

## **Are you getting enough feedback?**

***A few ways to raise awareness of Patient Opinion among your patients, users and staff***

### **1. Add a link to your website**

Data from trusts in the North West suggests that services with a link to our site get 5 times as many postings as those with no link.

Help and images are available here:

[http://www.patientopinion.org.uk/info.aspx?pageID=link\\_to\\_us](http://www.patientopinion.org.uk/info.aspx?pageID=link_to_us)

### **2. Use our free promotional designs**

Our free ready-to-print PDF files are available online if you'd like to print posters, leaflets or credit card reminders to distribute to target services

Our designs have been carefully tested in many NHS settings, and can also be customised with your own logos etc.

Files for home/office and commercial printing can be found here:

<http://www.patientopinion.org.uk/info.aspx?pageID=print-materials>

### **3. Ask for feedback in your newsletter**

If you produce newsletters or other information for patients, users or carers, add a feature about Patient Opinion. Ask your users to give you honest feedback on your services.

### **4. Ask for feedback at patient, user or carer forums**

You probably have lots of meetings where you could let your users know they can feed back about your services. And the people who attend such meetings are already motivated to be involved, and can help you spread the word.

### **5. Don't forget your staff**

Keep your staff informed about your work with Patient Opinion. Many staff will also help you raise awareness among patients, and may have relatives or friends too who have used your services and would like to feed back.

### **6. Circulate our newsletter**

We produce a monthly email newsletter to let everyone know what we are doing and what new projects and services are being developed. Pass it on!

### **7. Issue a press release**

Let your local press and local radio stations know that you are looking for feedback – and are responding to your users online.

Patient Opinion is all about showing that your organisation values feedback, listens, takes it seriously and responds. Using Patient Opinion is the mark of a high quality listening organisation – so let people know!

We can help you with drafting press releases if you like.

## **8. Talk to your LINK**

LINKs need to know what people are saying about local services – whether good or bad. Patient Opinion is a perfect way to do so – and in turn, your LINK will help you spread the word.

## **9. Talk to local practice-based commissioning consortia**

In many places trusts have worked with local PBC consortia who want to know what their patients think of local services. We've found this a really good way to generate a steady stream of feedback – ask us for more information on how to do this.

## **10. Are you an FT? Get your members involved**

FT members – and governors – are keen to know how people experience services, and will also have experiences of their own to add.

Don't ignore them – get them involved. Your members and governors will be impressed that you are taking local views seriously.