

# Connecting people for change

Putting patient stories at the heart of health and social care



# The value of stories

**Patients want to experience high quality healthcare and staff want to provide it.**

By telling stories, patients can help staff provide the best possible care.

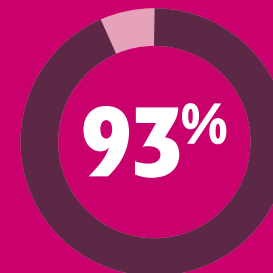


89% of subscribers agree that responding to online feedback can help resolve concerns before they become complaints.

In the words of a recent report from The Kings Fund, quality improvement demands:

**“Relentless focus on the needs and experiences of the people served by a system”.**

Patient Opinion will help you do exactly that.



93% of subscribers agree that online feedback from patients/service users is essential to improving services.

# Why Patient Opinion?

**Patient Opinion has national scale and national visibility. It is used by 90% of NHS Trusts in England, all health boards in Scotland, as well as a large number of CCGs, HealthWatches, and over 3,000 professionals in training.**

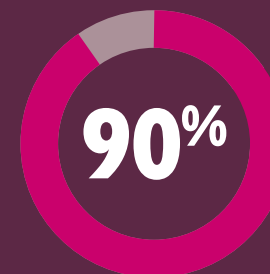
While local feedback systems have limited visibility, stories on Patient Opinion have been viewed over 83 million times and 100,000 people visit Patient Opinion every week.



[patientopinion.org.uk](http://patientopinion.org.uk)

“We’ve learnt a lot from the feedback we get on Patient Opinion. Our culture is becoming more open. It’s helped us adjust our thinking, and ask whether the way we’ve done things in the past is still the right way for the future.”

**Michael Wilson**, Chief Executive  
Surrey and Sussex Healthcare NHS Trust

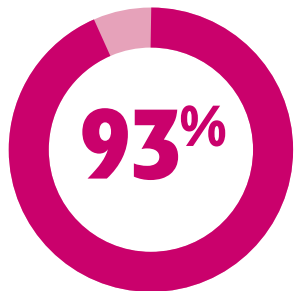


Patient Opinion is used by 90% of NHS Trusts in England

# Why subscribe?

**We train and support your staff to excel at using public feedback to improve the quality and performance of your services.**

Our highly experienced and friendly team will support you with all the challenges and benefits of incorporating qualitative feedback into your existing systems.



of subscribers agree that people should expect to receive a response from their online feedback.

“The team are so responsive; they are always there when we need help. From running reports, to using the website, or writing responses, whatever we need the Patient Opinion team are there. Their brilliant support has made sure we get full value from engaging online.”

**Sharon Kidd**, Patient Experience Manager  
United Lincolnshire Hospitals NHS Trust



**3,948** stories told

**233** stories have led to changes

**95%** response rate  
(to last 100 stories)

**776** staff listening

# The value of subscribing

Access to training in a range of ways to embed responsiveness in your organizational culture. This includes advice around social media, and spreading transparency across your organisation.



Use our reports to identify the areas that need improvement and to see how your staff are engaging with feedback.



Exclusive access to online and offline features. Smart alerts for NHS Choices stories, tag bubbles, and dementia-friendly innovation from our partnership with Talking Mats. There are benefits to suit all needs.



Fulfil the requirement for truly integrated feedback. Our unique system allows stories to span both health and social care. People can give feedback about their whole care pathway. We share it with all relevant health/care providers and commissioners.

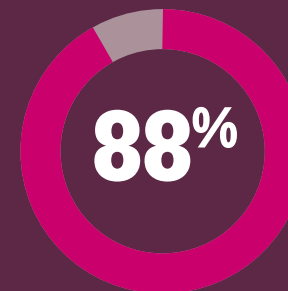


“Patient Opinion allowed us to have much less guarded conversations with patients, that felt much less adversarial and complaint driven. It felt as if the number of complaints reduced. Patient Opinion is excellent value for money and I would recommend it. I think any reduction in complaints reduces administration time and inevitably releases costs.”

**Dr Ben Mearns**

Consultant Physician & Chief of Medicine

Surrey and Sussex Healthcare NHS Trust



of subscribers agree that responses should come from the staff who deliver a service.

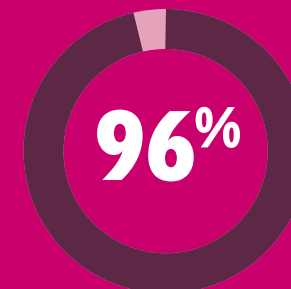
# Stories can transform services

Patient Opinion focuses on the rich learning from stories. Working with us will give your staff access to continuous improvement through engagement with stories.



"I spent years listening to patients make the same comments, and nothing changed as a result. That has all changed since we started promoting Patient Opinion. It has helped us identify what we are doing right, and more importantly where we could improve. Our patients are happier, we have less complaints, and we've found that by listening to our patients, we do have the power to make our service better."

**Lisa Metcalf**, Specialist Podiatrist  
Nottinghamshire County Health Partnership



of subscribers agree that people should be able to see how online feedback leads to change.

# Real time alerts save time and help you engage

**Patient Opinion smart alerts ensure that each story (Patient Opinion or NHS Choices) reaches the right people, so they can respond in real time. This increases patient satisfaction, showcases excellent care as it is delivered and drives continuous improvement.**

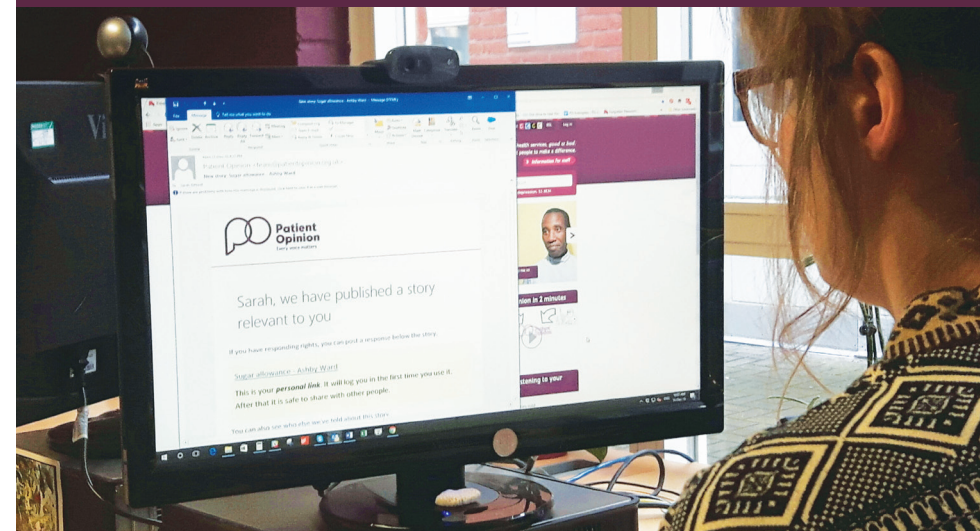
Our Smart alerts include the important feature of including alerts for NHS Choices stories, enabling subscribers to manage online feedback from a single platform. This helps maintain the quality and timeliness of all responses, and also ensures authors feel listened to and engaged.

[patientopinion.org.uk](http://patientopinion.org.uk)

“One of the great things about Patient Opinion is that it provides the necessary route for voicing opinion but without having to make an official complaint. As someone who is proud that we have an NHS and likes to defend it, I am always hesitant to criticise. Patient Opinion is done in a way that doesn't feel like making an official complaint but still with an expectation of outcome.”



[www.patientopinion.org.uk/  
opinions/82035](http://www.patientopinion.org.uk/opinions/82035)



# Keeping you safe through moderation

Our experienced moderators and robust processes protect the anonymity of authors. We also protect healthcare providers against defamation, and staff being identified in critical stories.

We have a commitment to safeguarding vulnerable individuals and facilitating helpful dialogue between patients and health and social care service providers. Our moderation policy and processes reflect this.



100% of the stories and responses submitted to Patient Opinion are read and moderated by a member of the Patient Opinion team before publication.

“As an independent organisation, moderating stories lets us create a fair and more person-centred approach to patient feedback, providing insight to the relevant staff rather than statistics, and making patients feel listened to.”

**Dr James Munro**, Chief Executive  
Patient Opinion



“Moderators ascribe a criticality level to each story, and add positive, negative and emotion tags to stories.”

Subscribers can access these through alerts, reports and visualisations.”





Talk to us about which  
subscription level is right  
for your organisation

✉ [contactus@patientopinion.org.uk](mailto:contactus@patientopinion.org.uk)

👉 [patientopinion.org.uk](http://patientopinion.org.uk)

or call us on  
**0114 281 6256**



“I would encourage any patient who wants to work with staff to engender positive changes for others to use Patient Opinion and bypass the stressful and adversarial complaints process.”

Posted by **Baglady**  
Patient



Patient Opinion is currently available across the UK, Ireland and Australia.

Patient Opinion is an independent social enterprise run for the benefit of people using services, their families and staff. Registered in England and Wales - Company No: 05328982 and Scotland - Company No: SC412219 - ICO No: Z919848X.

