

CARE OPINION NEWS



Care
Opinion

What's your story?

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Online patient feedback is lifting staff morale



Everyone understands that health and social care services across the UK (and indeed, across the world) are struggling to cope with the impact of the pandemic. It is not just the number of sick Covid patients that is causing services to buckle, but the knock-on effects on other services, the high rates of staff sickness and burnout, and a deepening sense that things are not improving.

In that context, supporting the morale, mental health and sense of purpose of health care staff seems a small but highly significant contribution we can make, for everyone's sake. And fortunately, growing evidence suggests that online patient

feedback does make a positive difference.

First, we know from the Oxford University Inquire UK study that "praising the service I received" is a common motivation for online feedback. We confirmed this in our recent survey of people in Northern Ireland who had posted a story on Care Opinion: in fact, "praising the service" was the number one reason for posting, resulting in an enormous flow of gratitude to the almost 2,000 staff currently using Care Opinion in Northern Ireland.

Second, we also know that the stories people share do lift the morale of staff. For example, research from Cornwall published

earlier this year found that Care Opinion had created a positive effect on staff morale, confidence and pride.

So patient motivation and staff benefit are aligned. But can we do more? Yes, we can! Little is known about how to use positive patient feedback to maximise the benefits. Fortunately, new research is just getting underway at Nottingham University, funded by NHS England, to examine exactly this question. This couldn't be more timely.

Keep an eye on our blog for updates on this and related research findings about online feedback.

Care Opinion's Online Conference 2021:

On the 21st of October this year, Care Opinion was delighted to host our second annual online conference called "The new normal – How online feedback is creating change in health and care". With around 300 registered attendees, 11 guest speakers and 10 session hosts, we explored many different themes around online feedback.

We featured guest speakers from different areas of health and social care, drawing on experience, sharing ideas and supporting one another to benefit from the collective knowledge of speakers and attendees about online feedback and specifically their experience of the Care Opinion platform.

The conference sessions explored new features of Care Opinion, experiences of feedback during the Covid-19 Pandemic, areas of current research and looking to the future, feedback in mental health services and lessons learned from implementation of Care Opinion across Northern Ireland.

During the conference, we were also delighted to launch our new film called "Care Opinion across the UK". In this film, staff from Scotland, England and Northern Ireland shared their experiences of how they share stories with colleagues, how they use this feedback to learn and improve, how feedback affects staff culture and how it makes them feel. You can watch this video by [clicking here](#)

You can find blogs and recordings of all of the conference session here:

[Session 1: Introduction to the Care Opinion Platform](#)

[Session 2: Feedback during a pandemic](#)

[Session 3: Online patient feedback: what do we know from research?](#)

[Session 4: Mental health – Encouraging voices across services](#)

[Session 5: Lessons learned from implementing online feedback within a healthcare setting](#)

[Session 6: Northern Ireland – A system wide approach – One year on](#)

If you came along to the conference, thank you very much for attending! If you missed it, check out the information and recordings in the link above.



careopinion.org.uk
the UK's leading independent feedback platform.

Or call us during working hours (local rate):

0114 281 6256

Unmet Needs



Care Opinion was delighted to be part of a recent event, 'Unmet Needs' hosted by the Innovation Hub at South Yorkshire and Bassetlaw Integrated Care System.

Central to these wide-ranging discussions, was the focus on the voice and involvement of the public.

On Care Opinion, authors can share their story which alerts all health and social care providers involved in their care. This integrated functionality can give all the stakeholders involved in these new structures an overview of the firsthand experiences of the public. In addition, Care Opinion actively works with so many different strands of the new ICSs, helping to generate feedback, share learning and improve services.

See here for examples and case studies:

NHS Providers including acute, mental health and community providers:

A blogpost from Michaela Brewer, Engagement Manager, Patient & Family Experience Team, Royal Cornwall Hospitals NHS Trust '[Care Opinion, Royal Cornwall Hospitals Trust Improvement journey – 1 year on](#)'

Primary Care:

A blogpost from Amanda Rayner, HR & Facilities lead and Deputy Practice Manager at the Lawson Practice. '[Care Opinion within a GP setting – A Case Study](#)'

Third Sector Providers:

A blogpost from Paul Pescud, Service Manager at Cambridgeshire CGL. '[Using Care Opinion in CGL Cambridgeshire](#)'

Commissioners:

A blogpost from Victoria Simmons, Head of Engagement and Experience, NHS Bradford City CCG, NHS Bradford Districts CCG & NHS Airedale, Wharfedale and Craven CCG. '[How can online feedback make a difference in commissioning?](#)'

Care Homes and Hospices:

A blogpost written by the Head of Care Opinion Scotland, Fraser Gilmore after the Care Opinion Scotland Conference. "[I'm glad my contribution to a patients care has made a difference...](#)" [Kilbryde Hospice- #COSconf2020](#)

Local Healthwatch Organisations:

Visit our Care Opinion site page to find out more information about '[Care Opinion as a tool for each Healthwatch](#)'

As these conversations move on locally and nationally, we will be talking to different stakeholders exploring how we can work in partnership to help public feedback be at the centre of these developments.

Do contact [Tim Hunt](#), Head of Partnerships and Safeguarding for more information on the opportunities for your organisation.



Introducing...

Chris Ireland

our newest Care Opinion Staff member in the Moderation Team

My role at Care Opinion?

I moderate the many stories we receive at Care Opinion in order to maintain people's anonymity and to ensure fairness prior to them being published on the website. For many people commenting on the service they have received from health and social care is a big step take, so it is important that their stories are published as promptly and fully as possible.

What are the values that drive me?

Having worked in social care for many years, it matters to me that people can access the services and support they need in a timely way. It is important to give people a voice when they are dealing with large, complex organisations which don't always appear to be listening.

What do I like to do when I'm not working?

My big passion in life is running, and I regularly compete in races of all distances from 800 metres up to the marathon. More recently I have been trying out a range of other sports – tennis, squash, badminton, snooker, golf and table-tennis. I'm terrible at all of them, but with time and dedication I aspire one day to achieving mediocrity.

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