

## Subscriber Survey 2017

### Summary

Subscribers to our survey reported high levels of support for Patient Opinion/Care Opinion personally, as well as within their organisation. It was felt that there would be greater support amongst their colleagues if there was greater awareness, and those staff who responded cited the volume of positive feedback as being their primary motivator for using Patient Opinion and Care Opinion. Most staff viewed us as an additional source of feedback which complimented traditional channels, especially in the speed of the service and the positive feedback to staff.

Overall, subscribers felt that feedback was essential to their organisation, and that feedback should be public, given directly to clinical staff, and responded to by these staff. It was recognised that this was important to people that had told their story, though a significant minority felt that clinical staff were too busy. It was also important to subscribers that they should be able to show that they had made a change in response to feedback. There was a general belief that dealing with feedback in this way reduced complaints, though this was not unanimous. Most staff felt that their managers would approve if they were to respond to stories, and expressed a desire to do so.

Subscribers felt that feedback should be generated both by advertising materials and by clinical staff or volunteers mentioning our service to potential authors. Staff were less enthusiastic to tell someone about us if they felt there had been a negative experience, though over 90% said they would tell someone anyway. Half of our responders felt that their management wanted to see more feedback via Patient Opinion and Care Opinion, where this was not the case this was generally due to a lack of awareness of our service.

The biggest improvement staff felt we could make would be to raise awareness of our service amongst staff and members of the public. However, whilst staff read stories about themselves and others, they almost never shared stories from our site on their social media. Resolving this contradiction could be key to increasing use of our platform.

Subscribers reported significant positive impact on their organisation as a result of using Patient Opinion and Care Opinion. Staff felt that using our service improved the way they collected feedback. They then used these stories to change their working practices, and felt that using stories reduced complaints, increased morale, and increased the esteem in which they were held by managers management as well as members of the public.

Most staff had never used any of our support resources, which demonstrates that they are being supported internally by their subscription administrators. We do have some self-serve help resources; however, these remain largely unknown to subscribers.

Similarly, whilst most people used our email alerts to stories and responses there was much lower awareness of reports, visualisations, and blogs. However, where people did not use these features it was due to a lack of awareness and they expressed an interest in trying them out. Again, self-serve support on these tools will support these efforts. Some staff requested more tailored alerting, demonstrating a further need for a way for these individuals to learn to do this themselves.