

# CARE OPINION NEWS



Care  
Opinion

What's your story?

ISSUE  
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Spring 2025



## Using Care Opinion to Strengthen Governance and Patient Care

**"A single story read by a 1000 people can be more powerful than 1000 stories read by one"**

Care Opinion is here to help you bring the voice of patients into the heart of your governance and quality work. Every story shared is an opportunity—to learn, to improve, and to make care safer and more compassionate.

We understand that time is tight, that's why we've built features that make it easy to hear what matters most:

**Spot what's working – and what isn't** Real-time feedback helps highlight both great care and areas where things could be better. It's a helpful tool for identifying **Instant Alerts and Reports** - Set up tailored alerts for stories relevant to your

service, risk themes, or specific sites - so you can see concerns early and act quickly.

**Data Security You Can Trust** - Fully compliant with GDPR and NHS Information Governance Standards, with anonymised feedback that protects patient confidentiality.

**Transparency That Builds Trust** - Public feedback, open responses, visible change. Show patients and regulators that you're listening and learning.

**Support for Regulator Readiness** - Demonstrate meaningful patient involvement and strong governance in ways that support your evidence base

for inspections—whether by the CQC, Healthcare Improvement Scotland, or other regulators.

**Nurture a culture of compassion and curiosity** - Staff often say stories reconnect them with purpose. That matters—not just for morale, but for quality, safety and governance too.

At Care Opinion, we are here to support you. If you would like to explore a subscription arrange a Teams call to chat about Care Opinion for your service or organisation, contact our COO Miriam Rivas-Aguilar at [miriam.rivas-aguilar@careopinion.org.uk](mailto:miriam.rivas-aguilar@careopinion.org.uk). We look forward to hearing from you!

## Announcing our Spring '25 Star Responders!

The quality of staff responses are getting better all the time- we had so many great examples to choose from we couldn't decide. In this edition, we are celebrating two fabulous Star Responders:

Our 1st award goes to **Ashlene Kelly**, Ward Manager 3 South Craigavon Area Hospital, Southern Health and Social Care Trust.

Ashlene responded to a patient who had been admitted into hospital where no request had been made for a BSL interpreter, which led to the patient feeling frustrated and unhappy with the way they had been treated. Critical stories are always more difficult to respond to in a non-defensive way, but Ashlene's response was warm, compassionate and showed how they had listened and learned from this episode of care where it hadn't gone quite right. Her response was informative and truly honoured the relationship with the patient. We also loved the flowchart that Ashlene included in her response to demonstrate the 'Change Made', 10/10!

Congratulations, Ashlene! [Read the full story and Ashlene's response](#)

Our 2nd award goes to **Timothy Godley**, Team Manager, Doncaster Talking Therapies, Rotherham Doncaster and South Humber NHS Foundation Trust.

We were really impressed that Tim responded to such a difficult story where the author was feeling let down and frustrated regarding the referral process into Talking Therapies. Tim's response was non-defensive, apologetic, he explained who he is and then went on to thoroughly explain what normally should happen. Tim gave a good, clear explanation of what their service is for and signposted the author to a 24-hour helpline number for people in crisis.. Tim also has his profile photo on the response, which we know people really value when receiving a response to online feedback-it shows that there is a real person at the end of their story who is willing to listen, another 10/10!

Congratulations, Tim! [Read the full story and Tim's response](#)

**Know a potential Star Responder? Nominate them today [here](#).**



## Care Opinion Spring Conference



Have you registered for our Care Opinion Spring conference? If not, you can [register here](#).

Our Spring Conference this year is all about 'listening with purpose and taking meaningful action'. We have a fantastic line-up of speakers, including a welcome from Dr. Catherine Labinjoh, National Clinical Advisor, Realistic Medicine, Cardiologist and Care Opinion Chair. We will hear from some of our fantastic front-line staff in England, Scotland and Northern Ireland-where we will learn about how they encourage feedback and promote and drive change in community services. We are honoured to welcome Prof Rachel Grob of the University of Wisconsin-Madison and Prof Ingrid Nembarth of the University of Pennsylvania where they will discuss the impacts of narrative patient feedback on the quality of care and the culture of health care teams. Excitingly, we also welcome our friends from Care Opinion Canada where they will share their launch story.

And to finish, we have our unmissable Star Responder awards ceremony-bring some tissues for this!

We hope to see you there.

**careopinion.org.uk**

the UK's leading independent feedback platform.

Or call us during working hours (local rate):

**0114 281 6256**



# A new chapter for Care Opinion

April was a big month for us all here at Care Opinion. Amidst the general workings of our social enterprise, we wished our (then) Chief Executive James Munro a good chance in his new role as Director of Research and Development, and we welcomed our new Chief Executive, Fraser Gilmore, with open arms.

We waved James off into his new role in serious style with a curry and some boujee decorations (including a crown). It was a night none of us shall forget.

In tribute to James, Fraser wrote an impressively thoughtful blog [Stepping into the future: A tribute and a new chapter | Care Opinion](#) capturing how "James's leadership, vision, and unwavering belief in the power of people's voices has shaped Care Opinion into the unique and trusted platform it is today". Fraser goes on to highlight how, "The world of health and

care is constantly evolving, and the need for honest, constructive, and compassionate conversations has never been so important". We know in our hearts that this good work will never stop.

In his eloquent and engaging style, James shared with us his reflections on his time as Chief Executive of Care Opinion—he captures beautifully in his blog how, "Leading the team at Care Opinion has been the experience of my life" please do have a read: [Stepping down and looking back | Care Opinion](#).

We all here, and we are sure you join us too, wish James and Fraser healthy, happy, productive and successful futures!



## Welcome to our new Chair – Catherine Labinjoh

We are very excited to welcome a new Chair of our Board of Directors here at Care Opinion, Catherine Labinjoh!

Catherine joins us at a time of exciting change and continued growth, bringing with her a wealth of experience, a deep understanding of the healthcare landscape, and strong commitment to listening and learning from people's stories.

"In my day-to-day work, listening to patients' stories — rather than simply eliciting facts for a diagnosis — gives me a deeper understanding of what matters to people."

Rather than just tell you about Catherine, we thought you'd like to hear directly from her.

So, we sat down with Catherine for a quick chat to learn a bit more about who she is, what brought her to Care Opinion, and what she's most looking forward to in her new

role. Read and enjoy our interview with Catherine [here](#).



## NEW FEATURE:

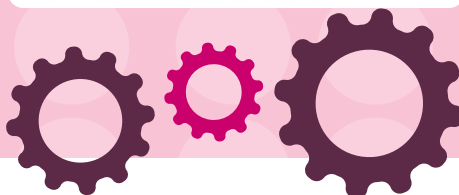
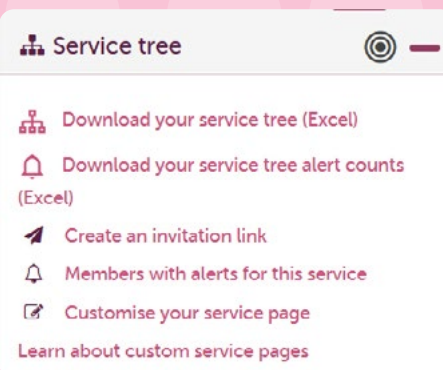
### Viewing member alerts from Service page



Our dev team have been at it again and, as you know, we are always listening to our subscribers and trying to innovate and make improvements to the functionality of the site. We have had feedback previously from our subscribers who have said they would like to be able to view who has an alert set up when on a service page and now you can do exactly that.

- There is a new drawer within your navigation panel called 'Service tree' where you can now:
- Download your full service tree (with member alerts counts)
- Create an invitation link for that service you are on
- Customise your service tree page with a short blurb and a logo/photo (Administrators only)
- And finally see who on your subscription has alerts set for that service.

Go have a play about, we promise you can't break anything! If you have any questions or want to learn more contact our support team at [info@careopinion.org.uk](mailto:info@careopinion.org.uk)



## Contact us...

[careopinion.org.uk](https://careopinion.org.uk)



Bluesky: [@careopinion.org.uk](https://careopinion.org.uk)

Email: [team@careopinion.org.uk](mailto:team@careopinion.org.uk)

Phone: 0114 281 6256

