

# CARE OPINION NEWS



**Care  
Opinion**

What's your story?

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## What do people want in a response to their feedback?

At Care Opinion we are often asked, what makes a "good" response? What do story authors want to see in the responses they receive? And how good are the responses people actually get? These questions are at the heart of [research recently published in the journal Health Expectations](#) by [Rebecca Baines](#) and colleagues at Plymouth University.

Working with a mental health patient-research partner, Baines examined the responses to 245 stories on Care Opinion posted about mental

health services, identifying 19 possible features which appeared important to response quality. These were subsequently discussed and refined by a group of carers and people who use services.

We took this wonderful research and turned it into a helpful guide

You can find further detail and explanation of these features in the [original paper](#) or read more (and watch the webinar) on [our blog](#). Do let us know if you use this guide, and how you get on!

### 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?

## We are listening...



Care Opinion shows which organisations have the most staff listening to stories on our [Listening Page](#). The chart shows the 25 organisations with the highest number of staff listening, learning and making changes for quality improvement.

This is important in terms of staff morale, but also highlighted in recent research by Plymouth University - story authors want the staff closest to delivering the service to respond to feedback. In practice this includes chief nurses, ward matrons, managers, facilities leads to name a few.

Increasing the number of staff listening to feedback will lead to more stories being sent to staff that can make a difference, and increase the number of stories that lead to learning and change.

One organisation riding high in our table is Inclusion, who have used their subscription to roll out Care Opinion across a range of dispersed services in the South of England. They are the highest ranked organisation working in the third sector and also published a fantastic [blog](#) about how they have effectively motivated dispersed

services to engage with their users through online feedback.

This is a model easily replicated for any organisation who want to use one feedback system with a diverse spread of services.

How your organisation can get more staff involved will be different depending on your organisation's relationship with Care Opinion.

If you are interested in receiving alerts and responding to stories, you can check with us if your organisation has a paid for subscription where staff have access to more logins, plus many more features and benefits which include reporting, visualisations and expert support from our team.

We would love you to subscribe and take advantage of all the different benefits of using the Care Opinion functionality to engage with your patients, service users and carers.

If you would like to know more about how you can make online feedback reach further in your organisation, contact Miriam Rivas Aguilar (COO) on 0114 281 6256 or

email: [miriam.rivas-aguilar@careopinion.org.uk](mailto:miriam.rivas-aguilar@careopinion.org.uk)

## Meet the Team

Name: Andrew Cassidy

### Role at Care Opinion:

Support and Communications Officer. I support subscribers and help them to get the best possible benefit from their Care Opinion subscription. I also handle communications for Care Opinion Scotland.



### What are the values that drive me:

I'm passionate about equality and inclusion. I believe that everyone, regardless of their background, should have an equal voice in society. I'm also passionate (and extremely outspoken) about animal welfare.

### What do I like to do when I'm not working?

I'm currently writing the second book in a series of adventures starring Orpingsprangle the Moon Cat. The first book was hailed as a massive success by Lucy (9) who said it was 'brilliant.' I enjoy reading, I love music, and I can often be found running around after our two girls, Lucy and Maggie.

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Or call us during working hours (local rate):

**0114 281 6256**

# Care Opinion pioneers: Pictures do paint a thousand words

Doug High, Senior Charge Nurse in the Elderly Medicine Unit in Forth Valley Royal Hospital, and Nicola Wood, Alzheimer Scotland Dementia Nurse Consultant, have been encouraging people to share their experiences using Care Opinion picture stories.

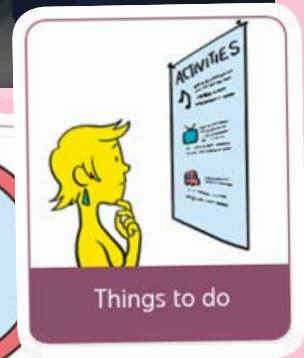
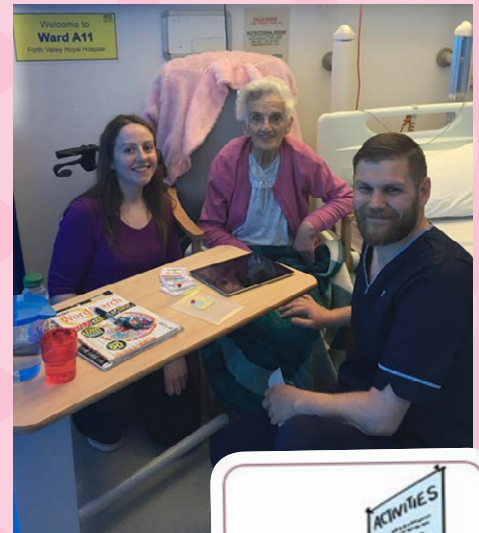
Doug says:-

Getting feedback is essential to keep getting better at what we are doing. This can be a straightforward process for a lot of patients in our ward however there are people who need support with this. Our wonderful volunteer, Lynsey, has been coming to us regularly over the past few months to have conversations with the people on our ward. By using picture stories, they can build a picture between them that reflects the person's feelings about their time with us. It's great having someone entirely independent so we know that the feedback we are getting is honest and having the pictures to move up and down the scale is a visual and intuitive tool to support this.

We've had mostly positive feedback so far however there are a few stories around people feeling that there is not much to do and are bored, so we are investing in our activities box and looking at developing our seating area so that people can enjoy these activities with company.

Having all of this online on Care Opinion means that the patients and their families can then see how we have responded to their feedback and see how we are improving.

We would have never had the opportunity to gather [these opinions](#) had it not been for Lynsey and the picture stories – long may it continue!"

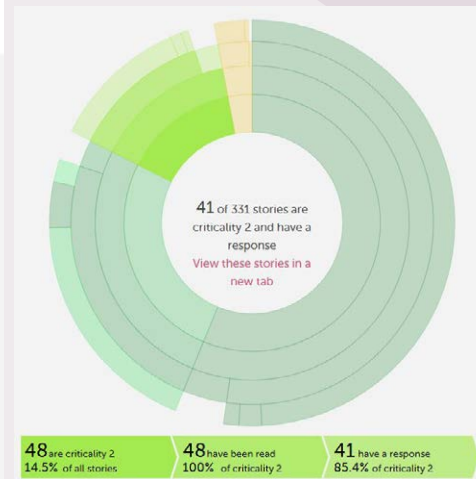
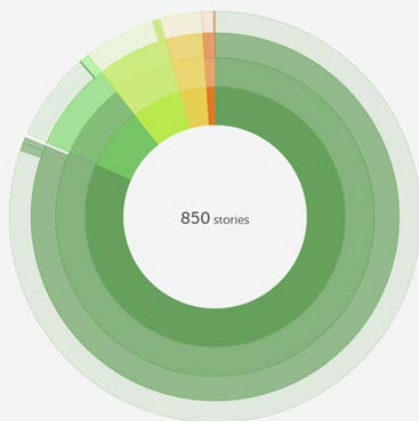


## Sunburst visualisation

Summer Sunburst Notts Healthcare July 2017-18

Created by Jane Danforth, Involvement Team, Involvement & Experience, Nottinghamshire Healthcare NHS Trust on 20 July 2018

About: All stories about Nottinghamshire Healthcare NHS Foundation Trust submitted on or after 01/07/2017



We are pleased to introduce a brand-new sunburst visualisation. This visualisation is good for exploring a set of stories and asking questions like:

How good are we at reading and responding to these stories?

Are we showing how feedback leads to change?

Are we logging a lot of "changes planned", but failing to update to "changes made"?

Do our responding patterns vary according to how critical the story is?

Intrigued? View a live [interactive sunburst](#) or read how to [create your own](#)

**"It's been slow progress, but in recent weeks i've felt my depression start to completely go, and my anxiety is the lowest it's been for as long as i can remember, i'm actually starting to talk to people and make friends again!"**

[Feedback](#) shared about the Ealing IAPT service



**Contact us...**

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