

# Annual Review

of stories told about  
NHS Scotland services  
in 2024-2025

**Scotland's  
commitment  
to continually  
listen and  
improve**



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# Welcome from the CEO

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## Stories that shape care: Introduction from Care Opinion CEO Fraser Gilmore



I am very pleased to introduce the 2024/25 Annual Review of stories told on Care Opinion about NHS Scotland Services – and I do so in my new role as Chief Executive Officer of Care Opinion. Having previously led Care Opinion’s work in Scotland, it is an honour to now support our mission across the UK and internationally, while remaining deeply committed to the impact of feedback here in Scotland.

At a time of continued challenge and change across healthcare, the voices of patients, families and carers are more important than ever. Over 2024/25, **11,458 people** took the time to share their experience through Care Opinion, which was a **26% increase** on the previous year. These stories have now been read **more than 1.6 million times**, underscoring the value and reach of these powerful narratives.

What people tell us through Care Opinion offers a unique window into the lived experience of care. **77% of the stories were entirely positive**, offering recognition and thanks to staff and services. The remaining 23% included some level of criticality, and it is often within these reflections that services find the clearest opportunities for improvement.

Just as vital as the stories themselves, is the way in which healthcare staff respond to them. Over 2024/25, teams across NHS Scotland services provided 13,873 responses to stories, achieving an outstanding **97.2% response rate** at the time of writing. This level of engagement is a powerful demonstration that feedback is not simply collected, it is listened to, valued, and used as a catalyst for reflection and growth.

This review presents more than a set of statistics. Alongside a national and health board breakdown of stories, it features a series of articles and case studies, illustrating how feedback is shaping practice, informing strategy, and influencing policy across Scotland. We also invite you to look behind the scenes at how our moderation process works, and why this careful, thoughtful work is so essential to maintaining a safe and trusted platform for all.

I am deeply grateful to everyone across Scotland who continues to support and engage with Care Opinion. Your commitment to listening and learning ensures that every voice has the potential to shape better care – for individuals, for services, and for the system as a whole.



**Fraser Gilmore**

Chief Executive Officer  
Care Opinion

## Behind the Stories: Supporting the People Who Listen



This article was written by Tracy Molloy, Subscriber Services Manager, Care Opinion



I lead our support team and oversee how we engage with and support the organisations that subscribe to our service. As Care Opinion celebrates its 20th anniversary this year, it's a perfect time to reflect on our journey and the values that continue to guide us. Since our inception, we've strived to create a safe, trusted space for people across the UK to share their experiences of health and care services.

Over time, we've worked with a variety of healthcare organisations across the UK nations, and naturally, the support provided has evolved. In the past 12–18 months, we've been working hard to streamline and enhance the support we offer. By aligning processes across all our subscribers, we aim to deliver consistent, high-quality support to every organisation we support.

Our support officers are the front face of Care Opinion. They work closely with our Care Opinion leads within each healthcare organisation, offering tailored guidance, building engagement, and providing training to help services make the most of our platform. Each support officer brings deep site knowledge and a wealth of experience, sharing best practices and examples of the great work happening across the UK.

They also play a crucial role in moderating incoming stories - particularly those relating to the organisations they support. This allows them to stay informed on the nature and urgency of feedback and to highlight outstanding examples of staff going above and beyond in their responses.

Our support team runs Subscriber Peer Support Groups (Scotland being the first nation of the UK to test this) - safe, collaborative spaces where Care Opinion leads in each Health Board can connect, share learning, and seek advice. Behind the scenes, they work hard to develop innovative training webinars and resources and contribute to projects like the introduction of our new children's character, Bear. Our team takes pride in being approachable, responsive, and agile - especially when supporting subscribers through the handling of critical stories.



Bear

**Please tell us about  
your care today**

What was good?  
What could be better?

Share your story at

**careopinion.org.uk**

Care Opinion is an independent website.  
We make it safe and simple for people to  
share honest feedback about their care.



More widely across Care Opinion, our support team help our admin team, from answering calls on our 0800 number and recording stories from authors, to sharing valuable site feedback with our fantastic development team. We too are constantly looking to innovate and improve the service we offer to our subscribers.

Care Opinion printed material

Over the past year, I've really enjoyed meeting more of the operational and executive leads involved in our Health Board and Health and Social Care Partnership subscriptions. I've been inspired by the energy, commitment, and genuine passion for putting patients and service users at the heart of care.

Across Scotland, our subscribing organisations are delivering exciting, innovative work - from gathering feedback in Health, Justice services and prison healthcare, to training volunteers to help people share their stories in hospitals, to listening to the voices of children and young people.

A recent highlight for me was getting the opportunity to visit a hospital in one of the Health Boards we support. We conducted an in-person annual review and met some truly inspiring frontline staff across a variety of services. It's always special to see how Care Opinion is brought to life by staff and how it's being used to make care better for everyone.



Care Opinion boards in Victoria Hospital, NHS Fife



Looking ahead, I'm excited to continue supporting our subscribers and connecting with even more operational leads and teams over the coming year. Together, through our partnerships, we'll keep listening, learning, and improving health and care by hearing directly from the people who matter most, patients and those who support them.



## Advancing Realistic Medicine and Value Based Health and Care Through Collaborative Engagement



This article was written by Anne Leitch, Value-Based Health and Care Lead, CMO Division, Scottish Government

This has been another exciting year for Realistic Medicine as we continue to evolve through sustained engagement with both health and care professionals, the public and our key stakeholders.

Realistic Medicine Casebook  
2025

NHS  
SCOTLAND



REALISTIC  
MEDICINE

Scottish Government  
Riaghaidh na h-Alba

Realistic Medicine Casebook 2025

In May 2025, we were delighted to publish the [Realistic Medicine Casebook Realistic Medicine and Value Based Health and Care Casebook - gov.scot](https://www.gov.scot/publications/realistic-medicine-casebook-2025/pages/introduction.aspx). It demonstrates how teams across Scotland are putting Realistic Medicine and Value Based Health and Care into practice. Using exemplars from across Scotland, it forms a practical guide offering inspiration and support for those adopting its principles and a celebration of progress in transforming care. Care Opinion provided one of our examples of excellence from the Casebook with their

story “The Public as Partners in Change” and we continue to work with in partnership with Care Opinion and others, through collaborative engagement, to make care more accessible, transparent, and reflective of the experiences and values of people.



Realistic Medicine continues to transform how care is delivered across NHS Scotland by fostering trust, enhancing shared decision making, and ensuring the care provided is both kind and necessary. In 2025, the Scottish Government reaffirmed its commitment to Realistic Medicine, embedding it into the heart of health reform, emphasising prevention, digital innovation, and person centredness.

### [The Realistic Medicine: Survey Highlights - gov.scot](#)

published in May 2025 reveals professionals' views on progress towards the 2025 vision, including support for practicing Realistic Medicine, barriers encountered, and future priorities to deliver outcomes that matter to people and help create a more sustainable health and care system.



The Realistic Medicine Survey 2025 revealed that:

Practising Realistic Medicine Survey 2025

- 75% of respondents feel confident in their understanding of Realistic Medicine
- 58% agree that Realistic Medicine has positively influenced healthcare practice over the past year.
- Lack of time (53%) and formal training (cited by many) remain key barriers.
- Only 13% have completed Realistic Medicine or Value Based Health and Care training, but among them, 57% reported increased confidence in applying RM principles.

These insights point to both progress and areas for development, particularly around leadership support, training accessibility, and embedding Realistic Medicine in everyday practice.

In alignment with Care Opinion's mission to elevate patient stories, the Citizens' Panel 14 results [fourteenth-citizens-panel-report-nov24.pdf](#) highlight strong public support for the principles of Realistic Medicine:

- 93% of participants believe patients should be encouraged to ask BRAN (Benefits, Risks, Alternatives, do Nothing) questions.
- 97% support shared decision making.
- 98% recognise the importance of reducing waste and harm within NHS Scotland.
- 96% believe in prioritising care that delivers value and matters most to people.

These findings underscore a societal readiness to engage in more informed, collaborative care planning, and they validate Care Opinion's role as a meaningful conduit between patient experiences and system-level change.

Care Opinion provides a vital mechanism for patients, families, and carers to share real-time, narrative feedback about their care experiences. This storytelling platform aligns with Realistic Medicines emphasis on understanding both the biology and the biography of individuals.

Stories collected through Care Opinion can:

- Identify what matters most to people in their own words.
- Reveal patterns of unnecessary or ineffective care.
- Highlight examples of compassionate, value-driven care.
- Influence service design by providing actionable insights to practitioners and policymakers.

The Scottish Government's collaboration with Care Opinion demonstrates a commitment to listening and responding to public voices, a foundational principle of Realistic Medicine.

The Realistic Medicine journey in Scotland is marked by a growing alignment between professional practice and public expectation. Through increased training uptake, strong leadership, and deeper engagement with platforms like Care Opinion, Realistic Medicine can continue to reduce harm, improve outcomes, and ensure care is truly person centred.

The Scottish Government will continue their collaborative work with Care Opinion, ensuring that the voices of those who receive care continue to inform how care is delivered across Scotland.



**VALUE BASED  
HEALTH & CARE**

## Some of our most read stories

This chapter highlights some of the most viewed stories on Care Opinion over the past year. Each one shows how feedback can prompt thoughtful responses and lead to meaningful change. From a kind reply to a change well made, these stories reflect how listening can make a difference.

### Exceptional Care



**Author:**

*"[...] Thank you all for being such incredible individuals with a passion for your job. Your smiles, kindness, humour and care helps individuals' daunting experiences feel much more relaxed and you all deserve recognition for your hard work and commitment. Thank you "*

<https://www.careopinion.org.uk/1190601>



775 views

### A Journey of Care, Compassion, and Gratitude: Our Story



**Author:**

*"[...] The personal approach to care, always keeping us fully informed and involved in decisions about our daughter's care really made a difference to our journey. Thank you so much for always being there to listen and understand with such care and compassion. The NICU staff are truly some of the most special people, and we are forever indebted to them for keeping our baby safe. [...]"*



## NHS Greater Glasgow and Clyde's response:

*"[...] Your daughter's strength and progress from being ventilated to breathing independently, and now thriving as a 1 year old are a testament to her fighting spirit and the collaborative care provided by everyone involved. Thank you for recognising the staff and their personal, compassionate approach. Stories like yours remind us why we do what we do, and we will ensure your thanks are shared with the teams who cared for your family. We are also grateful for the invaluable advice you've shared with other parents who might face similar challenges. Your insights and reflections will undoubtedly resonate with and support others in the NICU community. [...]"*

<https://www.careopinion.org.uk/1285515>



678 views



## Friendly, supportive and efficient



### Author:

*"[...] Maybe the map could be labelled more clearly or just larger print; some internal signage would be helpful. I was probably unusual, as I parked in a street outside the hospital so arrived as pedestrian."*



## NHS Fife's response:



*"[...] 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 ... 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. [...]"*

<https://www.careopinion.org.uk/1312458>



775 views



## What We Heard, What We Did in 2024-25



This article was written by Karen Donald, Patient Experience Manager, NHS 24

It's been incredibly encouraging to see the volume of positive feedback NHS 24 receive through Care Opinion. As a person-centred service, we believe that listening to the voices of those who use our services is essential. Care Opinion gives us that vital link to the public, it allows people to share their experiences in their own words and gives us the opportunity to respond, reflect and improve. We always invite authors to get in touch with us to allow us to explore and discuss their feedback further and where appropriate, follow up as a formal complaint.




Care Opinion's Annual Review of stories told about NHS Scotland services in 2024-2025 shows 60% of our stories reflecting positive experiences, we've even received positive stories from visitors to Scotland who've said they wish their own countries had a system like NHS 24's, or that they plan to share what they've seen here with their local health services. It's clear that people value the care and support they receive from NHS 24 and they're taking the time to share that publicly. That kind of recognition is powerful and we try our best to share it more widely.

Our Patient Experience Team, who manage all feedback for NHS 24 services and act as Care Opinion Leads and Responders, recently implemented a new process to ensure that positive feedback is shared directly with the staff member involved in the care, as well as their line managers. It's a simple but meaningful step that helps reinforce the great work being done across our teams.

NHS 24 staff don't work face to face with patients or service users, which makes these messages especially important. Many staff members have told us how much it means to be acknowledged, with some saying, "you've made my day!" It's a reminder that their efforts are making a real difference. Asking authors in our responses to contact us with their details allows this to happen.

A Care Opinion author replied to us recently and agreed to share their story more broadly, they said:

 “I would be happy to help others that have been in the same situation as me and could benefit from support from Living Life. Great to hear the individuals involved in that support receive the feedback. In this day and age, all we seem to hear is negativity rather than all the good work individuals are doing.”

That kind of response speaks volumes, not just about the impact of our services, but about the importance of listening and sharing.



Tag cloud showing the most-used “How did you feel?” tags in stories about NHS 24 in 2024–25

Of course, not all feedback is positive. We also receive negative feedback through Care Opinion. These are just as important and are actively welcomed. We treat them seriously and always invite the author to contact us so we can understand more and take forward formally and appropriately. Some of those stories help us highlight areas where we can do better and allows us the opportunity to do so.



Care Opinion also helps us identify recurring themes. One common misunderstanding we often see is around NHS 24's role in onward and out of hours care. Many people assume NHS 24 are responsible for the onward care following their call to NHS 24, when in fact our role is to deliver the 111 telehealth service, while onward care and appointments, such as out of hours clinics, are managed by local Health Boards. When this type of story comes through, we see it as a valuable opportunity to explain how the wider system operates. It allows us to clarify our part in the patient journey and where appropriate, signpost individuals to the correct service for their needs. By clarifying this on a public platform like Care Opinion, we hope that other readers also gain a clearer understanding of how NHS 24 fits into the broader healthcare system, helping to reduce confusion and improve awareness.



Tag cloud showing the most-used “What was good?” tags in stories about NHS 24 in 2024–25

Overall, the Care Opinion platform gives us a unique opportunity, not just to listen, but to act. Whether it's celebrating what's going well or learning from what could be improved, we're committed to using every story as a chance to grow and to continue delivering person centred care. Even though Care Opinion stories are anonymous, we hope our responses show that we're listening, open to learning and willing to explore the feedback stories further.



## Beyond the Scan: Listening, Learning, and Improving in Radiology



This article was written by Siobhan McIlroy, Head of Patient Experience, NHS Fife and Zoë Maclaughlan, Lead Radiographer, NHS Fife

At NHS Fife, we are committed to listening, learning, and improving through the voices of those we care for. Care Opinion continues to be a vital platform in helping us understand the real experiences of our patients and their families. In departments like Radiology, where interactions are often brief and fast-paced, Care Opinion has opened a valuable window into the patient journey, allowing us to celebrate what we do well and identify where we can do better.



The following reflections from Zoë Maclaughlan, Lead Radiographer about our Radiology team highlight just how impactful this feedback has been:



Radiology team members from VHK, QMH and NEF sites – including radiologists, radiographers and admin staff.

Radiology is a high-throughput, fast-paced environment where staff often have limited time with patients. As a result, real-time feedback is rare. Care Opinion has bridged that gap, giving patients a voice and offering our team a chance to reflect on their experiences. It has become an essential tool for learning and improvement, helping us understand how our services are perceived beyond the clinical interaction.

Whilst being a responder to radiology care opinions over the last 2 years, we have received 157 stories related to Radiology across NHS Fife. The vast majority of our feedback has been extremely positive and has been a huge motivating factor for staff to hear that their hard work has ensured a positive patient experience.

Some of the feedback we're proud of includes:

- “Friendly and professional service”
- “Staff were all very helpful and kind and the scan was completed quickly and with care.”
- “Very efficient service”



Radiology team members from VHK, QMH and NEF sites – including radiologists, radiographers and admin staff.

However, one piece of feedback that allowed us to make a positive change in the department was around our appointments system. A patient had raised an issue about being unable to get in touch with our admin team to book a radiology appointment. In response, we introduced a QBuster system and hired an additional admin staff member. This change has significantly improved our appointment booking process and overall service delivery. Read the story and response here: <https://www.careopinion.org.uk/1167693#1169647>

We send out all relevant feedback to the WHOLE radiology team, to ensure all modalities and staff groups involved in radiology services across NHS Fife have awareness of the feelings/opinions of the patients we are caring for. This inclusive approach fosters a shared sense of ownership and pride in the care we provide. The importance of hearing from patients is also reflected in feedback from staff:

“It’s a nice thing to hear our hard work is appreciated”

“Hearing positive feedback gives us all a boost”

Any ‘negative’ feedback received drives towards changes in the department for the better. Listening to patients concerns, especially when hard to hear ensures we continually evolve, improve our vital services and deliver the best possible care.

We believe providing an online platform for patients’ and relatives alike to give feedback and share their experiences makes service users feel heard. Being able to post openly and anonymously also allows patient voices to be heard without fear of backlash or compromising of identity. Being able to respond to Care Opinion stories online allows a unique opportunity for radiology to hear about the patient’s journey and their experience with us. For Radiology, it offers a rare and valuable glimpse into the emotional and practical impact of our work.



Radiology team members from VHK, QMH and NEF sites – including radiologists, radiographers and admin staff.

## Enhancing Pulmonary Rehabilitation Through Patient Feedback Background



This article was written by Fiona Galbraith; Operational Lead in Pulmonary Rehabilitation; Kirsty Murray, Team Lead Respiratory Clinical Nurse Specialist and Hazel Tagg, Clinical Support Worker at NHS Greater Glasgow and Clyde

Pulmonary rehabilitation (PR) plays a vital role in the long-term management of chronic respiratory conditions, significantly improving patients' physical function, psychological wellbeing, and overall quality of life. NHS Greater Glasgow and Clyde (NHSGGC) delivers a specialist, evidence-based 8-week PR programme for individuals with chronic lung conditions such as Chronic Obstructive Pulmonary Disease (COPD).



Led by a multidisciplinary team of specialist respiratory nurses and physiotherapists, the programme combines tailored low-level exercise with education to empower participants to manage their condition more effectively, reduce hospital admissions, and regain confidence in daily activities.

### Service Improvement Through Feedback

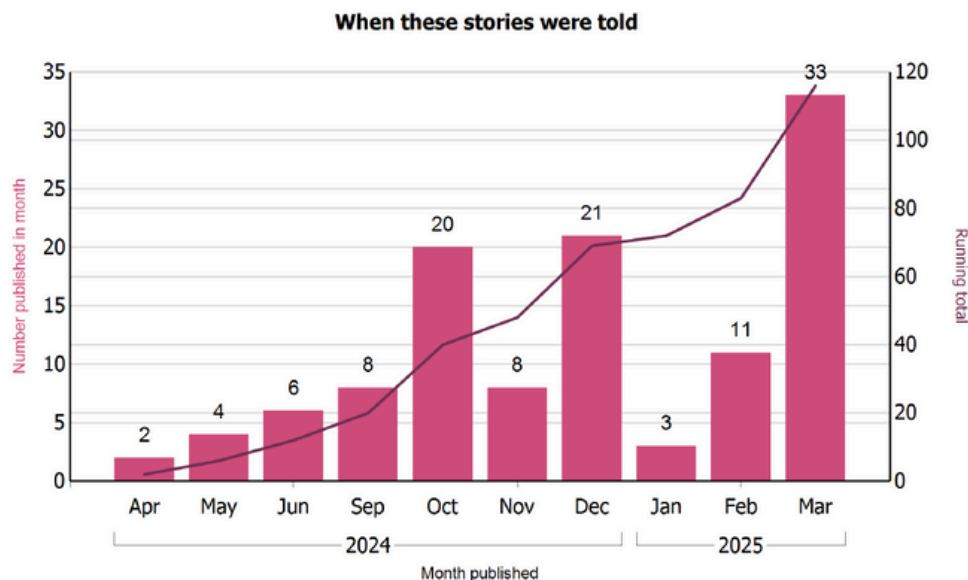
In March 2024, the PR team launched a new initiative to enhance real-time feedback collection through Care Opinion, reinforcing their commitment to person-centred care and continuous improvement.

Key actions included:

- Displaying Care Opinion posters throughout gym areas
- Appointing a Care Opinion Champion who actively encourages participants to share their feedback.
- Distributing feedback cards to participants

## Impact and Outcomes

In the first year of the initiative, 116 patient stories were captured, each receiving a timely and thoughtful response (this equates to about 16% of our service users). This marked a significant increase in engagement, including a record 33 stories in March 2025 alone.



Stories published about Pulmonary Rehabilitation in NHS GGC in 2024–2025

## Key Outcomes

- 94% of feedback was positive, with common themes including:
  - Staff professionalism and kindness
  - Helpfulness and support
  - The value of the course itself
- Constructive suggestions included:
  - Extending the course duration
  - Offering more music variety during sessions

All feedback received via Care Opinion is reviewed and shared with staff. Quarterly reports are produced and discussed during team meetings to identify areas for improvement and to celebrate successes.

## You Said, We Delivered.....

- Improved signage at Gartnavel General Hospital to help patients locate the waiting area more easily.
  - Public transport information provided for sites with limited parking.
- (list continues on the following page)



- Choice of venue – People are given the opportunity to choose the most convenient class venue to them to carry out their programme.
- Continuity of staff maintained across the 8-week programme to support relationship-building and consistent education.
- In collaboration with the Respiratory Managed Clinical Network (MCN), efforts are underway to improve early identification and referral of suitable patients for PR at the most impactful stage of their condition.

## Staff Reflections



“The Care Opinion feedback has provided invaluable insight into what we’re doing well and has also driven meaningful change within the service. We couldn’t have achieved this without our Care Opinion Champion.”



“Beyond our clinical goals, it’s heartening to hear about the additional benefits patient’s experience - peer support, improved mood, and greater self-confidence. The feedback makes us feel valued and motivates us to continue delivering the highest quality rehabilitation.”

## Ongoing Developments

- A pilot programme is underway to evaluate the impact of different levels of prescribed exercise (high vs. low intensity), with outcome measures to be reviewed later in the year.
- The team is working closely with respiratory ward physiotherapists to improve patient understanding of PR, including its benefits and what to expect.
- Staff education sessions are planned to improve knowledge of the referral process and ensure accurate information is provided at the point of referral.

## Reflections and Future Plans

The team is proud of the overwhelmingly positive feedback, which has boosted morale and reinforced their commitment to delivering high-quality, person-centred care. The team are looking forward to increasing the number of stories and using these to improve our services.

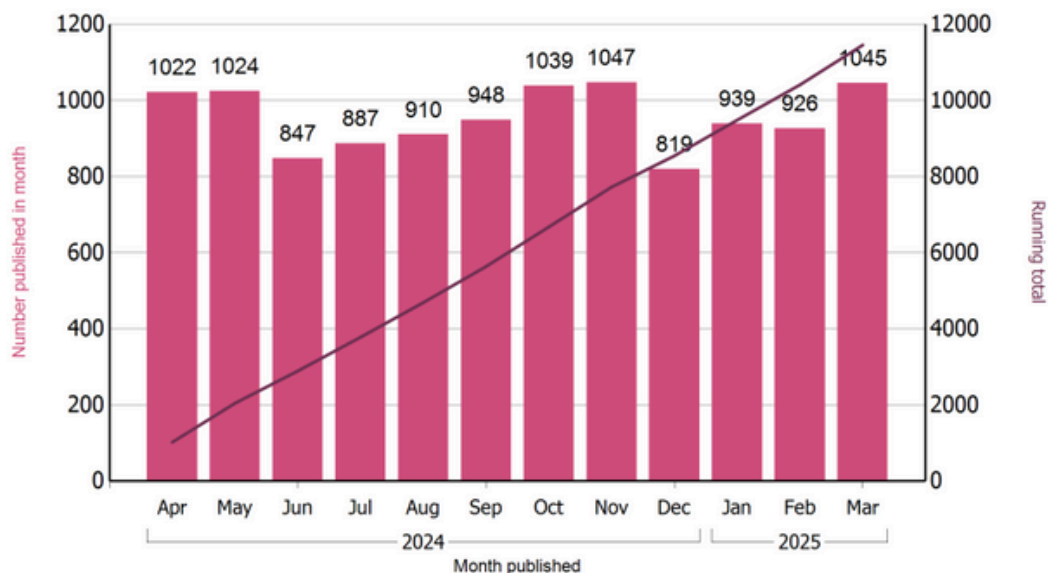
## Where Listening Begins: How Moderation Helps Stories Be Heard



This article was written by Alastair Patrick, Moderation Team Leader, Care Opinion



As Moderation Team Leader at Care Opinion, I see every day firsthand how the stories shared by patients across Scotland contribute to a culture of listening and improving. The work of moderation, though often carried out behind the scenes, is key to a shared goal of having a safe way for every patient to speak about the aspects of their care that matter to them.



Stories published and moderated about NHS Scotland services in 2024–25

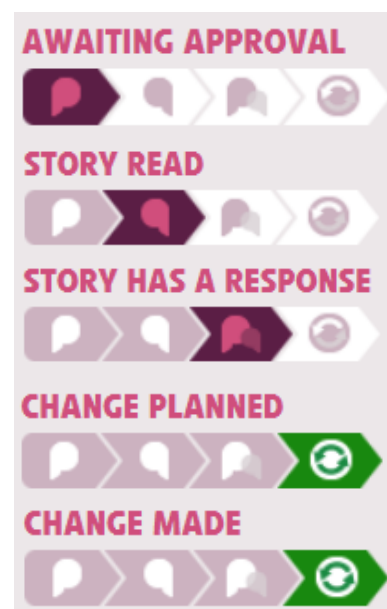
Through careful moderation we ensure that the feedback we publish is both honest and, we hope, constructive for services. We're the first eyes on every experience of care and every story is reviewed by one of our team. We want to create a space for people to speak openly, where they can be confident that their feedback will be handled with care.



Over the last year, we've noticed an increasing range of stories from across Scotland. While some stories highlight the real challenges that both patients and services face, as we always find, much of what people share is an entirely positive celebration of care. Every day we see the small acts of kindness that can really make a difference.

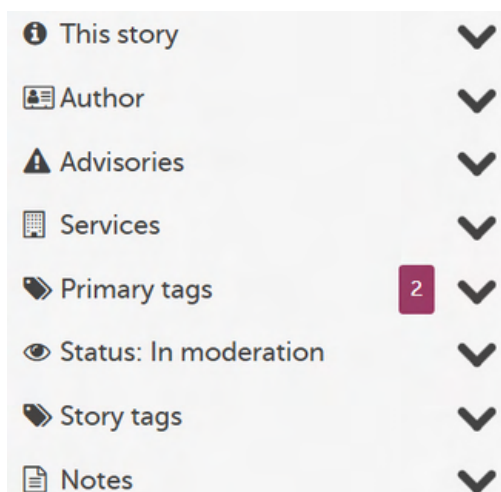
What increasingly stands out is a real desire to make things better, from those sharing feedback, and those receiving it. We see heartfelt responses that show people that their feedback truly matters, and the real changes that come from the experiences we've helped people to share.

Often, it's about helping an author feel heard after a difficult experience. At the same time, it's about making sure feedback is fair to staff, and that critical feedback is constructive. Moderators act as bridge-builders, ensuring that both praise for staff and concerns about care are communicated in ways that are respectful and encourage an open dialogue. Good moderation isn't just important for the people submitting stories, but for the staff who are listening too, and anyone else in the wider community who is interested in supporting, listening to and learning from people's real experiences.



Story process journey  
(from moderation to services listening)

I remind myself that an important aspect of moderation, and why we moderate, is in creating an environment where both critical feedback and comments on great care can coexist. Often, both are present within one experience of care and we try to ensure that services can receive valuable insight, whilst also giving staff the recognition they deserve.



Care Opinion site - Navigation Bar  
for Moderators

On a daily basis, we balance this by making sure feedback is fair, safe, clear, and linked to the right services and right people.

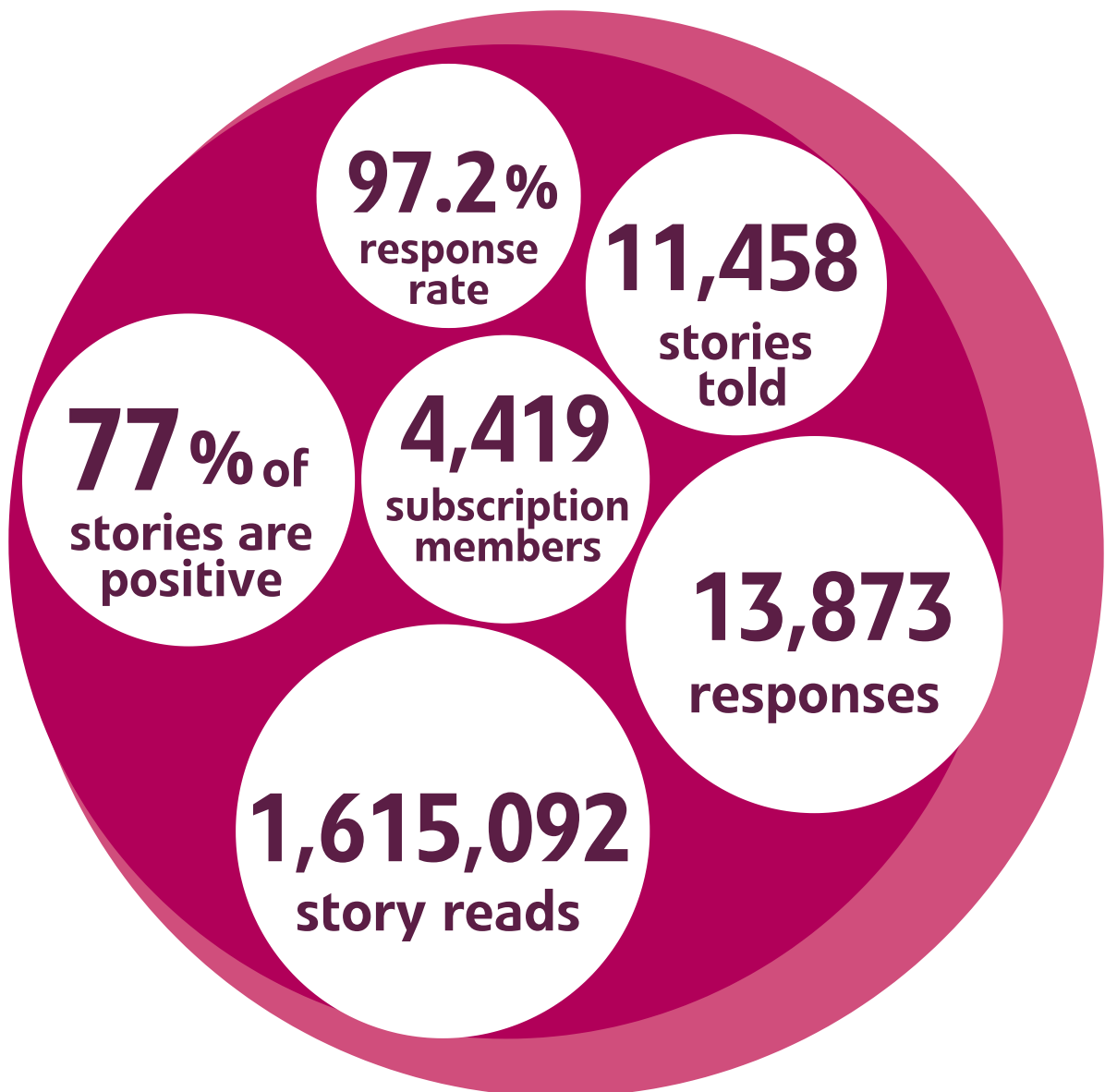
What's perhaps seen less, is the work in supporting authors through sensitive or difficult stories. Signposting to help when needed, and working with people to ensure that they can share what they may not otherwise have felt able to.

Ultimately, moderation enables conversations that matter. Scotland's overall commitment to improvement through listening is a guiding principle that can hopefully help to shape the future of health and care. Our moderators ensure that the stories shared with us, no matter how complex or sensitive, can be heard and valued.

## National activity across NHS

### Scotland services in 2024-2025

The below infographic outlines national activity on Care Opinion about NHS Scotland services during 2024-2025.



## Activity across Health Boards in 2024–2025

The following pages include infographics outlining activity on Care Opinion for each Health Board during 2024–25. They show the number of stories shared by the public, the number of responses from the Boards (illustrating their response rate), the percentage of stories that were entirely positive, the number of story reads, and the current subscription members.

-  **NHS Ayrshire & Arran**
-  **NHS Borders**
-  **NHS Dumfries & Galloway**
-  **NHS Fife**
-  **NHS Forth Valley**
-  **Golden Jubilee National Hospital**
-  **NHS Greater Glasgow & Clyde**
-  **NHS Grampian**
-  **NHS Highland**
-  **NHS Lanarkshire**
-  **NHS Lothian**
-  **NHS 24**
-  **NHS Orkney**
-  **Scottish Ambulance Service**
-  **NHS Shetland**
-  **NHS Tayside**
-  **NHS Western Isles**

# NHS Ayrshire & Arran

**246** 

subscription members



**556** stories told



**661** responses



**96.04%** response rate



**75%** of stories are positive



**80,321** story reads

# NHS Borders

**172** 

subscription members



**211** stories told



**223** responses



**81.51%** response rate



**81%** of stories are positive



**29,522** story reads

# NHS Dumfries & Galloway

**133** 

subscription members



**156** stories told



**178** responses



**100%** response rate



**72%** of stories are positive



**21,627** story reads



# NHS Fife

**490** 

subscription members



**1,452** stories told



**1,962** responses



**98.55%** response rate



**83%** of stories are positive



**180,663** story reads

# NHS Forth Valley

**276**   
subscription members



**984** stories told



**1,128** responses



**95%** response rate



**83%** of stories are positive



**128,971** story reads

# Golden Jubilee National Hospital

**22** 

subscription members



**69** stories told



**101** responses



**100%** response rate



**83%** of stories are positive



**10,334** story reads

# NHS Greater Glasgow & Clyde

**545**   
subscription members



**3,050** stories told



**3,757** responses



**99.50%** response rate



**78%** of stories are positive



**446,582** story reads

# NHS Grampian

**317**   
subscription members



**575** stories told



**638** responses



**93.73%** response rate



**71%** of stories are positive



**160,103** story reads

# NHS Highland

**94** 

subscription members



**255** stories told



**273** responses



**90.98%** response rate



**67%** of stories are positive



**28,909** story reads



# NHS Lanarkshire

**324**   
subscription members



**1,616** stories told

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**2,006** responses

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**99.56%** response rate

---



**75%** of stories are positive

---



**241,926** story reads

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**NHS  
Lothian**

**489**   
subscription members



**814** stories told

---



**1,132** responses

---



**99.75%** response rate

---



**75%** of stories are positive

---



**108,232** story reads

---



**NHS  
24**

**176**   
subscription members



**216** stories told

---



**469** responses

---



**100%** response rate

---



**60%** of stories are positive

---



**41,405** story reads

---

# NHS Orkney

9 

subscription members



**4** stories told



**5** responses



**100%** response rate



**75%** of stories are positive



**971** story reads

# Scottish Ambulance Service

**57** 

subscription members



**348** stories told



**785** responses



**99.42%** response rate



**72%** of stories are positive



**73,077** story reads

# NHS Shetland

**103**   
subscription members



**18** stories told



**18** responses



**100%** response rate



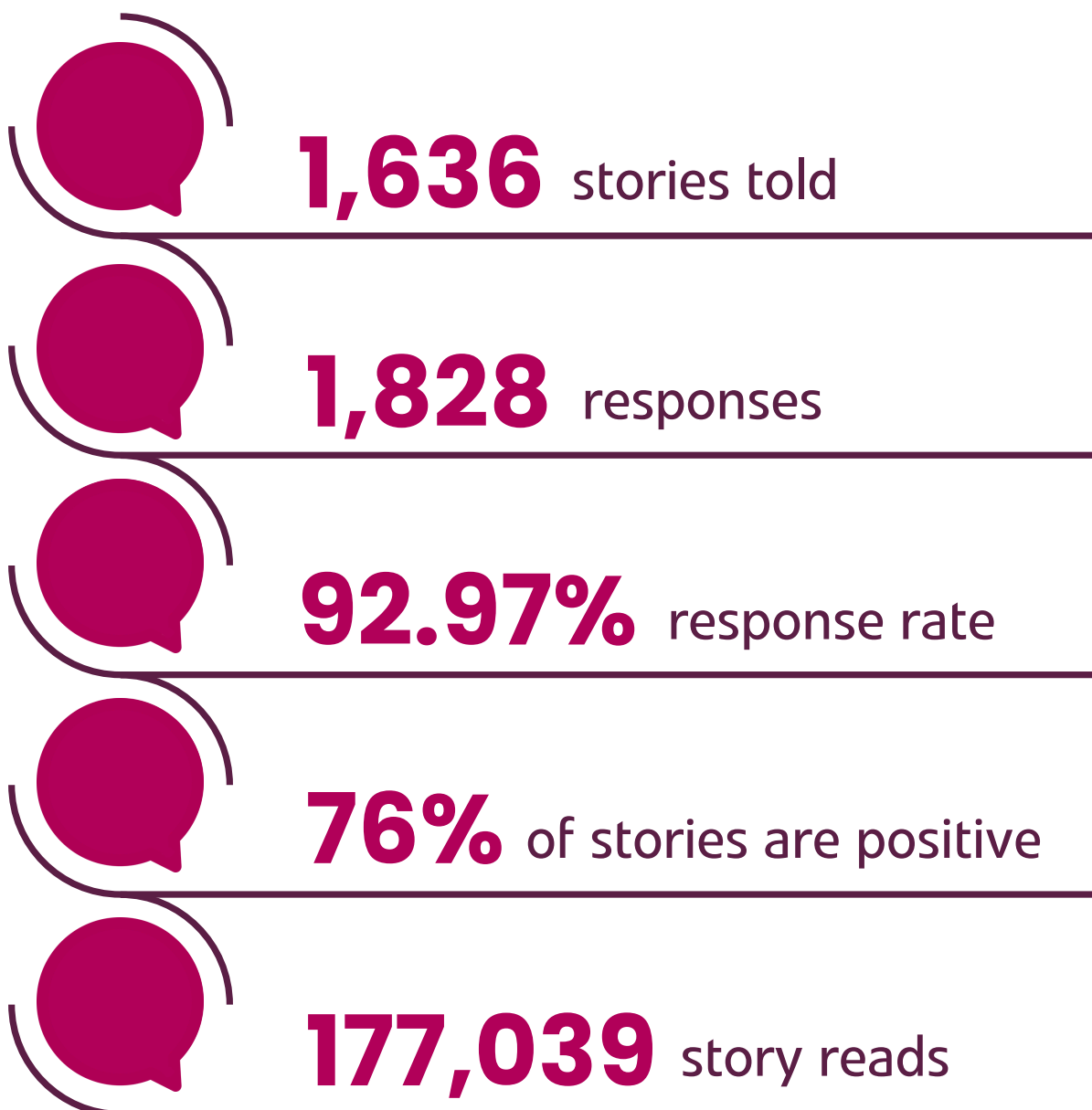
**67%** of stories are positive



**2,582** story reads

# NHS Tayside

**755**   
subscription members



# NHS Western Isles

**36** 

subscription members



**21** stories told



**25** responses



**100%** response rate



**71%** of stories are positive



**2,951** story reads



# Contact us

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If you would like to get in touch with the Care Opinion team, you can:



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What's your story?