



Herefordshire and  
Worcestershire  
Clinical Commissioning Group

# Video Calling Platforms for CCG engagement

## Engagement Summary Report

April 2021

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## Executive Summary

Between 16 December 2020 until 11 January 2021 the engagement team ran a survey and a focus group to engage with the public on their views about the video calling platforms Microsoft Teams and Zoom, for the purpose of CCG engagement activities with the public services we commission.

### Focus Group

A focus group was conducted on with members of the CCG's Herefordshire and Worcestershire Involvement Network (HWIN), Healthwatch Herefordshire and Healthwatch Worcestershire. The purpose of the focus group was to discuss MS Teams and Zooms risks and benefits and to talk about preferences.

The top themes which from the focus group were:

#### Preference

- Attendees expressed a preference for Zoom

#### Zoom

- Participants had more experience of using Zoom
- More familiar with the platform.
- Found Zoom to be more user friendly / easier to use.

#### MS Teams

- Participants found MS Teams settings harder to use.
- Thought that MS Teams had stronger security features than Zoom.

### Survey

A survey was conducted to engage with the populations of Herefordshire and Worcestershire. The purpose of the survey was to ascertain people's views about the video calling platforms Microsoft Teams and Zoom, for the purpose of engaging with the public on the services the CCG commissions.

42 people responded to the survey.

Of those who completed the survey, 100% (42) had heard of Zoom, opposed to 72% (26) who had heard of MS Teams. 63% (26) stated that they preferred to use Zoom. Half of respondents (50% / 21) reported to use a laptop or PC to access a website to undertake video calls. With the exception of using the Camera / video feature, respondents stated that they were more confident to use the features on Zoom when compared to MS Teams. 48% (20) of respondents were aware of the security risks and benefits of using each platform. The most popular choice for video calling platform was Zoom (36% / 14).

The top themes raised in the survey were:

**Preferred Zoom**

- It is familiar. Participants had more experience using the platform and were comfortable with it.
- It is simple / easy to use
- Breakout rooms are better and easy to use
- Thought it performed well for larger audiences
- Found Zoom operated well on a range of devices

**Preferred MS Teams**

- More intuitive and fewer security concerns
- Reliable, safe and easy to use

## Overview

Herefordshire and Worcestershire Clinical Commissioning Group's (CCG) engagement team were interested to hear people's views about the video calling platforms Microsoft Teams and Zoom, for the purpose of engaging with the public (such as focus groups, meetings etc) on the services the CCG commissions. The team undertook a focus group and survey to ascertain feedback. Questions in the survey and focus group were not applicable for clinical or healthcare appointments by video call.

## Background

The CCG has a legal duty to engage with members of public. In June 2020, the engagement team on behalf of the CCG ran a survey with its' volunteer network (HWIN – Herefordshire and Worcestershire Involvement Network) to establish what member's virtual engagement preferences were. As part of this exercise, participants were given 16 options for ways to virtually engage. Based on previous ad hoc conversations, the engagement team had with members of the public since first lockdown in England in March 2020, the team were made aware that other video conferencing methods were preferred by members of the public instead of the CCG's standard Microsoft (MS) Teams platform. As part of this initial survey, the engagement team asked HWIN members what their preference was for the mode in which people would like to be engaged during the lockdown period. The top three preferences for virtual engagement were:

1. Email
2. Zoom
3. Online survey.

Notably, MS Teams was only preferred by two members of the public. Examples of the reasons given by the public for their choice of Zoom were:

- “easy to use and reliable”
- “It is the one I use most with friends and family”
- “Easy to use, good virtual meeting platform.”
- “I use it already”

It is engagement best practice to speak to people in a mode of their choosing. This methodology is echoed by engagement guidance by NHSE, Consultation Institute (of which the CCG are members) and both Healthwatch organisations in Herefordshire and Worcestershire (who are also members of HWIN). As Zoom was favoured as the video calling platform by our volunteer members, the engagement sought to obtain a professional Zoom licence to be used for CCG engagement purposes.

The engagement team completed a Data Protection Impact Assessment (DPIA) for assessment by the Information Governance Team. Upon completion, the engagement team

were notified by the Head of Information Governance of the various security issues Zoom posed to members of the public and endorsement by the Information Governance Team was denied due to these serious, potential threats. A meeting was held between the engagement team, the Head of Information Governance, the Director of Digital Health and Infrastructure (and SIRO) and the Corporate Governance Manager. The potential security threats were discussed. The Director of Digital Health and Infrastructure (and SIRO) seconded these concerns, but also wanted to ensure that the CCG's engagement methods were accessible and equitable to members of the public. An action of the meeting was to explore further the public's views and preferences for the two video calling platforms MS Teams and Zoom, before a final decision about a professional Zoom would be made by the Director of Digital Health and Infrastructure (and SIRO).

## Exercise Summary – Focus Group

<b>Active Period</b>	16 December 2020
<b>Method</b>	Focus Group via MS Teams
<b>Reach</b>	Members of HWIN. Volunteers were required to have had experience of using <b>both</b> Microsoft Teams and Zoom.
<b>No. of participants</b>	10
<b>Interpretation of Results</b>	The feedback from the focus group was reviewed and analysed. It is acknowledged that this method is subjective and open to interpretation. A summary of the key themes which emerged from this conversation is outlined below.

Question 1 - Thinking of CCG virtual engagement (such as focus groups like this) and your own experience of using both Microsoft Teams and Zoom, do you have a preference of which video calling programme you would choose to use?

### Participants were asked to:

- Give their preference and explain their reasons for this.
- Discuss that they thought the opportunities and risks were of using the two platforms (MS Teams and Zoom)?

The key themes which emerged from this discussion question were:

### Preference

- Attendees expressed a preference for Zoom

### Zoom

- Participants had more experience of using Zoom, particularly over the lockdown period. Participants expressed how they were more familiar with using this platform.
- Found Zoom to be more user friendly / easier to use.
- Experience of Zoom chatbox and polling was favoured over MS Teams.
- Found Zoom easier to 'leave' the meeting and the chat function.
- Preferred Zoom usability, as MS Teams seemed to 'glitch' more.

### MS Teams

- Participants found MS Teams settings harder to use.
- Thought that MS Teams had stronger security features than Zoom.
- Some users had issues with the audio quality of MS Teams.
- Some of the participants had experienced difficulty in participating in the breakout feature of MS Teams.
- Found MS Teams harder to 'leave' the meeting and found the chat function carried on after they had left the actual meeting.
- It was suggested that a number of older people just had tablets and found that MS Teams did not work as well on their devices.
- Were unable to see all the meeting participants on one screen, and had been limited to nine people on MS Teams in previous attempts.
- Had experienced trouble trying to get onto MS Teams calls and in some instances were not able to get onto the call at all.



## **Question 2 - After hearing from the Head of Information Governance about the risks and benefits of each programme, has your opinion or preference changed?**

### **Participants were asked to:**

- Discuss and say what they thought.

The key themes which emerged from this discussion question were:

### **Zoom**

- Understood the risks, but thought that Zoom was more accessible to the general public and would reduce digital exclusion.
- Expressed concern over a security breach happening on Zoom which could be criminal and / or traumatic for all those on an affected call.
- Thought Zoom was more accessible for older people.
- Concerns over 'Zoom bombing' and queried if people could just turn their camera / video off?

### **MS Teams**

- Thought MS Teams seemed to be the more secure option for members of the public

### **Other themes**

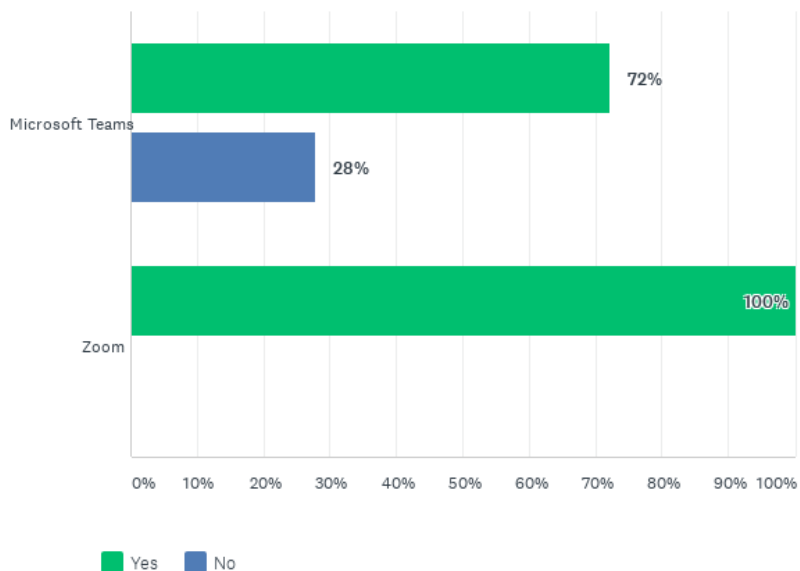
- Thought the mode of video calling platform should be led by the preferences and accessibility needs of members of the public.
- Suggested a protocol to be written and circulated for all attendees of video calling engagement to adhere to, with particular guidance on what attendees should do to troubleshoot or if faced with a security breach (i.e. 'Zoom bombing')
- The upgrading and updating platform versions was highlighted as an issue for members of the public. Participants felt that the CCG should not criticise individuals if they don't know / how to update their app / settings.
- Participants also highlighted that the CCG needed to look at who could share their screens during a meeting and agreed this should not be option for meeting guests

## Exercise Summary – Survey

<b>Active Period</b>	18 December 2020 until 11 January 2021
<b>Method</b>	Survey (Survey Monkey)
<b>Reach</b>	<a href="#">Appendix 1</a> Those contacted were asked to circulate the survey wider to their own contact lists and networks and was specifically aimed at people who had used <b>either</b> Microsoft Teams or Zoom.
<b>No. of Respondents</b>	42
<b>Results Key</b>	<p><b>Qualitative Questions</b></p> <ul style="list-style-type: none"> <li>• Key themes have been established and listed.</li> <li>• Example verbatim comments are listed within the text.</li> </ul> <p><b>Quantitative Questions</b></p> <ul style="list-style-type: none"> <li>• The most prevalent answer has been highlighted in blue.</li> </ul>
<b>Interpretation of Results</b>	The results have been reviewed and analysed. It is acknowledged that this method is subjective and open to interpretation. The full verbatim comments received are available for relevant stakeholders to view on request.

## Survey Results

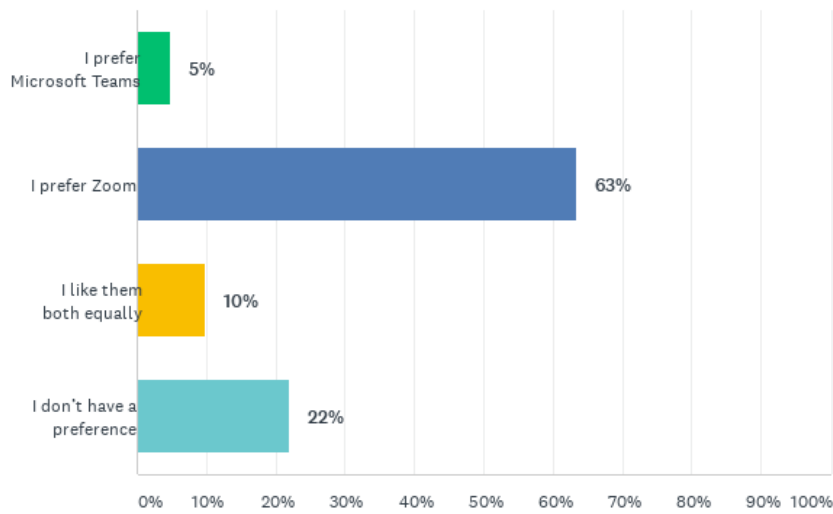
### Question 1 - Have you used these video calling methods?



Answers	Count	Percentage
Yes – MS Teams	26	72%
No – MS Teams	10	28%
Yes - Zoom	42	100%
No - Zoom	0	0%
<i>Answered question</i>		42
<i>Skipped question</i>		0

All respondents answered Question 1, in which every person stated (42 / 100%) that they had heard of Zoom, opposed to 72% (26) who had heard of MS Teams.

**Question 2 – Do you have a preference of which programme you use?**



Answers	Count	Percentage
I prefer MS Teams	2	5%
I prefer Zoom	26	63%
I like them both equally	4	10%
I don't have a preference	9	22%
<i>Answered question</i>		41
<i>Skipped question</i>		1

The majority (63% / 26) stated that they preferred to use Zoom, in comparison to 5% (2) whose preference was for MS Teams.

### Question 3 - Please explain your answer to Question 2.

42 (100%) people gave an explanation of their preferred video calling platform.

#### Preferred Zoom

63% (26) people said Zoom was their preferred platform. The top five key themes which emerged from the comments were (1 most common reason – 5 least common reason) :

1. It is familiar. Participants had more experience using the platform and were comfortable with it.
2. It is simple / easy to use
3. Breakout rooms are better and easy to use
4. Thought it performed well for larger audiences
5. Found Zoom operated well on a range of devices

Examples of verbatim comments:

**“Have been using it frequently with friends and social groups and have learned how it works and what to do if there is a problem. Only used Teams once and couldn't see the speaker, which felt wrong.”**

“I find Zoom easier to use and has fewer connectivity problems than Teams.”

**“My experience is with Zoom, which I've been using for about 5 years, for 1:1 meetings, group presentations of 300+ participants, and workshops where we can also breakout into chat rooms to then reconverge to the larger group. It's very versatile and professional.”**

“Zoom operates both on my phone and tablet with no problems. However Teams does seem to operate at all on Amazon Fire tablets.”

#### Preferred MS Teams

Only 5% (2) said that they preferred MS Team as their choice of video calling platform. Reasons given were:

- More intuitive and fewer security concerns
- Reliable, safe and easy to use

Verbatim comments:

**“Teams is more intuitive and there are fewer security concerns with Teams than Zoom”**

“Teams is reliable, easy to use and more secure.”

### **Like both platforms equally**

4 people (10%) liked both platforms equally.

Verbatim comments included:

**“With Zoom you can see everyone at once, but with Microsoft Teams its when the person speaks. As it they are so different I can only say I like them both equally.”**

“If it is not practical to meet face to face, then technology must be best used to suit.  
Video Conferencing is a good substitute.”

**“Both used for different meetings. I use Teams mainly for business but also use zoom for 1:1 meetings. Zoom mainly for exercise. Zoom seems to be easier to use on Apple devices.”**

“V good”

### **No preference**

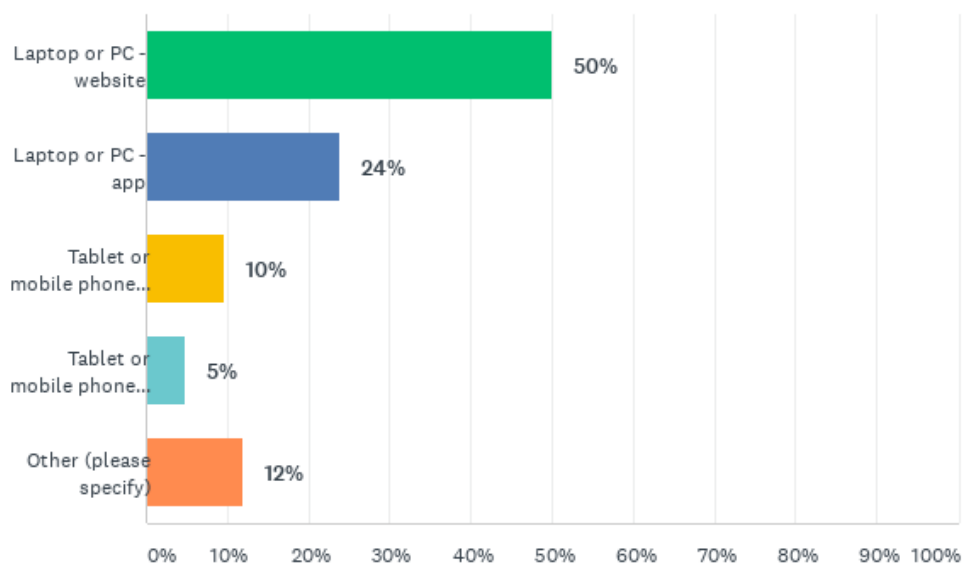
Of the 9 people (22%) who didn't have a preference the main reason for this was that the participant had only used one of the platforms and was therefore unable to compare.

Example of verbatim comments:

**“I cannot give a preference due to not having used Microsoft Teams at all.”**

“I have only used Zoom; therefore, cannot offer a comparison.”

### Question 4 – How do you usually access video calls?



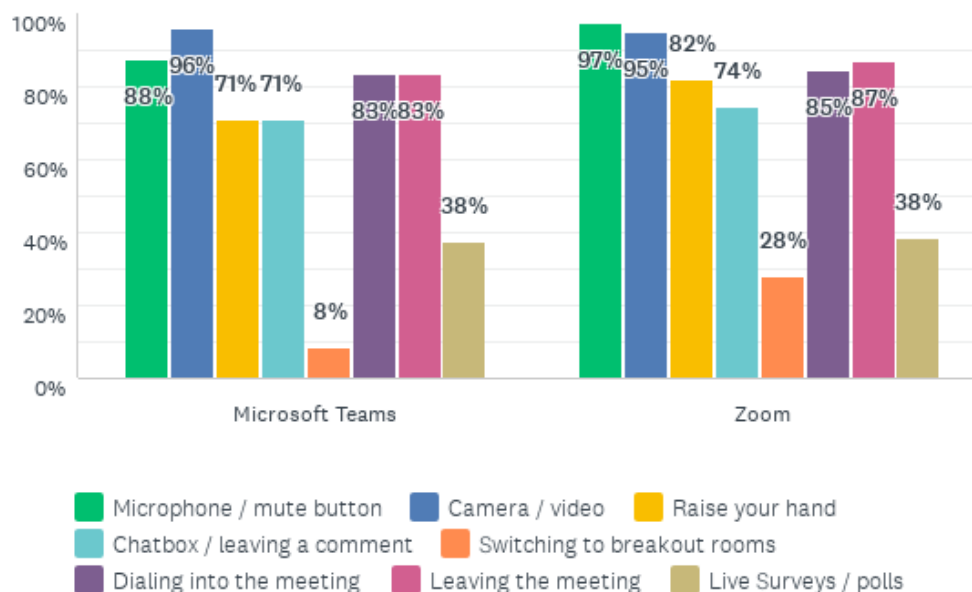
Answers	Count	Percentage
Laptop or PC - Website	21	50%
Laptop or PC - App	10	24%
Tablet or mobile phone - Website	4	10%
Tablet or mobile phone - App	2	5%
Other (please specify)	5	12%
<i>Answered question</i>		42
<i>Skipped question</i>		0

Half of the respondents (50% / 21) reported to use a laptop or PC to access a website to undertake video calls.

From the additional comments received, respondents included:

- iMac
- iPad

**Question 5 - Which functions can you confidently use:**



Answers	MS Teams Count	MS Teams Percentage	Zoom Count	Zoom Percentage
Microphone / Mute button	21	88%	38	97%
Camera / video	23	96%	37	95%
Raise your hand	17	71%	32	82%
Chatbox / leaving a comment	17	71%	29	74%
Switching to breakout rooms	2	8%	11	28%
Dialing into the meeting	20	83%	33	85%
Leaving the meeting	20	83%	34	87%
Live surveys / polls	9	36%	15	38%
<i>Answered question</i>				41
<i>Skipped question</i>				1

With the exception of using the Camera / video feature, respondents stated that they were more confident to use the features on Zoom when compared to MS Teams.

Examples of the additional comments received:

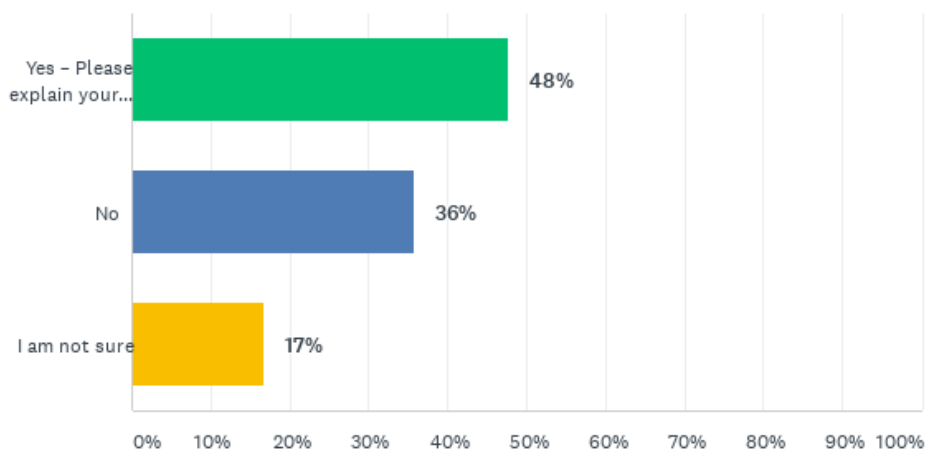
**“Zoom seems to have more comprehensive Options for video and mic control.**

“I have no experience of breakout rooms or live surveys.”

**“Most Zoom meetings are kept simple as not all are tech savvy.”**



**Question 6 – Are you aware of any security risks or benefits of using either of these platforms for video calls?**



Answers	Count	Percentage
Yes – please explain your answer	20	48%
No	15	36%
I am not sure	7	17%
	<i>Answered question</i>	42
	<i>Skipped question</i>	0

Just under half (48% / 20 ) of respondents were aware of the security risks and benefits of using each platform.

Key themes from the from the explanations given were:

- Zoom security issues and updates
- Each platform has security issues

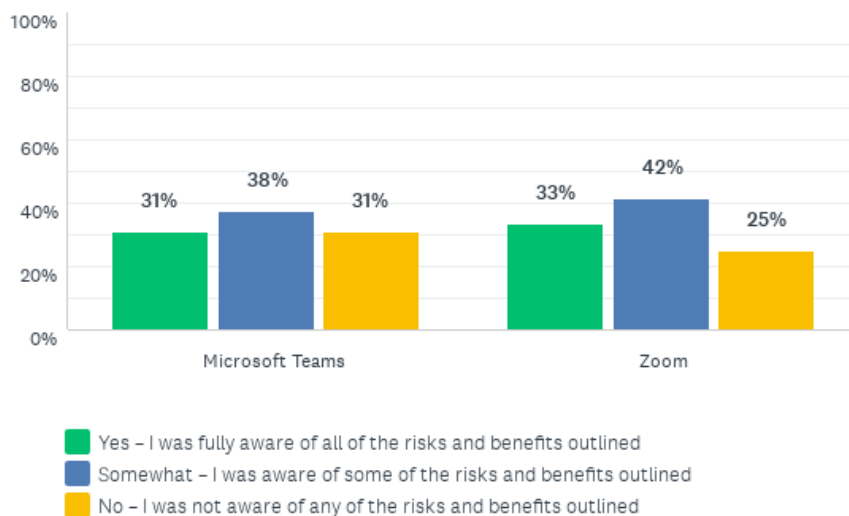
Examples of verbatim comments:

**“No system is safe and am wary of discussing personal info unless the facilitators are named individuals and registration is moderated”**

“I have heard of friends being 'zoom bombed' with obscene language as the meeting was not secure.”

**“I am aware of TEAMS security problems”**

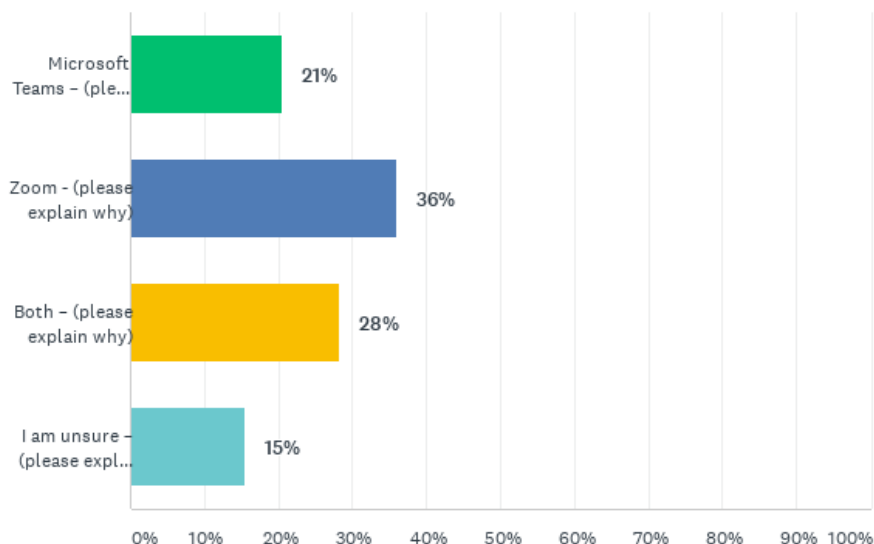
**Question 7 – Prior to reading the information above, were you aware of these risks and benefits?**



Answers	MS Teams Count	MS Teams Percentage	Zoom Count	Zoom Percentage
Yes – I was fully aware of all of the risks and benefits outlined	10	31%	12	33%
Somewhat – I was aware of some of the risks and benefits outlined	12	38%	15	42%
No – I was not aware of the risks and benefits outlined	10	31%	9	25%
<hr/>				
<i>Answered question</i>	32		36	
<i>Skipped question</i>	10		6	

The majority of respondents stated that they were somewhat aware of the risks and benefits MS Teams (38% / 12) and Zoom (42% / 15), that were outlined in the information statement in the survey from the Head of Information Governance.

**Question 8 – After reading about the risks and benefits of using Microsoft Teams and Zoom, which programme do think the CCG should use for patient and public engagement?**



Answers	Count	Percentage
MS Teams (please explain why)	8	21%
Zoom (please explain why)	14	36%
Both (please explain why)	11	28%
I am unsure (please explain why)	6	15%
<i>Answered question</i>		39
<i>Skipped question</i>		3

The most popular choice for video calling platform was Zoom (36% / 14).

Themes which emerged from the feedback were:

**Preferred Zoom**

The top three themes which emerged from those who favoured Zoom were:

1. Simple / Easy to use
2. Operates well on a range of devices.
3. It is familiar. More experience using it.

Examples of verbatim comments:

**“It appears to be easier and more straight forward.”**

“Can be accessed with any device”

**“more people are used to using this format”**

### **Preferred MS Teams**

All respondents who preferred MS Teams, cited that they thought the platform was more secure.

Examples of verbatim comments:

**“It appears to be safer to use.”**

“I would not be happy using zoom because there are simply too many security concerns”

**“As you do not need a Teams account or app, Teams is preferred due to its inherent safety systems.”**

### **Both**

Respondents who said that they would be happy to use both, stated the following key reasons:

### **Question 9 – Do you have any other feedback or comments you would like to share about Microsoft Teams or Zoom?**

9 of respondents gave additional feedback and comments.

The comments were mixed, but the key themes which arose were:

- Preference for Zoom and the reasons for preference
- Suggested best practice to support accessibility for hearing aids wearers and lip readers
- Ensuring all participants are fully informed about the platforms used and the risks / benefits

Examples of verbatim comments:

**“Setting up Zoom is easy. Setting up Teams and navigating through Microsoft’s systems was a pain, you really have to concentrate on getting the free version.”**

“I find Zoon very successful due to its capacity for large and small conference calls, quality of call, flexibility of features, ease of use and intuitiveness of functions”

**“It would be helpful if participants were reminded that they need their faces in a good light. As a bilateral hearing aid wearer I supplement what I hear with lipreading and it is important to be able to see people’s lips.”**

“Be clear about risks and make people aware that facilitators and moderators introduce themselves and the role they play. Relax and trust to informed consent. MIND peer.”

## **Demographic Questions**

Demographic information about the respondents can be found in [Appendix 2](#).

## Recommendations

We would make the following recommendations:

1. **Consider the use of both MS Teams and Zoom for the purposes of patient and public engagement.**
2. **Create a video calling protocol for CCG staff and members of the public to follow when participating in engagement exercises.**
3. **Continued Engagement** – Ensure that patients, carers, staff and partners can be continually engaged and give their experiences using video calling platforms and virtual engagement methods. Allow for regular sense checking, feedback and the opportunity to hear people's stories.

## Appendix

### Appendix 1 – Survey Distribution List

Person or Group	Information Sent
Herefordshire and Worcestershire Involvement Network (HWIN)	Survey Link and Information
Herefordshire and Worcestershire Patient Participation Group (PPG) Network	Survey Link and Information

### Appendix 2 – Survey demographics



Demographics  
Summary.pdf