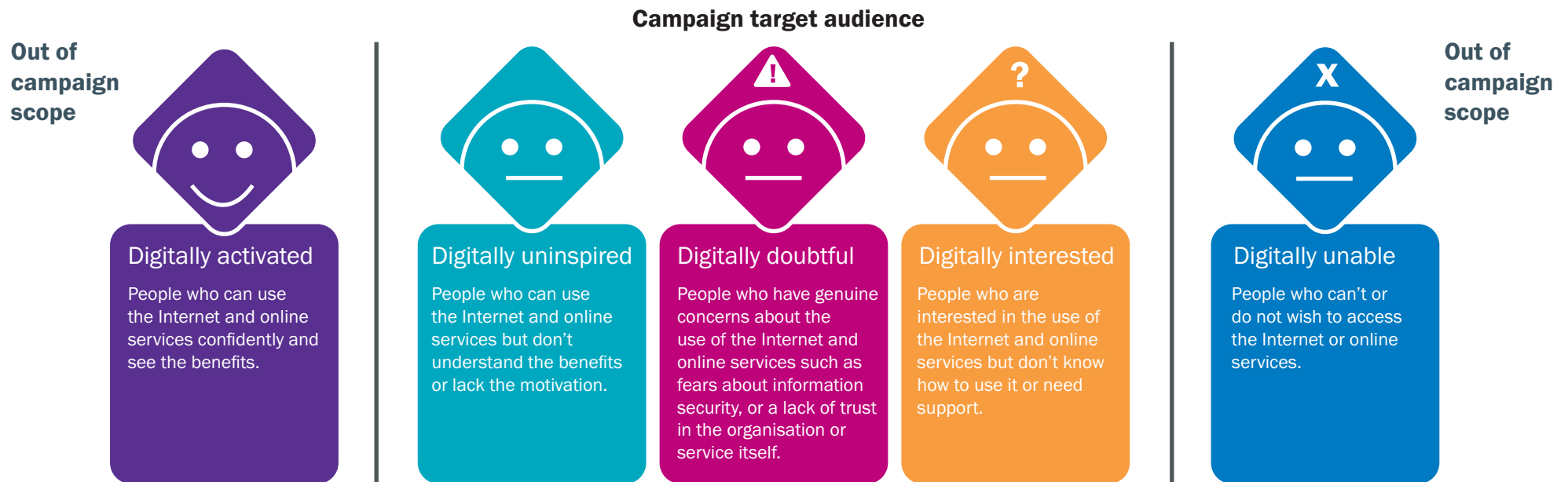Digital Transformation Clinical Lead, NHS Cheshire and Merseyside

Campaign background and approach

A recommendation from the research conducted into the barriers to digital inclusion in November 2022 was the development of a communication campaign to better promote the personal benefits of accessing online health services.

To support this campaign, NHS Cheshire and Merseyside - the Integrated Care Board (ICB), worked with key stakeholders from across the Cheshire and Merseyside Integrated Care System (ICS) to develop an integrated communications campaign to improve sentiment towards NHS services online and encourage people to 'give digital a go'.

The target audience for the campaign *(depicted below)* were digitally active residents in Cheshire and Merseyside who were not 'currently' using online health services.

This included all those deemed digitally interested in the use of online services but required some support; those who were digitally doubtful who lacked trust or required reassurance about concerns such as security, and the digitally uninspired, who could not see the personal benefit and therefore lacked the motivation to access services online.

Campaign target audience

Out of campaign scope

Digitally activated
People who can use the Internet and online services confidently and see the benefits.

Digitally uninspired
People who can use the Internet and online services but don't understand the benefits or lack the motivation.

Digitally doubtful
People who have genuine concerns about the use of the Internet and online services such as fears about information security, or a lack of trust in the organisation or service itself.

Digitally interested
People who are interested in the use of the Internet and online services but don't know how to use it or need support.

Out of campaign scope

Digitally unable
People who can't or do not wish to access the Internet or online services.

To improve the sentiment towards accessing NHS health services online and encourage behaviour change, the campaign aimed to normalise the use of online health services by focusing on the personal benefits that they deliver, such as time savings and convenience. Focusing on the personal benefit, rather than specific functionality, was one of the key recommendations from the [research conducted in Cheshire and Merseyside into the barriers to digital inclusion](#).

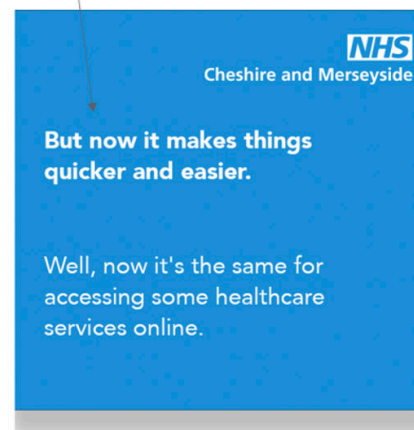Building on this research, the campaign provided reassurance that digital health services were not replacing personal contact and that online services have an important role to play in helping to support NHS efficiency to enable better health and care. The campaign also provided the necessary assurance that there will continue to be non-digital alternatives for those who need them so that NHS services will remain accessible for all.

The key take home message for the campaign was: 'Accessing healthcare services online is quicker and easier and if you can, why not give it a go'?
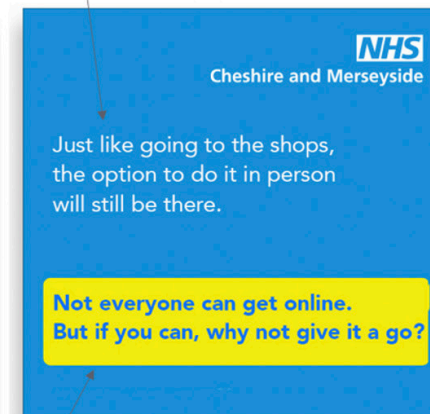

Normalise using digital channels

Focus on the benefits of digital channels

Ensure everyone knows there are still other options

NHS Cheshire and Merseyside

Remember when you thought you'd never buy clothes online?

NHS Cheshire and Merseyside

But now it makes things quicker and easier.

Well, now it's the same for accessing some healthcare services online.

NHS Cheshire and Merseyside

Just like going to the shops, the option to do it in person will still be there.

**Not everyone can get online. But if you can, why not give it a go?**

Encourage, don't tell

Campaign strategy and coverage

The integrated communications campaign utilised a variety of channels.

This included a targeted digital campaign executed on Meta (Facebook) which signposted people to a campaign landing page of useful tips and case studies, along with digital, print and radio media coverage; digital display advertisements, as well as stories posted in organic channels including the NHS Cheshire and Merseyside website and regional GP websites.
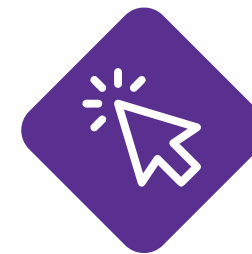
Digital Meta (Facebook) campaign
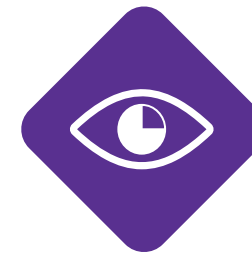
1,900,259
Impressions

588,060
Reach
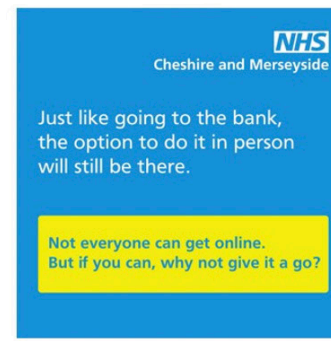
11,249
Clicks

423
Reactions

Reach is the total number of unique people who have seen the content.

Impressions are the number of times the content is displayed, no matter if it was clicked or not.
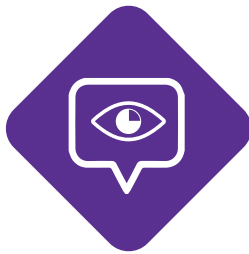
Clicks are a form of engagement such as visiting a website page for more information.

Reactions are a form of engagement with content such as a like or a comment.

Media coverage (including digital, print and radio)

10
Pieces of content

107,000
Online views

1,070,000
Gross audience
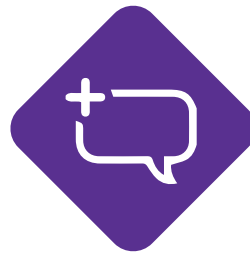
21
Engagements

But now it makes things quicker and easier.
Well, it's the same for accessing some healthcare services online. Just like going to the shops, the option to do it in person will still be there.

Not everyone can get online. But if you can, why not give it a go?

www.cheshireandmerseyside.nhs.uk/give-it-a-go

Online views is the total number of times content has been viewed by new and returning visitors.

Gross audience is the total number of individuals accessing content.

Engagements refers to an umbrella term for actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments and shares, but the type of engagement varies by platform.

Digital display advertising
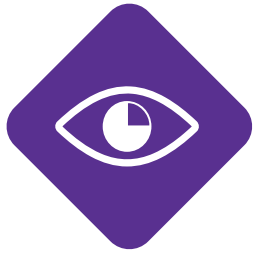
341,200
Impressions

84,010
Reach
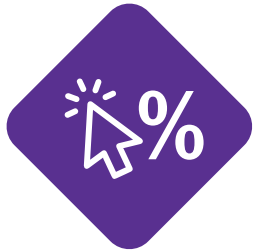
0.22%
Click Through Rate (CTR)
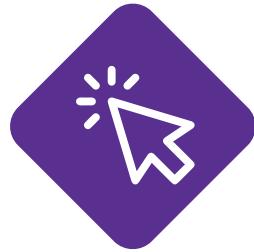
758
Clicks
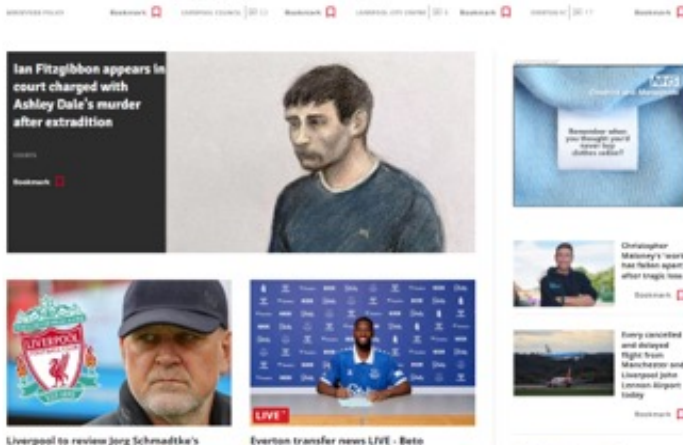
Organic channels (including NHS and GP websites)
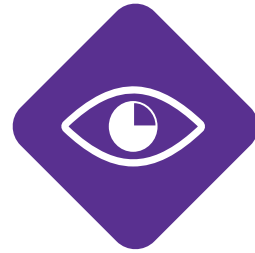
6,471
Impressions
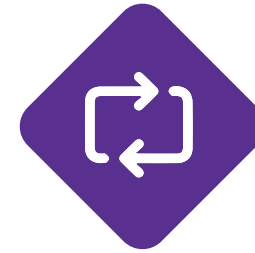
84,010
Retweets/Shares/Reposts

44
Likes/Reactions
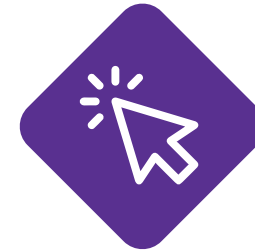
758
Clicks
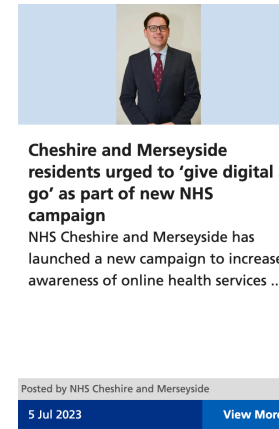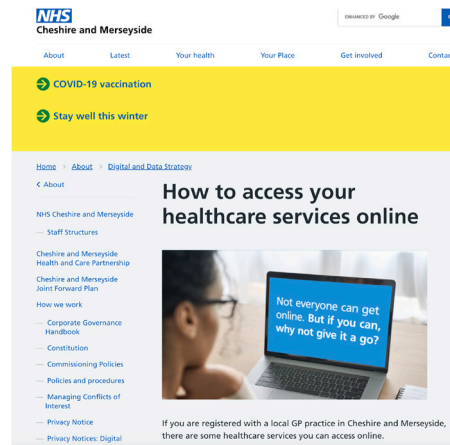
Combined impact
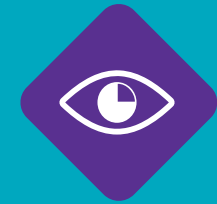
2,247,930
Impressions

672,070
Reach

12,054
Clicks

Click Through Rate (CTR) is a measure of how many people who view a social post, advertisement, or other piece of content, click through to read more or act.

Cheshire and Merseyside residents urged to 'give digital a go' as part of new NHS campaign
NHS Cheshire and Merseyside has launched a new campaign to increase awareness of online health services ...

Posted by NHS Cheshire and Merseyside
5 Jul 2023   View More

Campaign impact and findings

To measure awareness of the campaign and its impact on sentiment towards accessing NHS services digitally, an online survey took place which was completed by 754 people from across Cheshire and Merseyside.

A profile of the survey sample is depicted below, with data weighted by age and gender to reflect the region.

The main findings from the online survey were:

1.	Awareness of the campaign was strong.
2.	There is evidence that the campaign moved the dial among our key target groups.
3.	The campaign's primary take away was to encourage use of NHS online services.
4.	The digitally doubtful is the most negative segment towards accessing NHS online services.
5.	There is evidence that sentiment towards NHS services online is improving.

■ Weighted profile ■ Unweighted profile

	Weighted	Unweighted
Men	50%	44%
Women	50%	56%
16-34 years	28%	29%
35-54 years	31%	34%
55+ years	41%	37%

■ Weighted profile ■ Unweighted profile

	Weighted	Unweighted
Cheshire East	15%	20%
Cheshire West	13%	18%
Halton	9%	7%
Knowsley	2%	1%
Liverpool	34%	27%
Sefton	1%	1%
St Helens	6%	5%
Warrington	10%	14%
Wirral	11%	8%
White British	89%	89%
Ethnic minorities	11%	11%

Out of campaign scope

Digitally activated
People who can use the Internet and online services confidently and see the benefits.

Confident in using the Internet and think NHS online services benefit totally/a lot.

25% of sample

Campaign target audience

Digitally uninspired
People who can use the Internet and online services but don't understand the benefits or lack the motivation.

Confident in using the Internet and do not think NHS online services benefit totally/a lot.

18% of sample

Digitally doubtful
People who have genuine concerns about the use of the Internet and online services such as fears about information security, or a lack of trust in the organisation or service itself.

Agree with 'worry about data being hacked/data being lost' and do not totally trust NHS online services.

17% of sample

Digitally interested
People who are interested in the use of the Internet and online services but don't know how to use it or need support.

Do not disagree with 'I need help accessing NHS online services' and feel that this would benefit them in some way.

21% of sample

Out of campaign scope

Digitally unable
People who can't or do not wish to access the Internet or online services.

1. Awareness of the campaign was strong.

33% of the Cheshire and Merseyside population saw the campaign.

This included 26% of the target audience. This means that the campaign reached over one quarter of our target audience which included those who are digitally uninspired, digitally doubtful, and digitally interested.
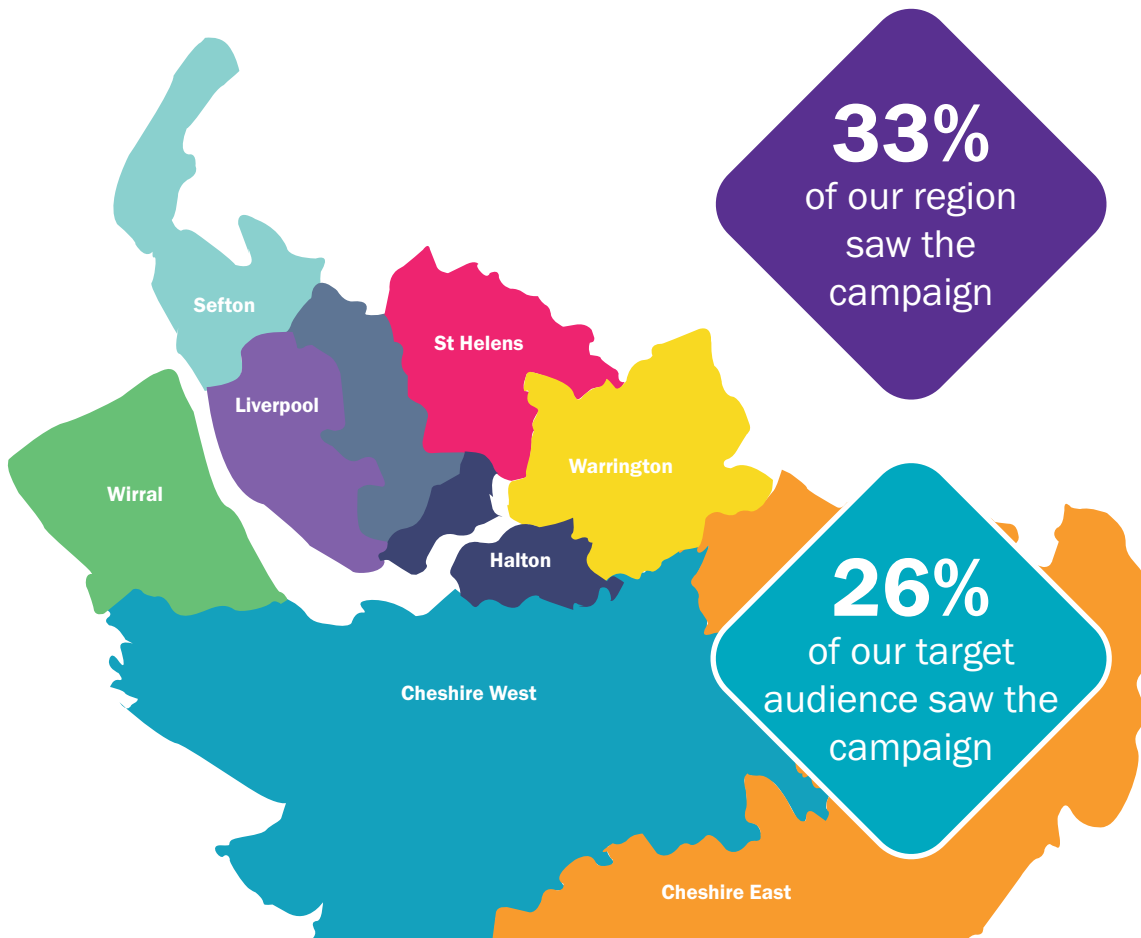
This figure was only slightly lower than the total sample due to the target audience having less engagement with NHS online services, so a lower level of awareness is to be expected.

Of the three target segments, awareness of the campaign was highest among the digitally interested.

The low awareness among the digitally uninspired suggests that it will be difficult to communicate with this segment.

Sefton

St Helens

Liverpool

Warrington

Wirral

Halton

Cheshire West

Cheshire East

33% of our region saw the campaign

26% of our target audience saw the campaign

Awareness of the campaign across Cheshire and Merseyside segmented by audience

Total	Digitally activated (N=189)	Digitally uninspired (N=143)	Digitally doubtful (N=126)	Digitally interested (N=126)	Total target (N=421)
33%	50%	19%	22%	35%	26%
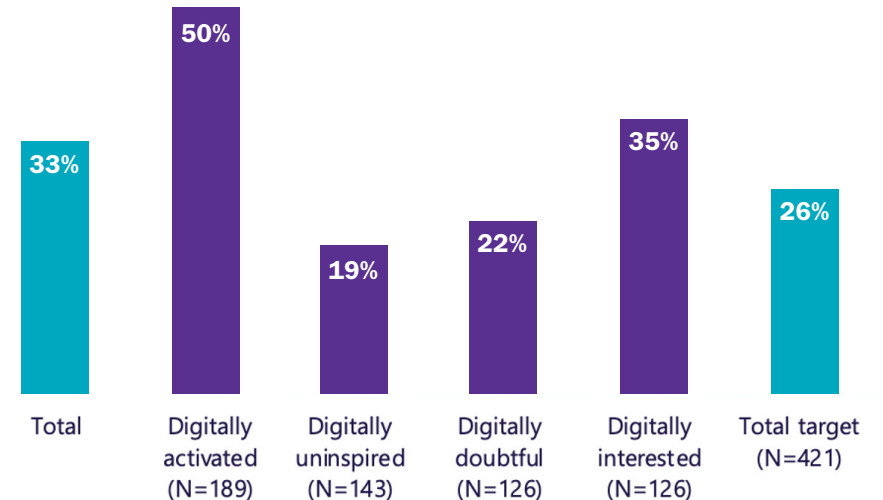
2. There is evidence that the campaign moved the dial among our key target groups.

The campaign created greater positivity towards NHS online services.

Those who saw the campaign were more likely to have become more positive towards accessing NHS online services, suggesting that the campaign had a strong impact.

62% of those who saw the campaign were more positive towards NHS online services, compared to 37% who did not see the campaign.

A quarter (26%) of those who saw the campaign are now much more positive towards accessing NHS online services compared to a tenth (10%) of those who did not see the campaign.
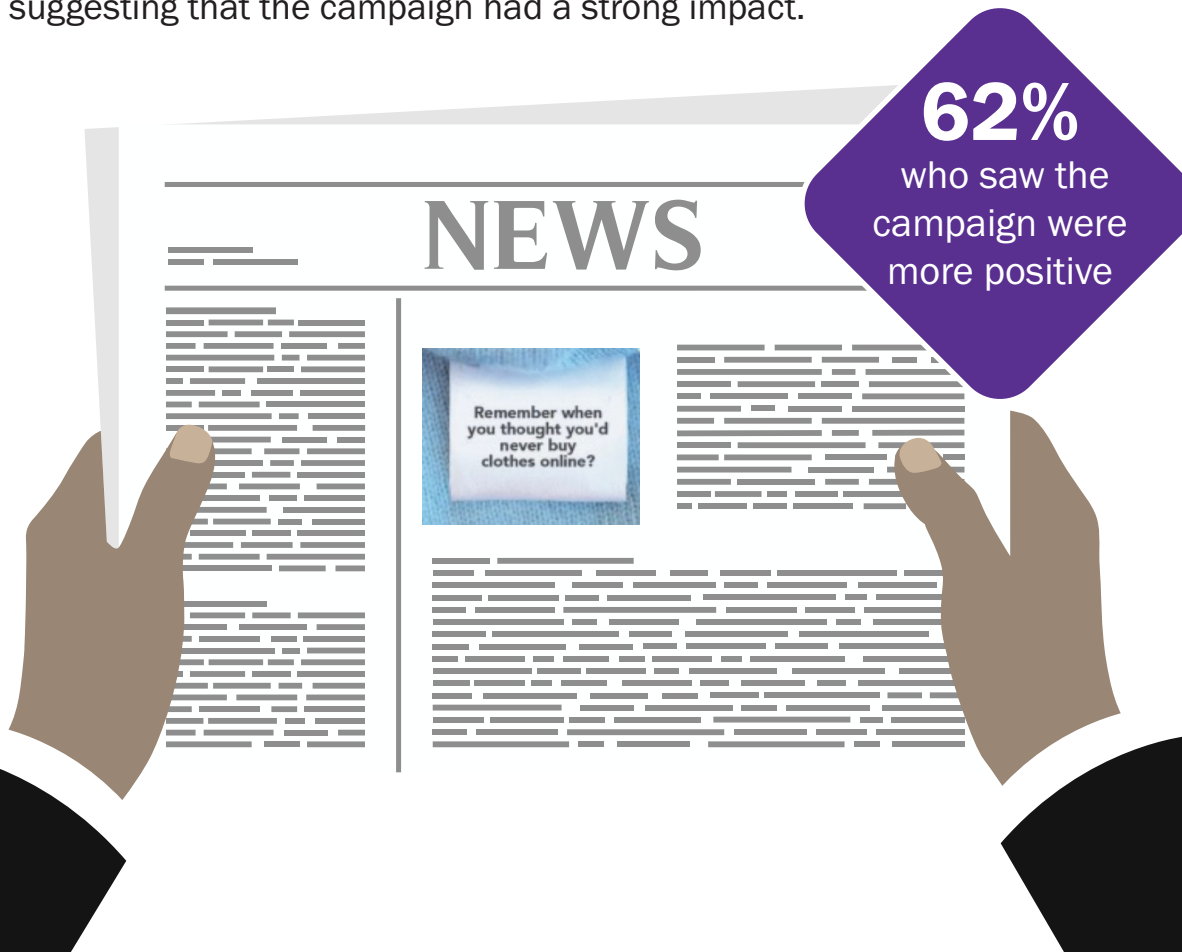
NEWS

Remember when you thought you'd never buy clothes online?

62% who saw the campaign were more positive

The change in positivity towards NHS online services for those who have and haven't seen the campaign

Seen campaign (N=246)	Not seen campaign (N=508)
26%	10%
36%	27%

■ A little more positive   ■ Much more positive
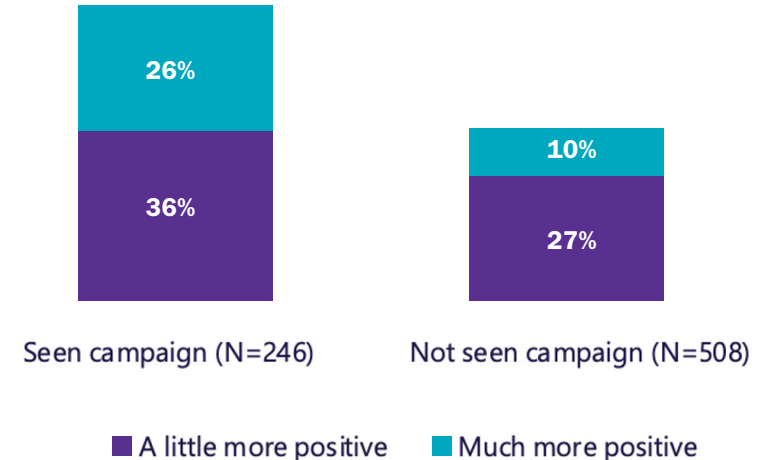
The impact of the campaign is strongest among the digitally active.

The campaign has had a positive influence on NHS attitudes across all target audiences.

Among the digitally doubtful/uninspired*, while positivity towards NHS online services was lower, the campaign had a strong impact on sentiment. Four in ten (41%) of these segments had become more positive towards NHS online services compared to only a quarter (26%) who had not seen the campaign.

Similarly, for the digitally interested, an increase of 7% was observed in overall positivity (45% to 52%) with an increase of 9% for those feeling much more positive (5% to 14%).

*Combined due to low base sizes.

Remember when you thought you'd never order groceries online?

The change in positivity towards NHS online services for those who have and haven't seen the campaign by audience group

	Seen campaign (N=98)	Not seen campaign (N=508)	Seen campaign (N=55)	Not seen campaign (N=97)	Seen campaign (N=52)	Not seen campaign (N=217)	Seen campaign (N=107)	Not seen campaign (N=314)
Much more positive	43%	26%	14%	5%	12%	4%	13%	4%
A little more positive	40%	26%	38%	40%	29%	22%	34%	28%

Digitally activated
People who can use the Internet and online services confidently and see the benefits.

Digitally interested
People who are interested in the use of the Internet and online services but don't know how to use it or need support.

Digitally uninspired
People who can use the Internet and online services but don't understand the benefits or lack the motivation.

Digitally doubtful
People who have genuine concerns about the use of the Internet and online services such as fears about information security, or a lack of trust in the organisation or service itself.

Digitally unable
People who can't or do not wish to access the Internet or online services.

■ A little more positive   ■ Much more positive

Those who saw the campaign had a greater appreciation of the benefits of NHS online services compared with those who didn't see the campaign.

Taking all three target segments as a whole, those who saw the campaign were significantly more likely to think that NHS online services were of benefit. This improvement was noted in all three key target segments.

An appreciation of the benefits of NHS online services for those who have and haven't seen the campaign by audience group

	Seen campaign (N=55)	Not seen campaign (N=97)	Seen campaign (N=52)	Not seen campaign (N=217)	Seen campaign (N=107)	Not seen campaign (N=314)
Benefits me totally	15%	7%	2%	1%	9%	4%
Benefits me a lot	36%	17%	16%	5%	26%	9%
Benefits me somewhat	24%	38%	44%	40%	34%	39%

Digitally interested
People who are interested in the use of the Internet and online services but don't know how to use it or need support.

Digitally uninspired
People who can use the Internet and online services but don't understand the benefits or lack the motivation.

Digitally doubtful
People who have genuine concerns about the use of the Internet and online services such as fears about information security, or a lack of trust in the organisation or service itself.

■ Benefits me somewhat   ■ Benefits me a lot   ■ Benefits me totally

Remember when you thought you'd never use online banking?

3. The campaign's primary take away was to encourage use of NHS online services.

The campaign helped encourage people to use NHS online services.

81% agreed that the campaign encouraged them to access NHS online services, with 76% stating that the campaign encouraged them to find out more.

In addition, 74% agreed that the campaign helped to make them realise how easy it can be to access healthcare services online. This is evidence that the campaign has effectively communicated the personal benefit to those who saw it.

Three quarters (74%) also agreed that the campaign helped reassure them that they can still access healthcare services in person.

81% "The campaign has encouraged me to access NHS services online."

76% "The campaign has encouraged me to find out more about how I can access NHS services online."

The impact of the campaign with those who saw it

Statement	Disagree strongly	Disagree slightly	Neither	Agree slightly	Agree strongly
It encourages me to access NHS services online		2%	14%	35%	46%
It has encouraged me to find out more about how I can access NHS services online		4%	16%	32%	44%
It reassures me that I can still access healthcare services in person		6%	16%	29%	45%
It makes me realise how easy and quick it can be to access healthcare services online		5%	16%	31%	43%
It reassures me that no-one gets excluded from receiving NHS services		6%	22%	26%	40%
It encourages me to visit my GP's website		7%	21%	32%	33%

Legend: Don't know · Disagree strongly · Disagree slighly · Neither · Agree slightly · Agree strongly

The campaign encouraged all segments to access NHS online services.

The impact of the campaign was incredibly strong among the digitally active, with 92% stating that it had encouraged them to access NHS services online.

27% of the campaign target group strongly agreed that the campaign made them want to find out more, but only 19% would visit their GP website, suggesting that they may find information through other mechanisms.

The digitally doubtful or uninspired still feel reassured by the campaign.

In addition, 7 in 10 (69%) of the digitally uninspired or doubtful agree that the campaign has made them realise how quick and easy it can be to access information online.

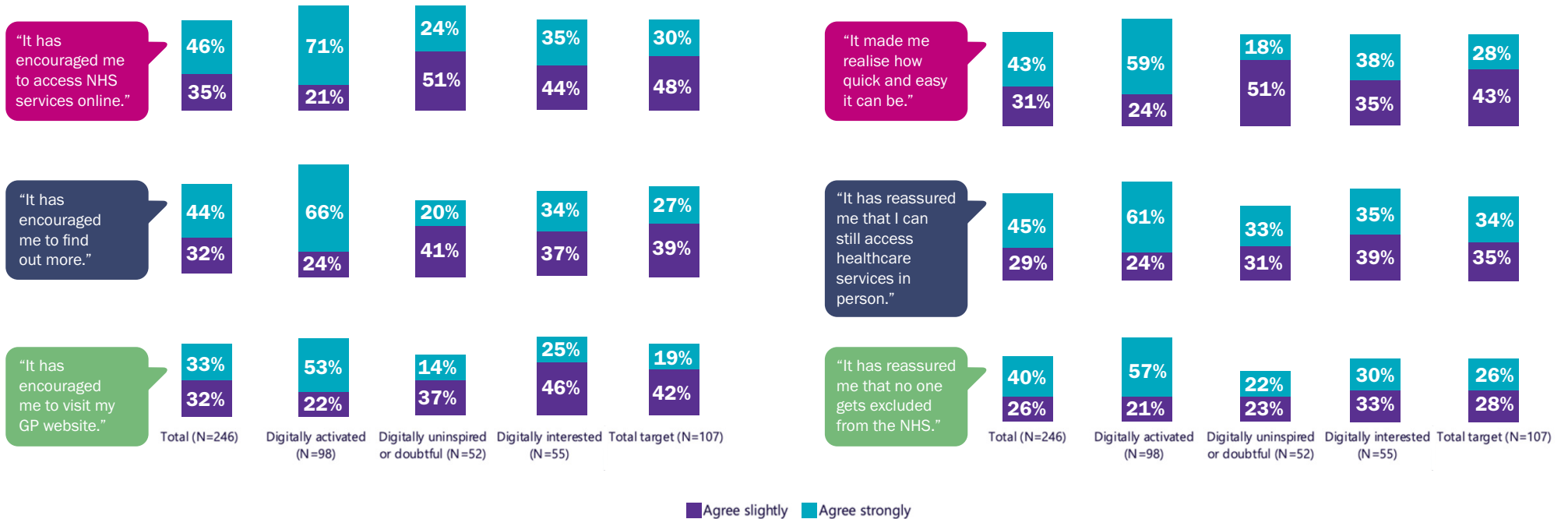Over half of those who are digitally active agree with the campaign statements. Three quarters of this group feel reassured that nobody will get excluded from the NHS.

The impact of the campaign with those who saw it by audience group

Chart — left side, statement "It has encouraged me to access NHS services online.":
- Total (N=246): Agree strongly 46%, Agree slightly 35%
- Digitally activated (N=98): 71% / 21%
- Digitally uninspired or doubtful (N=52): 24% / 51%
- Digitally interested (N=55): 35% / 44%
- Total target (N=107): 30% / 48%

Statement "It has encouraged me to find out more.":
- Total (N=246): 44% / 32%
- Digitally activated (N=98): 66% / 24%
- Digitally uninspired or doubtful (N=52): 20% / 41%
- Digitally interested (N=55): 34% / 37%
- Total target (N=107): 27% / 39%

Statement "It has encouraged me to visit my GP website.":
- Total (N=246): 33% / 32%
- Digitally activated (N=98): 53% / 22%
- Digitally uninspired or doubtful (N=52): 14% / 37%
- Digitally interested (N=55): 25% / 46%
- Total target (N=107): 19% / 42%

Chart — right side, statement "It made me realise how quick and easy it can be.":
- Total (N=246): 43% / 31%
- Digitally activated (N=98): 59% / 24%
- Digitally uninspired or doubtful (N=52): 18% / 51%
- Digitally interested (N=55): 38% / 35%
- Total target (N=107): 28% / 43%

Statement "It has reassured me that I can still access healthcare services in person.":
- Total (N=246): 45% / 29%
- Digitally activated (N=98): 61% / 24%
- Digitally uninspired or doubtful (N=52): 33% / 31%
- Digitally interested (N=55): 35% / 39%
- Total target (N=107): 34% / 35%

Statement "It has reassured me that no one gets excluded from the NHS.":
- Total (N=246): 40% / 26%
- Digitally activated (N=98): 57% / 21%
- Digitally uninspired or doubtful (N=52): 22% / 23%
- Digitally interested (N=55): 30% / 33%
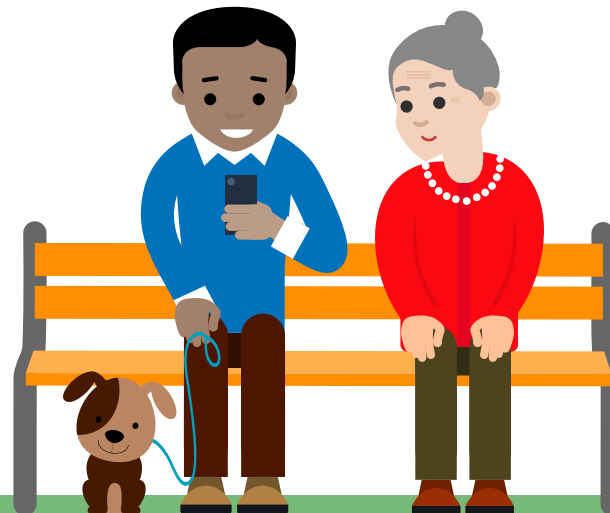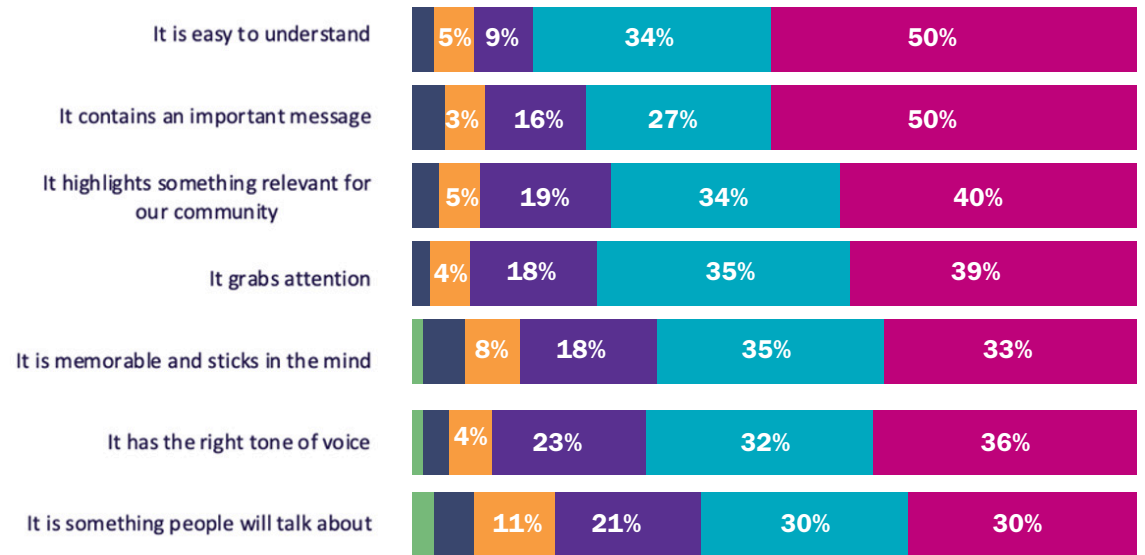- Total target (N=107): 26% / 28%

■ Agree slightly ■ Agree strongly

The campaign received positive audience feedback.

Half of those who saw the campaign felt that it was easy to understand and that the campaign contained an important message.

Two thirds believed that the campaign had the right tone of voice and that the campaign was memorable, with 60% believing that it is something people will talk about.

Audience feedback about the campaign

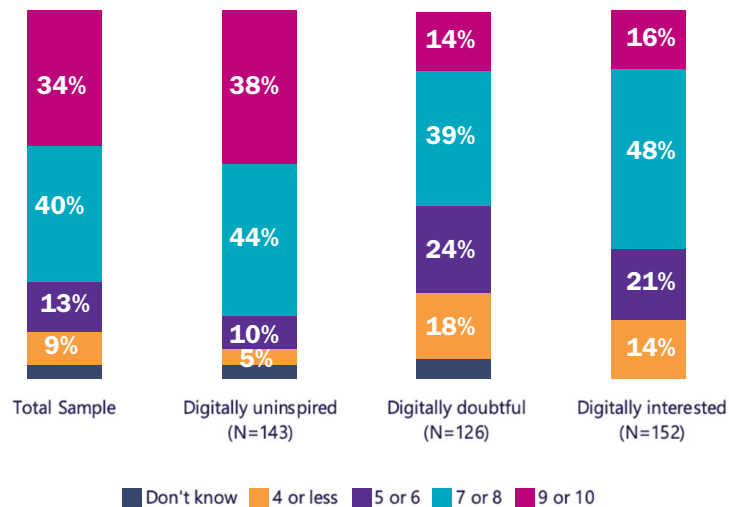|	Don't know	Disagree strongly	Disagree slightly	Neither	Agree slightly	Agree strongly
It is easy to understand			5%	9%	34%	50%
It contains an important message		3%		16%	27%	50%
It highlights something relevant for our community			5%	19%	34%	40%
It grabs attention			4%	18%	35%	39%
It is memorable and sticks in the mind			8%	18%	35%	33%
It has the right tone of voice			4%	23%	32%	36%
It is something people will talk about			11%	21%	30%	30%

4. The digitally doubtful is the most negative segment towards NHS online services.

Positivity in accessing NHS services is highest among the digitally uninspired.

The digitally uninspired target group is still extremely positive towards accessing NHS online services, despite them rating the benefits relatively low.

The digitally doubtful segment is the most negative towards NHS online services. This suggests that concerns about data security can create negativity towards the use of online services.
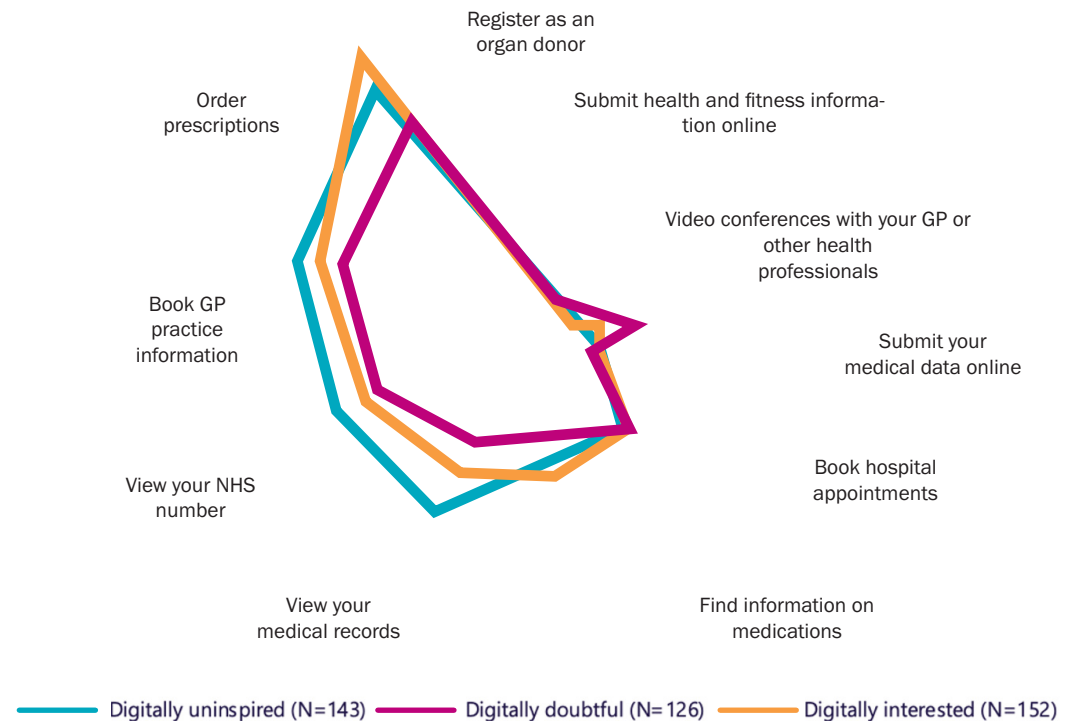
Positivity towards NHS online services

	Total Sample	Digitally uninspired (N=143)	Digitally doubtful (N=126)	Digitally interested (N=152)
9 or 10	34%	38%	14%	16%
7 or 8	40%	44%	39%	48%
5 or 6	13%	10%	24%	21%
4 or less	9%	5%	18%	14%

Legend: Don't know, 4 or less, 5 or 6, 7 or 8, 9 or 10

Overall, the digitally uninspired are using NHS online services the most.

Of the three target audiences, the digitally doubtful are the least likely to access services online. As this segment has concerns about online security, this could suggest that this acts as a barrier to adoption.

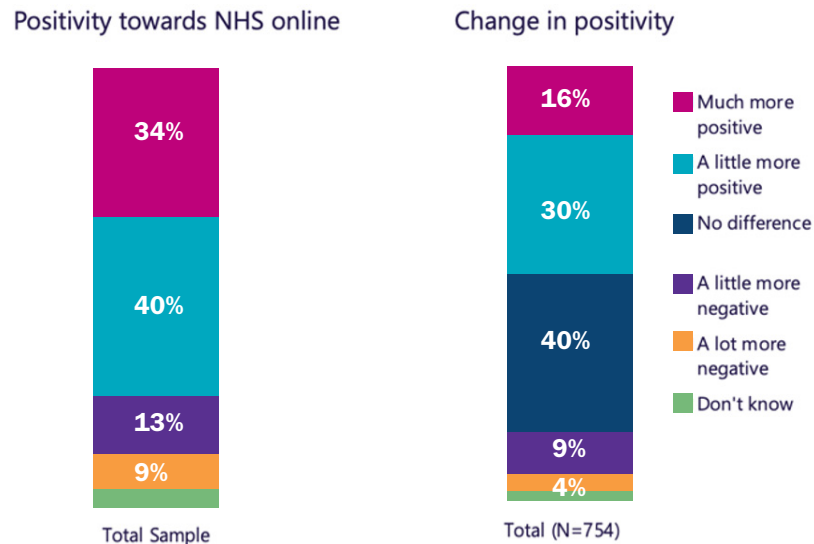### NHS online services currently being accessed by the target audience

Legend: Digitally uninspired (N=143), Digitally doubtful (N=126), Digitally interested (N=152)

5. There is evidence that sentiment towards NHS online services is improving.

People feel they are becoming more positive towards accessing NHS services online.

Positivity towards accessing NHS online services was reasonably good, with 74% responding positively. However, there remains 22% who are not positive and 4% who were not sure. Almost half (46%) felt that they were becoming more positive towards accessing NHS services online, suggesting a growing improvement in sentiment.
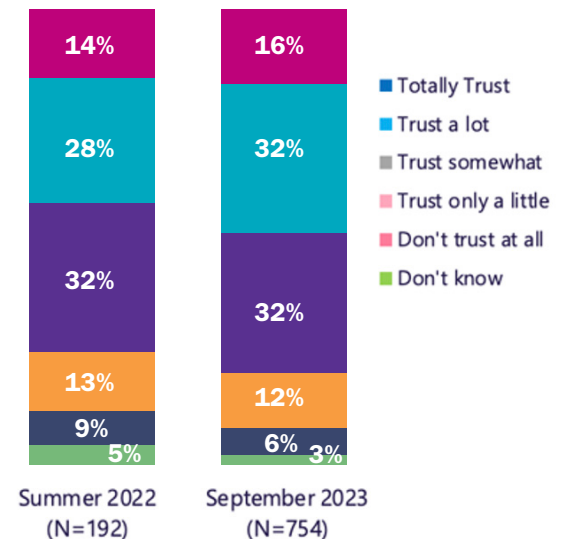
There has been a significant increase in trust in NHS online services.

Trust in accessing NHS online services has increased significantly since 2022.

The number of people stating that they 'totally trust' and 'trust a lot' has increased by 6% since last year (42% to 48%). This is further evidence that sentiment is slowly improving.

Change in positivity as a result of the campaign

Positivity towards NHS online

34%	Much more positive
40%	A little more positive
13%	No difference
9%	A little more negative
	A lot more negative
	Don't know

Total Sample

Change in positivity

16%	Much more positive
30%	A little more positive
40%	No difference
9%	A little more negative
4%	A lot more negative
	Don't know

Total (N=754)

Trust in NHS online services

Summer 2022 (N=192):
- 14%
- 28%
- 32%
- 13%
- 9%
- 5%

September 2023 (N=754):
- 16%
- 32%
- 32%
- 12%
- 6%
- 3%

Legend:
- Totally Trust
- Trust a lot
- Trust somewhat
- Trust only a little
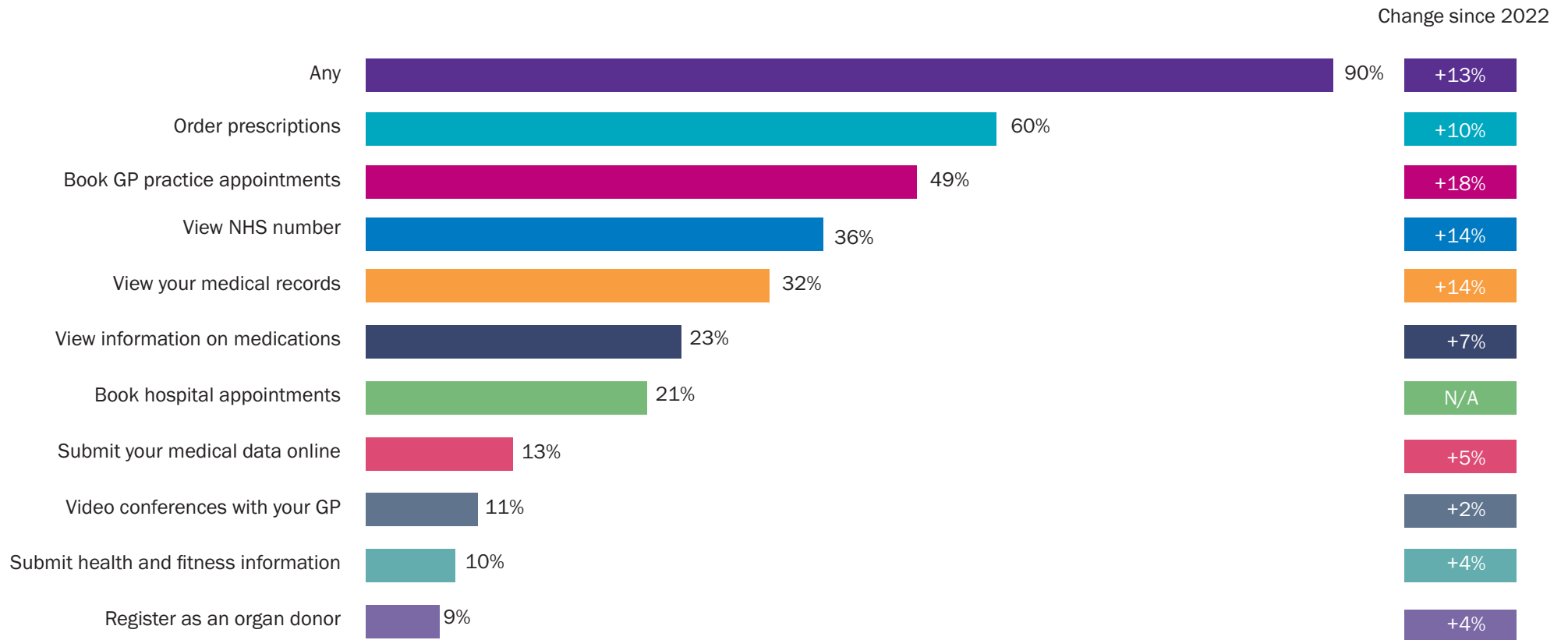- Don't trust at all
- Don't know

There has been a strong increase in the use of NHS services online.

In 2023, 90% used an NHS online service representing a 13% increase since 2022. These increases have been observed across all NHS online services.

There has been a large increase in the percentage of people booking GP practice appointments online (up 18% to 49%). This suggests that the systems put in place across Cheshire and Merseyside since 2022 have had an impact.

Use of NHS online services and the change since 2022

Change since 2022

Service	Usage	Change since 2022
Any	90%	+13%
Order prescriptions	60%	+10%
Book GP practice appointments	49%	+18%
View NHS number	36%	+14%
View your medical records	32%	+14%
View information on medications	23%	+7%
Book hospital appointments	21%	N/A
Submit your medical data online	13%	+5%
Video conferences with your GP	11%	+2%
Submit health and fitness information	10%	+4%
Register as an organ donor	9%	+4%

Recommendations

A review of our findings looking into the impact of our 'give it a go' campaign have led to the following recommendations.

The digital adoption campaign should be repeated.

For a change in behaviour to occur and become a habit, behaviour must be repeated and is not likely to happen after one experience. As such, messages reinforcing the personal benefit of accessing NHS healthcare services online need to be continually promoted on an on-going basis.

Positively, the digital adoption campaign reached a quarter of the target audience. Repeating the same messages, using different channel strategies, could help further expand the reach of this campaign.

Marketing segmentation should be used to appeal to the needs of specific audiences.

The campaign messaging and choice of channels needs to be adapted based on the different groups within our target audience to be most effective in encouraging behaviour change.

For those who are digitally interested or even digitally doubtful, the most powerful method of conversion is through word-of-mouth promotion utilising digital volunteers and face to face digital inclusion services to help allay fears, promote the benefits and provide support.

Equally, for the digitally uninspired, campaign messaging must continue to communicate the personal benefit, utilising case studies and examples of how others have benefited to help build credibility and encourage others to 'give digital a go'.

A specific campaign promoting online prescriptions should be created.

Research findings identified that the most popular NHS online service currently is the repeat prescription service.

Although not relevant to all, it is the service offer that is seen to be the most beneficial.

As such, it is recommended that the promotion of this online service would be a beneficial starting point in helping people to get started in using NHS online services and encouraging the use of other digital services.

Summary

Our 'give it a go' digital adoption campaign has had a measurable impact, helping to improve positivity and interest in NHS online services with our target audiences and improving their appreciation of the benefits.

Recognising that behaviour change requires continuous reinforcement, one of our recommendations is that the campaign should be repeated. Repeating the campaign will not only consolidate the achieved impact but will also provide an opportunity to broaden our reach.

Using different channels and key messages for the digitally interested, digitally doubtful, and digitally uninspired will also help to maximize the effectiveness of the campaign.

Word-of-mouth promotion and face-to-face digital inclusion services will be instrumental in converting the doubtful, while the uninspired may benefit from continued communication emphasising the personal benefits through case studies and examples.

The popularity of the repeat prescription service suggests that a specific campaign focusing on this service would be beneficial helping to cater to the current demand but also serve as a gateway for individuals to explore and embrace other available digital services.

By using the findings from our digital adoption campaign and embracing the recommendations, we can continue to pave the way for a digital healthcare landscape that is accessible, efficient, and patient-centred, ensuring that our community receives the support they need for a healthier and longer life.

Remember when you said you'd never buy clothes online?

NHS
Cheshire and Merseyside

Cheshire and Merseyside
Health and Care Partnership

Find out more

You can find out more about our plans to support digital inclusion across Cheshire and Merseyside by visiting:

www.cheshireandmerseyside.nhs.uk

Explore each section

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