

Asset content and naming guidance

Scenario

The following guidance is best practice for how to set up your Assets in order for the patient to get the best experience. This guidance aims to provide:

- A consistent experience for the patient
- A professional appearance in the App
- Compliance with the NHS service standard and the GOV.UK service standard

File Content

1. The file content should be in line with the NHS digital service manual content style guide. The full guide is available online here: <https://service-manual.nhs.uk/content>

File Name

1. The file name should contain enough information for the document to be found and recognised by the patient after being downloaded.

Do	Do not
✓ Put a capital letter at start of first word only	✗ Use block capitals or capitalise every word
✓ Use lowercase letters for rest of title	✗ Put codes in the file name
✓ Capitalise proper nouns	✗ Use abbreviations that the patient may not understand

Label

1. The label is the name of the document in the management portal. The patient do not see this field.
2. The label should be completed in a way that makes it easy for you to find the document later on. Any document reference codes can be included in this field.

Description

1. The description field is patient facing. This will display as the name of the document in the Associated Documents section.
2. The description should contain enough information for the patient to know what the file contains in context within their appointment screen.

Do	Do not
✓ Keep it short and simple	✗ Use block capitals or capitalise every word
✓ Put a capital letter at start of first word only	✗ Put codes in the description
✓ Use lowercase letters for rest of title	✗ Use abbreviations that the patient may not understand
✓ Capitalise proper nouns	✗ Use hyphens, dashes other any other punctuation if it can be avoided