

Getting the most from Patient Opinion..

Hearing the stories

Everyone benefits from hearing feedback. With Patient Opinion, you can set up your staff so that they receive e-mail alerts when stories about your Trust are published on the web. Getting everyone involved means that feedback is spread effortlessly to all those who need to hear it.

Only hearing what is relevant

Email alerts mean that your staff need only listen to what they need to hear. And since we rate every story for how critical it is, managers can choose to listen to all comments or just those that are above the threshold they chose.

You can set up email alerts that are filtered by a range of criteria including site, diagnosis, and service. You can use these to set up feeds for services leads, Board members, Directors, patient reps – who ever you think needs to be listening to comments about a particular service, condition or problem.

Using patient stories to improve services

Many people sharing stories want to say 'Thank You'. Others just want to tell their story. But many also contain suggestions or comments that you will want to react to. Mostly these will be about 'micro' aspects of care – those things that make a huge difference to how people experience your service but which do not involve massive change.

Patient Opinion already has many examples of these conversations, where a service user has made a suggestion and the service have acted upon it.

“In response to your feedback, the team are reviewing their Service User and Carer leaflet to make sure that we provide clear information around the level of intervention the service can provide, clarifying the role and function of the Crisis Team.”

<http://www.patientopinion.org.uk/opinion.aspx?opinionID=16082>

Making these small but important improvements also help staff to reflect on the service they provide. Making the small changes that users suggest is often about supporting professionals to give a more personal service.

Telling the world what you have done

Replying on Patient Opinion will demonstrate your responsiveness and active engagement with service users. Posting a response on the web is quick and simple. Sometimes this will be about how you have improved services. Sometimes a sympathetic comment from a service manager is more appropriate. Either way, the world gets to hear what you think and what you have done. And just as all stories are re-published on NHS Choices so are all your responses.

Keeping your stakeholders informed

Many commissioners will be using Patient Opinion to assess what service users are saying about their services. You can set up Non-Exec and Directors with email alerts focused on their particular interests. Patient Opinion will also produce a range of reports showing stories by topic, site, time frame etc and comparing your ratings with any other Trusts that you want to select.