

Dear

### **Launch of Patient Opinion in XXXX**

NHS XXXX Clinical Commissioning Group (CCG) has a responsibility to ensure it is engaging widely with patients and the public to inform plans, improvements and decisions about commissioned services.

The CCG is continuing to develop systems and processes to gain patient feedback and has taken the decision to actively promote Patient Opinion in XXX - [www.Patientopinion.org.uk](http://www.Patientopinion.org.uk) - in order to give patients a public and safe place to provide feedback – good or bad. Patient Opinion should clearly not be used for formal complaints.

Patient Opinion will enable all organisations to use patient feedback more effectively. As detailed on the Patient Opinion website, it can help in the following ways:

- Enabling department level/service manager ownership for listening and responding to online patient feedback.
- Showing staff how their care is experienced.
- Improving online communication culture and reaching more people, more quickly than ever before.
- Hearing the voices of hard to reach patients
- Publicly demonstrating constant service improvements based on feedback.
- Celebrating staff successes and restoring professional satisfaction and pride.
- Complying with national policy drivers to increase transparency and public engagement.
- Gaining support for changes patients want to see.
- Providing stories for professional development and reflection within the team/department.

Patient Opinion is a not for profit social enterprise that exists to facilitate dialogue between patients and health services and to improve services. From a CCG perspective we are looking to actively use the insights gained through Patient Opinion to support patient engagement including hard to reach groups, identify specific issues and areas of concern, understand what people value most in services, monitor responsiveness of providers to the feedback received and use the feedback to develop and inform changes to services. Patient Opinion will be one of many ways that the CCG will engage with patients and the public and this level of additional insight into patient experience is an invaluable tool in helping to improve perceptions and reputation.

The CCG has subscribed to Patient Opinion which gives us full access to a range of services offered. We are encouraging all of our providers to register (which is free) via the following link: <https://www.patientopinion.org.uk/info/registration-form>

Registration allows an organisation to have two individuals who will be able to receive email alerts and respond to feedback (subscription allows more).

To be able to respond to feedback we understand that you may need to ask the patient to contact a member of staff direct in order to gain more information or clarify an aspect of the patient's feedback. When this happens we would ask that a response is still provided to the feedback received on the Patient Opinion website. It should be noted that feedback posted on NHS Choices is linked through to Patient Opinion.

The CCG is setting up a process to review and, where appropriate, respond to feedback – all feedback will be reviewed within the CCG and will also be shared within the whole system programme management group meetings. The CCG will also be using the information to triangulate with other feedback received and established patient experience reports.

CCG member practices will be actively promoting Patient Opinion within XXX. We have provided practices with some posters and other information so that Patient Opinion becomes visible and recognisable in XXX. We will also be broadening the promotion in the coming months. Patients will be able to share their story on line at [www.patientopinion.org.uk](http://www.patientopinion.org.uk) or call 0800 122 3135. There are also some materials that allow patients to write down or draw their experience and return to a freepost address. We will also be adding the Patient Opinion link to the front page of the CCG website.

We hope you agree that this is a positive step to enhancing patient engagement in XXX.

Yours sincerely