



# Acceptability, benefits, and challenges of video consulting: a qualitative study in primary care

Eddie Donaghy, Helen Atherton, Victoria Hammersley, Hannah McNeilly, Annemieke Bikker, Lucy Robbins, John Campbell and Brian McKinstry  
British Journal of General Practice 3 June 2019; bjgp19X704141. DOI: <https://doi.org/10.3399/bjgp19X704141>

Article   Figures & Data   Info   **eLetters**   PDF

[Previous Article](#)
[Next Article](#)

## PUBLISHED ELETTERS

[eLetter submission guidelines](#)
[Submit a Response to This Article](#)

## Jump to comment:

- o [Video consulting study](#)  
Paul Bensley  
Published on: 12 June 2019

Published on: (12 June 2019)

## Video consulting study

[Paul Bensley](#), Director, X-on

This excellent study recognises the growing interest in using video consultation with specific patient cohorts and in specific circumstances. It can be a change for the good, but only if done for the right reasons.

As with any innovation, the people, process and technology need to adapt to address this growing demand. Patients and professionals may have to adapt their communication styles, to take account of new visual cues. The slot-based process for appointments can create a jarring waiting experience, if a GP cannot make a pre-selected time.

The technology needs to evolve, although there are some caveats about the experience described above. Notably, many practices are seeing the benefits of combining telephony and video traffic using the same 'pipe', avoiding the need for wifi upgrades. For others, the arrival of HSCN removes the old N3 connectivity issues. Video can now be played directly into modern browsers, reducing the need for additional downloads.

However, as the study notes, for video consultation to gain ground, it should be as seamless and integrated as possible.

After all, this is just one way in which patients and professionals can – and want to – interact.

GPs should be able to switch between phone and video consultation quickly and easily, via their phone, laptop or other mobile devices, and do so in a way that is familiar to the patient. Resultant conversations should be associated with the patient's record, providing simple access to insight to inform clinical and administrative decision-making. Connectivity should not be a barrier to efficient communication.

For many, the solutions are in place to deliver this now, and without the technology headaches that have been a barrier to digitally enabled primary care.

Many practices are recognising that this is not about choosing one form of communication over another; it is about choosing the right form of communication at the time. Phone, video and face-to-face consultations can work together, if the right approach is taken.

By seeing technology as an enabler for such a holistic approach to GP-to-patient communication, we can truly harness video consultation to support the delivery of excellent patient care.

[Online First](#)
[Download PDF](#)
[Download PowerPoint](#)
[Article Alerts](#)
[Email Article](#)
[Citation Tools](#)
[Share](#)
[Tweet](#)
[Like 5](#)
[Mendeley](#)

## Jump to section

- o Top
- o Article
  - o Abstract
  - o INTRODUCTION
  - o METHOD
  - o RESULTS
  - o DISCUSSION
  - o Acknowledgments
  - o Notes
  - o REFERENCES
- o Figures & Data
- o Info
- o eLetters
- o PDF

## Keywords

[communication](#), [general practice](#), [patient satisfaction](#), [qualitative research](#)

## We recommend

Feasibility, acceptability, and content of video consulting in primary care

Eddie Donaghy et al., Br J Gen Pract, 2019

Alternatives to the face-to-face consultation in general practice: focused ethnographic case study

Helen Atherton et al., Br J Gen Pract, 2018

Use of an electronic consultation system in primary care: a qualitative interview study

Jon Banks et al., Br J Gen Pract, 2018

Telephone consultations

Louise S van Galen et al., The BMJ, 2018

Delivering telemedicine interventions in chronic respiratory disease

Carme Hernandez et al., Breathe, 2014