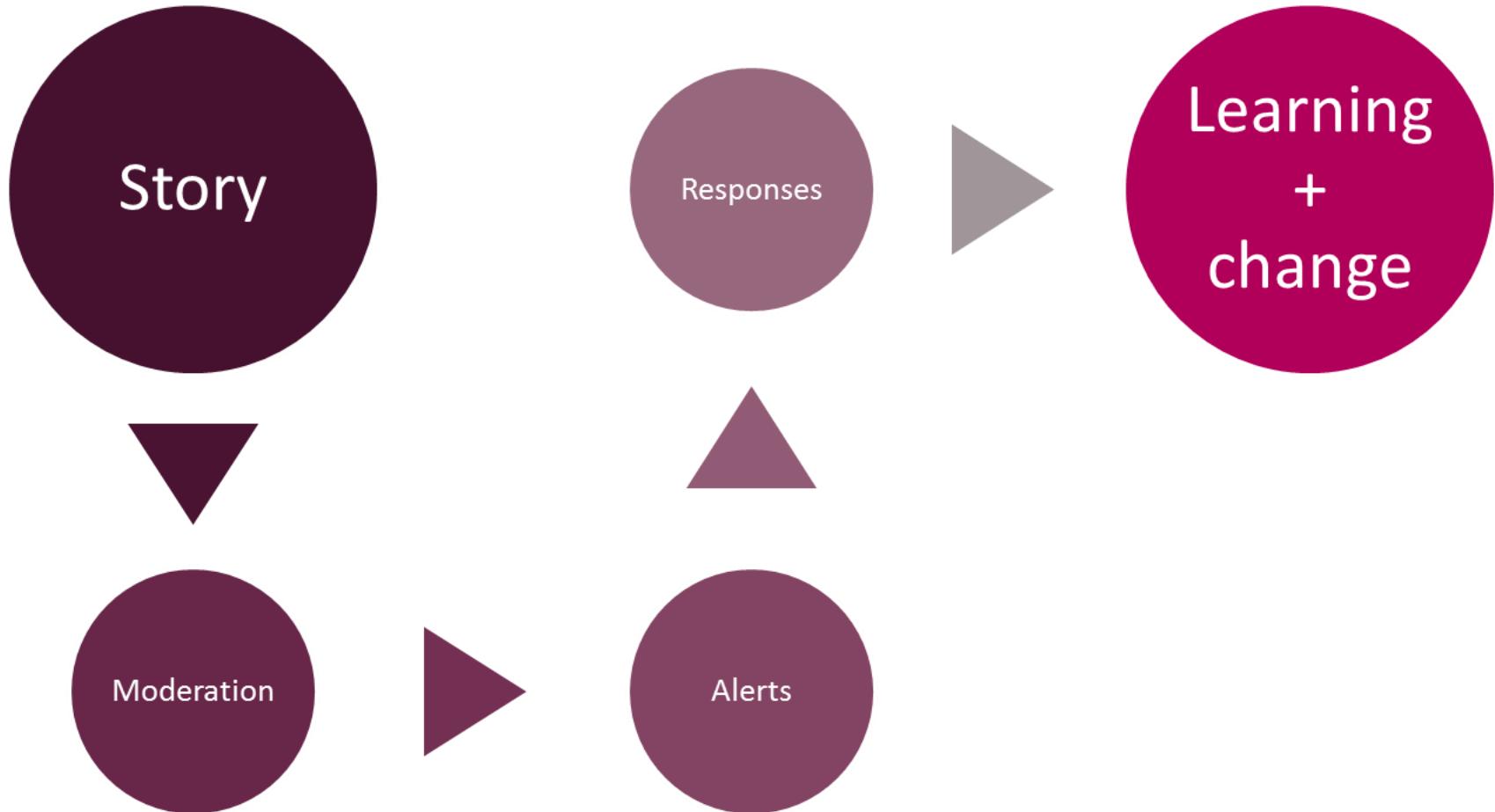


**How to  
Respond  
Well**

# In this session, you will learn...

- How to update your profile details and picture
- How to respond to stories on Care Opinion
- What makes a good response
- What authors might want in a response
- How to show you're planning or have made a change to your service, as a result of feedback

# Stories – it's about the conversation



## Good practice in responding

### About you

- Your name, role and responsibilities
- Your picture
- Why you in particular are responding

### Speed

- Within 7 days at most
- If slower, apologise and explain why

### Content

- Personal and specific
- Thank author for feedback
- Apology and offer of help as needed
- Offer of follow up if wanted

### Signposting

- Other relevant services, with contact details, times and a named person
- Offer more than one way to contact a service

### Sign-off

- Polite and personal
- Would you be satisfied receiving this response?

Blog post : Link to '[What makes a good response](#)'

## Top Responding Tips!



You can respond **as many times** as you wish



You can respond to ANY story IN YOUR SUBSCRIPTION as long as you are logged in!



Never ask an author to disclose their **personal information** on the website.



A **transparent, honest and safe** conversation on Care Opinion demonstrates that your service listens to feedback, resolves problems and works towards positive change.

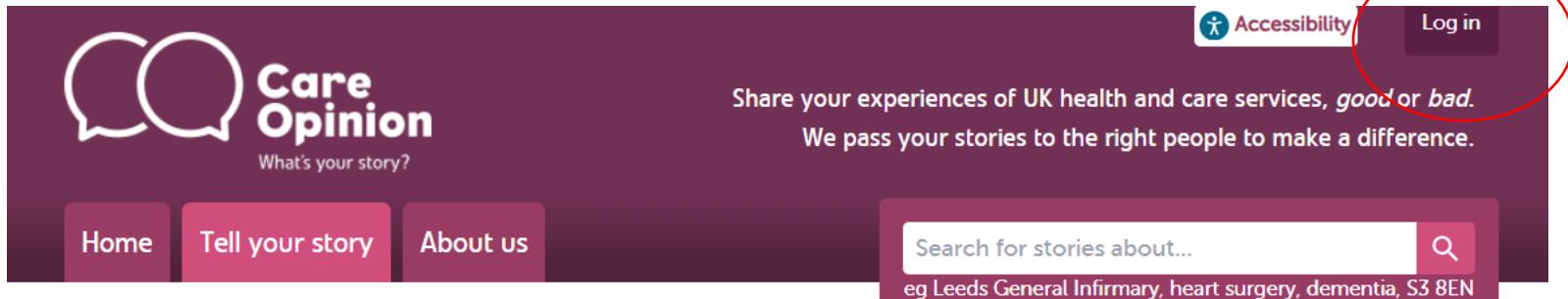
# Why is it so important to update profile details?

- As a responder, when submitting a response you will be asked to 'sign off' your response, using your response signature. This information is pulled directly from your profile details, and so it is so important that this is as detailed as possible
- Having your name, job title, department and organization, along with your profile picture, helps authors to feel like they are speaking to another person, humanizing the whole process
- Updating this information is super easy and quick- here's how to do it!



# How to update your profile details!

## Step 1: Log in!



## Step 2: Navigate to your profile!



## Step 3: Click on the pencil to add/update info

Job title

Engagement and Support Officer



# How to update your profile details!



## Member details

### Role

Administrator



### Job title

Engagement and Support Officer



### Department

Subscriber Support



### Organisation

Care Opinion



### Phone number

(No phone number)

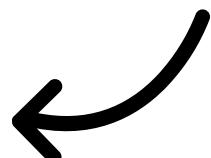


### What I do

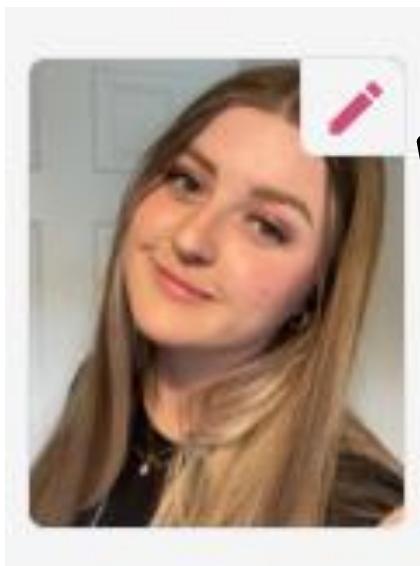
(No job description)



★ Top Tip: Updating this 'what I do' section is super handy for explaining in layman's terms what it is that you do, helping to give people a better understanding if your job title is particularly complex ★



# How to update your profile picture!



Click on the pencil icon, to upload a profile picture

Update profile picture Close

No file chosen

Then select 'choose file', select your file & upload!

# Here you can see why this all matters!



Response from Charlotte Borthwick, Engagement and Support Officer, Subscriber Support, Care Opinion 12 months ago



Response is **public**



- ✓ Full name
- ✓ Job title
- ✓ Department
- ✓ Organisation
- ✓ Profile picture

Response from Care Opinion CIC

Dear Bear

✓ Organisation

Thank you so much for sharing your positive experience using Care Opinion....

Write your reply

Preview

This response is from

Me

Another member

How would you like to sign your response?

Name, job title, organisation

Job title, organisation

Organisation

Write your response

[guidance on responding](#) | [responses people found helpful](#)

B

I



Type something

Are you planning a change in response? [More about changes](#)

Not at the moment

We're planning a change

We've made a change

# Demonstrating you've made a change!

We are preparing to make a change

We have made a change

Are you planning a change in response? [More about changes](#)

Not at the moment

We're planning a change

We've made a change



When the editing period ends, your response will be read by a moderator before publication.

## Your consent

I consent to my response being published on Care Opinion and shared online to help learning and change.



Consent and submit response

30 minutes  
editing time  
once  
submitted



# What constitutes a change?

- Must **affect the service and patients/service-users directly**.
- Can be **big or small**.
- Can be **planned for the future or made immediately** – update with a new response once the change has progressed or been made!
- Can be **updating staff training** or maybe seeking funding to make the change.
- Can be made on **positive and critical stories** e.g. good practice can be replicated or enhanced in other parts of a service/organisation.

CHANGE PLANNED



CHANGE MADE



# Example of a change made

Response from Andrea Bendowski, Clinical Nurse Manager, Planned Care, NHS Fife 6 days ago

We have made a change

Response is public



Dear HK57,

Thank you for sharing your concerns with access to the NTC.

As a result of your feedback, we reviewed the maps provided to patients for directions. We agree that they were confusing and difficult to navigate. The map should have clearly indicated that there is no internal access to the NTC from the main hospital and that it can only be accessed from outside.

We have relayed this to the team, who have since updated the map and will now ensure it is provided to patients in colour. We appreciate you bringing this to our attention, as we hope this improvement will make navigation easier for patients in the future.

Thank you

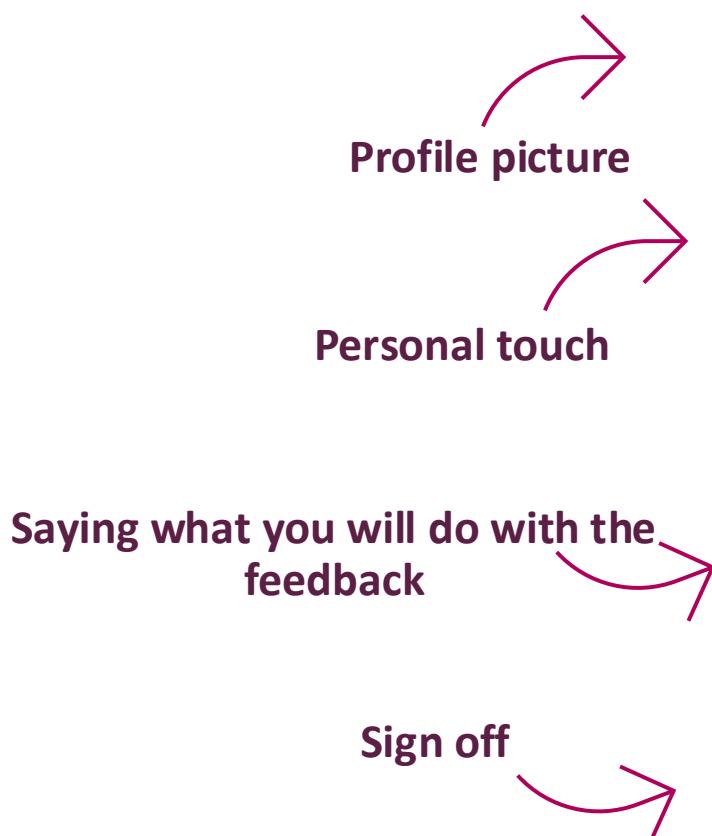
Andrea Bendowski

1 person thinks this response is helpful

Was this response helpful? Yes | No

# What does a great Response look like on Care Opinion?

## Responses



Response from Louise Lawrie, Service Manager - Motherwell Locality, North Lanarkshire Health & Social Care Partnership 8 months ago



Hi Amy927,

Thank you for taking time to share your experience and feedback regarding our wonderful Team Leader Eileen. Receiving this news about your son is bound to be overwhelming and a daunting experience indeed. However, it is so amazing to hear that Eileen could support you and make this experience less lonely for both you and your son. We are so lucky to have Eileen as part of the service, bringing all of her skills and experience from over the years. She contributes hugely to supporting children and families like yourself and also supporting the wider team in delivering this high quality care. We agree - she is an absolute credit to the team/locality/organisation.

I will ensure Eileen gets your lovely feedback and her value is celebrated. I wish you and your son all the very best on the journey ahead. Thank you again.

Many thanks.  
Louise Lawrie  
Service Manager  
Motherwell Locality

[Has went over and above for me and my son | Care Opinion](#)

# Pay attention to the 'How did you feel?' tags

" Support through being sectioned 3 times "



STORY HAS A RESPONSE



This story has had a response

About: Community Services (AMH) / CMHT North

Posted by [zoe66554](#) (as a service user), last week

Diagnosed as having bipolar the mental health team and hospitals have been amazing throughout from having psychotic episodes, been manic hallucinations auditory and visual. I was very ill indeed not only did they look after me during this time they have helped me rebuild my life after through the mht.



I have learnt how to look after myself and manage my illness I have a detailed care plan in place to recognise symptoms and know who to ring immediately so I can stay well and be home with my children where I belong thank you so much everyone involved with my care I'm sure they will remember me as I will them ❤



Story summary

What was good?

care planning

new skills

staff

support

How did you feel?

supported

# 5 elements of good responses:



- **Empathy and understanding**
- **Apologising**
- **Explaining what normally happens or why things happen**
- **Saying what you will do with the feedback**
- **Saying what you will do to make an improvement**

# Responses

**Say what you've done with the feedback**

**Empathy**

**Explaining what normally happens**

**Apologising**



Response from Anne McCourt, Operational Lead, Speech and Language Therapy, Children and Young People's Directorate, Southern Health and Social Care Trust 9 months ago



We are preparing to make a change



Thank you alphamy88 for sharing your story on Care Opinion and thank you for your patience in awaiting our response. We have been investigating our options for staff uniforms in response to your story.



I fully understand how your daughter could become upset in a medical environment following on from the painful experience of her elbow injury.

We strive to provide a welcoming, relaxed environment for children attending Speech and Language Therapy and I am sorry that our uniform policy has had a negative impact on your daughter's experience. I agree that medical uniforms can be off putting for many young children.

[Visit to speech and language therapist | Care Opinion](#)

## Say how you'll make an improvement



Response from Anne McCourt, Operational Lead, Speech and Language Therapy, Children and Young People's Directorate, Southern Health and Social Care Trust 3 months ago

 We are preparing to make a change

▶ Response is **public**

I have raised the issue a



Update posted by **alphamy88** (a parent/guardian) **3 months ago**

▶ Response is **public**

Waow that would be amazing, something non clinical looking and fun looking to the eye of a child. I know both my kids (ASD) freak out in any kind of clinical setting. A uniform that looks like clothes would certainly help.



language therapy appo  
implemented.

Once I am in a position to clarify, I will update with a further response

Thank you for your patience.

**1** person thinks this respon

**alphamy88** thinks this response is helpful

**1** other person thinks so too

Was this response helpful? **Yes** | **No**

# Saying what you will do with the feedback



## Responses

### ▼ Response from Paul Bagot, Operational Lead, Inclusion 2 years ago

Dear COAHTR



I wanted to thank you ever so much for letting us know how you found, not only therapy but your journey into and through the service at Inclusion Thurrock.

It means a lot to us hearing that clients have gained knowledge and understanding in therapy and then applied it in their lives to reap the benefits.

I especially enjoyed your mentioning how everyone else around you also notices changes too...!!

That's so important isn't it? Its part of that motivational cycle which gives you even more encouragement to continue doing the work.

I have shared your story with the whole team at Inclusion Thurrock and can say from all of us, thank you and we wish you all the very best in your future.

Paul

Was this response helpful? [Yes](#) | [No](#)

Click [here](#) to read full story

# Avoid standard/copy & paste responses



Response from [REDACTED]  
Trust 7 years ago

NHS

Thank you for your comment. We are very sorry to hear that you have concerns and would like to speak to you; In order for us to look into this and investigate we need some further details. Can you please contact our PALS team who will be able to help you? You can contact them by phoning



Thank you.

Was this response helpful? [Yes](#) | [No](#)

Update posted [REDACTED]

I have observed that the practice of this NHS Trust is to generate a standard response, which can and does come across as being very disingenuous, therefore suggesting that patients and/or carers concerns are not being taken seriously.



# Responding to critical feedback

Remember, it's entirely normal to feel...



**Angry**



**Upset**



**Frustrated**

But your goal is to **improve the relationship**, not to prove who is right.

Show the author that you have listened to them.

And show that you genuinely care about the experience they've had.

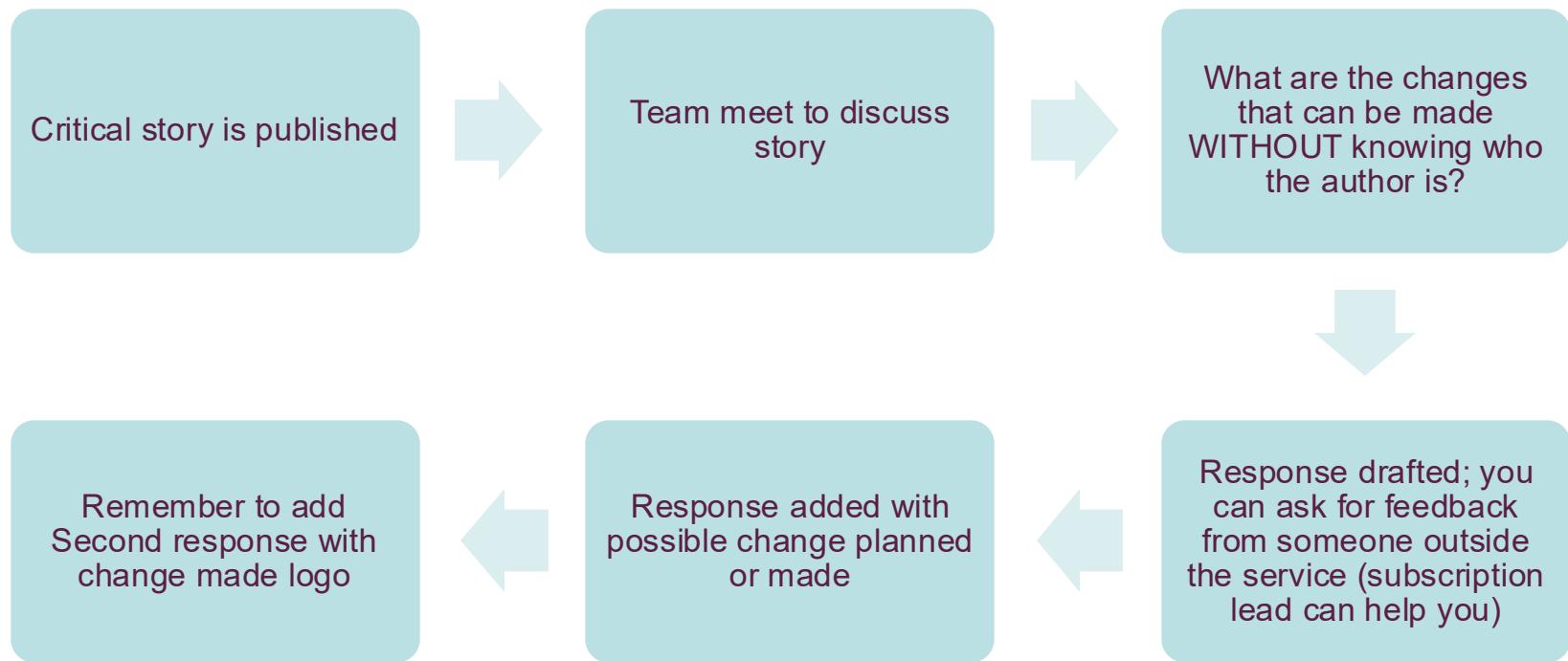
**“You can’t go back and make a new start, but you can start right now and make a brand new ending.”** James R Sherman

# Preparing yourself to respond...



- Take a deep breath
- Take your professional hat off
- Imagine it's you, what response would you expect?
- Try to understand and connect with the motivation
- Control any inclination to defensiveness
- Walk away, reflect, get someone else's viewpoint
- Examine your own motivation –to learn, to improve, to protect, to defend

# Responding to a critical story workflow



Remember...Changes can be planned and made from Positive stories too!  
E.G. Sharing best practice.

## Keeping the conversation



When something hasn't gone well, it can be tempting to want to take the conversation offline to investigate further.

Ask yourself: **Do you really need more detail?** Can you respond to the information you already have?

I appreciate the offer although Care Opinion is about anonymous feedback and I believe that I have given enough information in my original story.

I understand the need to want to engage with me but using this way of giving feedback gave me the opportunity to be open in a safe way. I just want my feedback to ensure that this behaviour of the staff at the main reception is improved and that staff won't ignore service users or be distracted by their phones while we are waiting.

# Practical Tips to make responding easier!

The link **only**  
logs you into  
the site the  
1<sup>st</sup> time



Sarah, we have published a story  
relevant to you

If you have responding rights, you can post a response below the story.

## Complimentary Therapy

This is your **personal link**. It will log you in the first time you use it.

After that it is safe to share with other people.

If the link above isn't working, please copy the address below and paste it into your browser:

<https://www.careopinion.org.uk/opinions/649337?t=2eqypgec5z>

## Who else have we told about this story?

## Why did I get this email?

We've sent this email in line with alerts you have set on Care Opinion. You can change or pause emails you receive from us at any time.

Just log into [Care Opinion](#), and then [change your alerts](#).

# Who else received an email alert?

## Who has Care Opinion told about this story?

We have told 2 members in your subscription

 **Read**

 **Responded**

 **Helpful**

Public Health Agency      1 told

Southern Health and Social Care Trust      8 told

I was the  
The nurs

administering the medication prescribed with the minimum of fuss. As was said by  
the surgical team I was called for early the next morning.

I've experienced this

# How to find help?

- Help button
- Support page
- Contacting your **lead within your organisation**
- Contacting your Care Opinion support lead
- Emailing: [info@careopinion.org.uk](mailto:info@careopinion.org.uk)
- **Read and watch a recording from our recent workshop** [Workshop:](#)

[Showing impact through responding | Care Opinion](#)

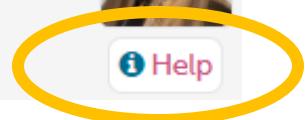
Good morning Charlotte!

Administrator

Care Opinion



 Help



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# Star Responder Awards!

Want to nominate a star responder in your organisation?

Find out more:

[Star Responder](#)





# Questions/Comments?





Thank  
you