

Become an NHS App Ambassador and Empower Your Practice and Patients

We're inviting practice staff across North West London to join the growing network of NHS App Ambassadors: a national initiative designed to promote digital inclusion, reduce SMS costs and empower patients to manage their health more independently.

What is the NHS App Ambassador Programme?

NHS App Ambassadors are passionate advocates who help colleagues and patients understand and use the NHS App.

Whether you're clinical, admin or pharmacy staff, you can play a vital role in improving digital access and easing pressure on your practice.

How it Helps Reduce SMS Costs

By encouraging patients to opt into the NHS App notifications, practices can significantly reduce reliance on SMS messaging.

In NWL, practices that have signed up for this programme are seeing fewer SMS reminders and more efficient communication through the app.

Let's work together to support cost reduction in NWL.

Benefits for Staff

- Leadership Development: Build skills in communication, digital transformation and patient engagement
- Flexible Involvement: Fit the role around your existing responsibilities
- Exclusive Access: Regular email highlights, training sessions and invite to national webinars
- Recognition: Be part of a national network sharing best practice and success stories

What You'll Receive

- Posters, leaflets and digital assets to promote the app
- Accessible virtual training sessions (daytime or evening)
- Certificate of attendance (for appraisal evidence) and ongoing peer support
- Access to the NHS App dashboard to track local uptake

Why it Matters

Practices with at least one ambassador have seen up to a 73% increase in NHS App registrations.

This not only improves patient access to services like repeat prescriptions and test results but also reduces admin workload and phone traffic.

How to Join

1. Sign up via the national programme: [Become an NHS App Ambassador](#)
You'll need an NHS email address to register
2. For questions, contact the team at england.nwlabassador@nhs.net

In NWL, we want to aim for at least one NHS App Ambassador per GP practice so let's work together to make digital health more accessible for all.

Find out more about the NHS App for practices at [NHS App - NHS England Digital](#)