

# Healthcare Students

AGENTS OF CHANGE

**HELLO**  
I'M A...

**CHANGE  
AGENT**

#11249274

A long time ago ....circa February 2012 ....this opportunity led me to James and the team @CareOpinion.

How can social media help nurses communicate with the public?

Pam Nelmes

As part of social media week, **Pam Nelmes** spoke recently about the role of social media in the NHS. She explains what online platforms mean for the future of nursing

As a School of Nursing and Midwifery we embrace opportunities to collaborate with Care Opinion





Our student population is diverse including undergraduate, post graduate, pre and post registration, nurses, medical students, paramedics, physiotherapists, operating department practitioners.....



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The stories shared through Care Opinion are weaved through our curriculum. This enables our students to adopt a person centred approach, whilst encouraging them to be active 'agents' of change.

Today I will share our experiences engaging with Care Opinion in our Nursing programme, through research focused on Mental Health and Intercalation in Urgent and Emergency Care.



All student nurses at the University of Plymouth are introduced to Care Opinion at the beginning of their 1st year.

We are connecting approximately 450 student nurses to Care Opinion annually (> 1300)



Webinars are delivered by James to students in year 1, 2 & 3. Students can engage, ask questions and participate in polls.



Activities linked to Care Opinion support our innovative approach to wider patient engagement (WPE) which focuses on learning and listening to the patients voice.



## **Nursing students receive national recognition for patient engagement**

Cohort visited by Health Education England

Our 2nd year nursing students had an 'optional' activity reviewing feedback on Care Opinion related to our 'local' placement providers.

Students noted some placement providers to be more responsive to patient stories than others.

**About:** Derriford Hospital South Western Ambulance Service NHS Foundation Trust

Posted by [sagittariusfr73](#) (as a relative), last week

My mother had a fall at home, I called the 999-service concerned about her injuries. The person who answered was very helpful, they dispatched a paramedic to attend to my mother and also gave me advice about what I should and should not do to try and make my mother comfortable.

The paramedic, James, arrived within half an hour in a responder car. After examining my mother he asked for an ambulance as my mother had broken her hip and would need to be taken to Derriford hospital for treatment. The treatment received from both James and the ambulance crew was excellent, they were all very caring and considerate.

On arrival at the hospital A&E my mother received superb treatment, they got on with examinations and treatment very quickly. It was a top service.

**More about:**  
broken hip help

Do you have a similar story to tell? [Tell your story & make a difference »](#)

### Responses

Response from Sharifa Hashem, Patient Engagement Manager, South Western Ambulance Service NHS Foundation Trust [last week](#)

Dear Sagittariusfr73,  
Thank you for taking the time to share your story and I hope your mother is

### Story summary

What's good?	What could be improved?
Care	
support	
999	
treatment	
considerate	
quick service	

### Activity

1 staff member has read this story.

[Who has Care Opinion told about this story?](#)

### Show your support

Have you experienced something like [sagittariusfr73](#) did, here or elsewhere?

If so, show your support below.

[I've experienced this](#)

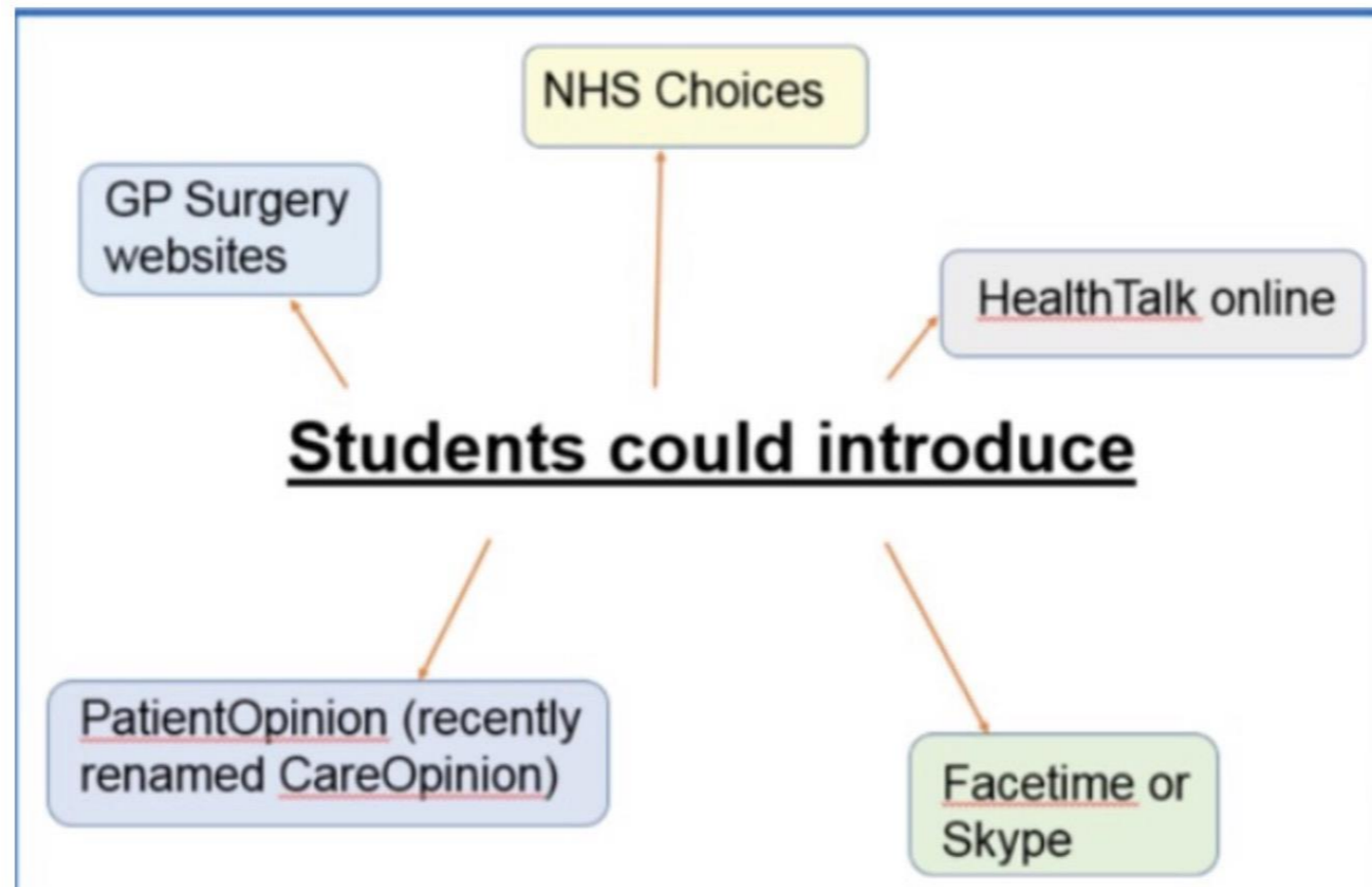
Or maybe [your experience](#) was different?

As part of preparation for practice we encourage all nursing students to review feedback on Care Opinion.

We also encourage students to talk about the stories read with their mentor/s.

Another activity focused on nursing students helping others i.e. family members, to access and learn about Care Opinion and other 'ehealth' websites

Discussion and demonstration of digital health formed part of their assessment focused on digital professionalism



We also have Toni undertaking a PhD looking at citizen contacts as part of wider patient engagement signposting to Care Opinion

To explore the feasibility of all nursing students visiting individuals living with one or more long-term condition(s), in a non-clinical setting, as part of the nursing curriculum.

The project aims to be **mutually beneficial** to both students and citizen contacts, providing the chance for:

- Students to **learn from** the community, and
- Students to **help** the community (**in using and learning about using the Internet for health**).



Working in collaboration with a mental health patient research partner, Rebecca (PhD student) is developing a 'response framework' for online feedback.



Research Methods include a systematic review of published stories, thematic analysis in collaboration with patient research partner, discussion and validation with wider patient and carer stakeholder group, quality appraisal of responses.

## PhD Mental Health - This is what it looks like

Introductions	Have you provided a photo of yourself?	Have you provided your name in the title of your response?	Have you named the story provider?
Explanations	Have you identified your role?	Have you explained your role? What you're responsible for etc.?	Have you explained why you in particular are responding?
Speed of response		Are you responding within 7 days? If not, have you apologised and explained why there is a delay?	
Thanks & apologies	Have you thanked the story provider for taking the time to provide their feedback?	If positive, have you offered to pass the feedback on?*	If negative, have you apologised and reassured the provider that you are there to help and listen?*
Content	Have you uniquely tailored your response?		Have you offered to make contact with the story provider at a later date to check how they're getting on? Have you made this clear? **
Signposting	Have you directed the story provider to other relevant services <u>and</u> explained that services purpose?*	Have you provided: <ul style="list-style-type: none"> <li>• contact details</li> <li>• opening times</li> <li>• <u>and a named person</u> for these services?*</li> </ul>	Have you provided more than one contact option?  Not everyone likes the phone.**
Sign-off		Have you signed off your response in a polite manner? Would you be satisfied receiving this response?	

The aim is for organisations, professionals and healthcare students to use this framework to enhance the quality of responses given to feedback. Effectively listening and responding to the persons shared experience



# PhD Mental Health - This is how current responses compare

Introductions	<p>Provided a picture 2.7% (n=5/183)</p>	<p>Provided name in title 58.5% (n=107/183)</p>	<p>Named the story provider 27.9% (n=51/183)</p>
Explanations	<p>Identified role 64.5% (n=118/183)</p>	<p>Explained role 0% (n=0/183)</p>	<p>Explained why they are responding 0% (n=0/183)</p>
Speed of response		<p>Responded within 7 days 66.1% (n=121/183)</p>	
Thanks & apologies	<p>Thanked story provider 71% (n=130/183)</p>	<p>Offered to pass positive feedback on* 74.1% (n=40/54)</p>	<p>Apologised if negative?*** Apology 73.6% (n=104/141)</p>
Content	<p>Uniquely tailored response 76.5% (N=140/183)</p>	<p>offered to make contact with story provider at a later date** 7.1% (n=10/141)</p>	
Signposting	<p>Directed and explained signposted services** Directed 92.2% (n=130/141) and explained 0.71% (n=1/141)</p>	<p>provided: • contact details • opening times • <u>and</u> a named person?*** 5.7% (n=8/141)</p>	<p>provided more than one contact option** 66.6% (n=94/141)</p>
Sign-off		<p>signed off response in a polite manner 59% (n=108/183)</p>	

Care Opinion has also been a feature of the Urgent and Emergency Care degree since 2013

Our approach focuses on engagement using social media, webinars, individual Care Opinion accounts, and assessment (threaded through formative and summative)

What have students learnt .....

## Urgent and Emergency Care

### **Care (Patient) Opinion: What have UEC Students learnt from this?**

- Enhanced appreciation of patients perspective
- Opportunity to compare our (clinician) experience with that of our patients
- Understanding that patient 'problems' are less about 'care' and more about wider systems/processes (illustrating value at service level)
- How this empowers patients/others to improve care and clinical practice
- How feedback adds value to professional development and careers
- How quickly learning from stories can be applied to practice and used to inform Quality Improvement Projects (QIP)
- How patient stories prompt reflection leading to action planning
- How to gather local (or National) feedback specific to Urgent and Emergency Care services.
- Impact of feedback on individuals, teams and culture
- Value of this illustrated through teaching, assessment and feedback

...and how can we improve

## Urgent and Emergency Care

### **Care (Patient) Opinion: What ideas have students offered to improve?**

- Clarify/emphasise the value of the student account (over and above 'normal access')
- Develop a CO App – making this service more accessible
- Focus on/explore the value of CO to QIP
- Develop a students 'space' on CO i.e. patients sharing their stories focused on how a student 'clerked' the patient
- Produce a monthly/bi-monthly reports of key themes
- Enable students to learn how to respond to feedback/stories posted
- Raise profile of CO with medical schools, encouraging inclusion in medical curricula
- Develop the evidence base supporting CO – particularly evidence of impact on patient experience/care
- Illustrate value to professional registration and revalidation
- Emphasise the process of moderation and rationale i.e. ethical/legal

To summarise we are using Care Opinion in various ways to enhance our student experience.

We believe this prepares our students for professional practice, and that they as 'agents of change' have the potential to influence the experiences of people requiring healthcare

Our aim is to continue working together exploring ways to extend our reach, involving other students i.e. students studying dentistry and undergraduate medicine.





It's been a wonderful journey so far - thank you to the team in Care Opinion and to you all for listening to our story