



**Framing
the 'Ask'**

Aims:



- Understand the different ways people can leave feedback on Care Opinion
- What motivates people to share feedback
- Explore why we find it difficult to ask for feedback
- Look at various ways of ‘framing the ask’ – examples to take away.

5 ways of sharing a story

1. Online careopinion.org.uk and careopinion.ie
2. Freephone 0800 122 3135 (UK only)
3. Freepost leaflets
4. Via an invitation link (kiosk/text/widget/QR code poster)
5. With support from volunteers



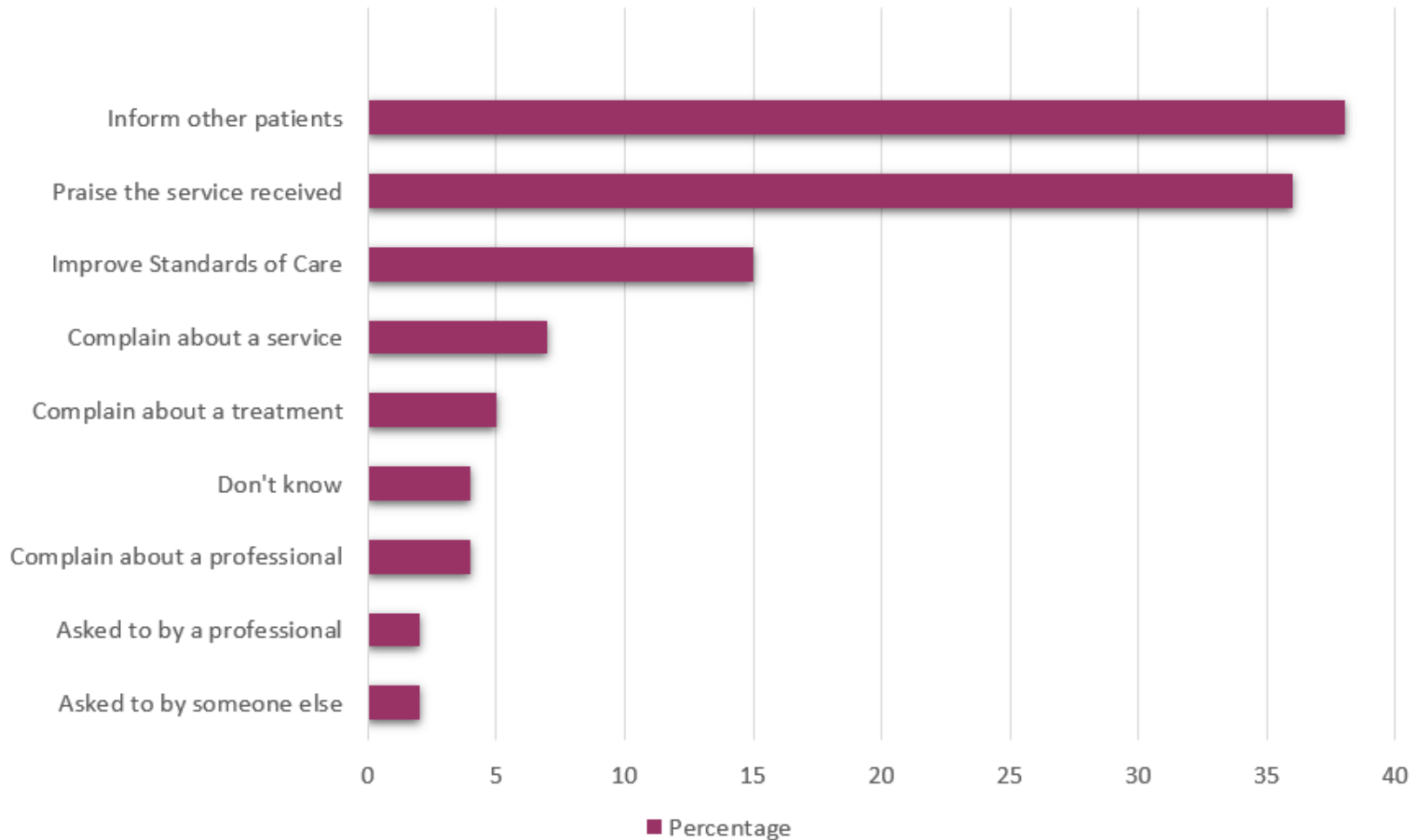
All stories are subject to moderation and are uploaded to the website



Depending which method you choose, the 'Ask' will vary



Why do people share their feedback online?



Source: Van Velthoven et al, 2018

How authors feel about sharing their story on Care Opinion:



"I feel empowered and understood and believed and respected"

"She really does deserve praise, and I am grateful for this site where staff can be highlighted for doing a great job"

"I wasn't sure if I was doing the right thing by posting on Care Opinion, but I am so glad I did, hopefully lessons will be learned from my experience"

"A necessary route for voicing opinion but without making a formal complaint"

Authors Quotes

Care Opinion author survey - 2019



Possible reasons...

- **Feeling Anxious about what people would say**
- **Not having the right words**
- **Not knowing when is the right time**
- **Not feeling like you have the time**
- **Feeling like you are bothering people**



Possible reasons...

Fear of rejection

Not wanting to ask in case you upset someone or feel like they might not want to give feedback. Feeling like it might be low down on their list of priorities.



Not understanding the importance of feedback

Show you are a listening organisation and that you use the feedback in a constructive way to learn from & improve services for others – explain why feedback is so important

Questioning your assumptions



Q: Would you be unhappy if you were asked for feedback about an episode of care?

Maybe put yourself in their shoes...



Role reversal

Ask yourself...how would you feel if you were asked to give feedback about your care

Don't be afraid just **ask!**



Having confidence to ask

Asking for feedback is a skill, and will become easier the more you do it



People love to help!

Whatever the situation, the human brain is hard wired to be social, to cooperate, to assist where we can. Being helpful strengthens our sense of self and is a path to finding meaning even in dark days.



Ask for honesty

Encourage the people you ask for feedback to be helpful over nice. Let them know you are looking to get the most out of their time and their honesty is valued and appreciated.



Explain why feedback is important

Explaining to patients/service users that all feedback is important and that on Care Opinion they can say what was good v's what could have been better – Balanced view

What should I include in the 'Ask'?

Include these 3:



Explain who Care Opinion is – Independent from NHS, social enterprise /CIC, encourages social value



Explaining its safe! Always inform your patients/service users that feedback is anonymous



That you will get a response - This is a key motivational factor for many people to share their feedback, so it is always worth mentioning in the 'ask'



Possible ways to 'Frame the ask'...

"All the staff have been so lovely...."

Thank you, I know the team will really appreciate you saying that. We do have a way to share your kind words with everyone involved using this... Would you be happy to take a few minutes to write a few lines for them all?

"It's not like I thought, it's not so scary..."

I'm so glad it turned out better than you thought. We find many people are sometimes nervous about coming for a minor procedure at the surgery. Would you be willing to share your experience with others via Care Opinion. This may help reassure other patients who may also feel nervous?

"Thank you for helping me get an appointment today..."

Your welcome, that's what I'm here for. I wonder if you would be willing to share your positive feedback on Care Opinion, I can send a link direct to your phone if that's ok?

Teasing out the 'what could be improved'...

“First class service
from first class staff”

“I left feeling relaxed
and valued”

“and if there is one
thing we could have
done differently, to
improve things for you
or your loved ones
please do mention this
too”

Possible ways to 'Frame the ask'...

"I'm not very happy about the problems I've had trying to book an appointment...."

Thank you for raising your concerns, however this is not something I can deal with personally but you can use Care Opinion to feedback your issues or suggestions and this feedback will be heard by the right member of staff who can respond to your feedback and also implement changes that can improve the patient experience.

Overall 65% of the feedback via Care Opinion has contained no criticism at all



" Not a place of doom & gloom but laughter & sunshine "



CHANGE MADE



This story led to a **change**

About: **St Lukes Hospice**

Posted by **Silversocks** (as a service user), 2 years ago

I was very apprehensive when my relative was going into St Luke's Hospice. All of the stereotypical things rushed through my thoughts but once the staff embraced us into the fold, I felt instant relief & comfort. Relief in knowing the experts were helping us & comfort, knowing my relative was in caring, compassionate, capable hands. Being a carer is a tough job but when I walked up to the entrance doors, I could relax my shoulders, relax my energy levels & leave my worries in the car park.



ALL OF THE STAFF deliver genuine tender, loving care which is injected with compassion and most of all a big helping of humour. St Luke's is not a place of doom & gloom but laughter & sunshine. Emotional it was the boost I needed. My relative also celebrated her 70th birthday whilst in the hospice with a party on the premises. What a special day! The staff bend over backwards for you. Nothing is too much trouble for them and they make time to get to know you.

The only slight improvement that could be made is in the in patient ward that had four beds in it, it would be helpful for the family members to have a bed number on the wall, above the bed because unless the staff tell you the number, it's difficult to get it right.

My whole outlook on hospices has changed, thanks to St Luke's in Kingsbury.

Story summary

What was good?

- care
- comfort
- compassionate
- expertise
- genuine
- humour
- staff
- time given

What could be improved?

- information

How did you feel?

- relax
- relieved

Activity

- 7** staff members have read this story
- 2** learners have read this story

Who has Care Opinion told about this story?

<https://www.careopinion.org.uk/705289>

Responses



Response from Ursula Reeve, Director of Patient Services, Patient Services, St Luke's Hospice, Harrow & Brent nearly 2 years ago

We have made a change



Dear Silversocks,



thank you for taking the time to give us some feedback. I will pass your message on to all the staff involved.

It is really good to know that we have made a difference to you and your family, especially during what can be a very stressful time. We are glad you enjoyed the 70th birthday party- we know how precious such occasions are and it is our privilege to be able to help you all celebrate together.

Thank you for your comment regarding the bed numbers in the 4 bedded bay. We have taken this on board and bed numbers are now on display as suggested.

1 person thinks this response is helpful

Was this response helpful? **Yes** | **No**



" I couldn't fault anything about the care "



CHANGE MADE



This story led to a **change**

About: Queen Elizabeth University Hospital Glasgow / Maternity care (Wards 47, 48 & 50)

Posted by **LauraC** (as the patient), 8 months ago

I had to be readmitted to the maternity unit at 3 weeks post partum for a few days. This was obviously a very stressful time however all of the staff who provided care were very caring and helpful. Particular mentions go to Jill, Hayley and Nicola for how kind they were.



I couldn't fault anything about the care provided however I would feed back that the food provided was not of the best quality (apart from desserts!) and trying to eat 5 portions of fruit or veg wasn't possible.

More about:

maternity



Story summary

What was good?

all staff

caring

excellent care

helpful

kind

ward midwives

What could be improved?

food

How did you feel?

stressed

well looked after

www.careopinion.org.uk/915405re | Care Opinion



Response from NHS Greater Glasgow & Clyde 8 months ago



We have made a change

Hi LauraC



Thank you for sharing your feedback about the care you received in the Maternity Service, and I am sorry to hear that you didn't find the quality of the food to be good. As standard the catering service should provide two portions of vegetables at each lunch and evening meal service.

After some further investigation I have found out that fruit wasn't being ordered on a daily basis as standard and this has now been rectified. The catering staff have been asked to ensure fruit is added onto our ordering system and a mixed bag of apples, tangerines, plums and pears will be sent daily from now on so that fruit can be offered along with the puddings when the meals are being served.

I'd like to thank you for bringing this to my attention, and now that this solution has been introduced, I hope that others are able to benefit from the better access to fruits and veggies as a result of your feedback.

I hope you are now recovering well at home, and would like to thank you again for posting your comments.

Kind Regards

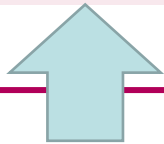
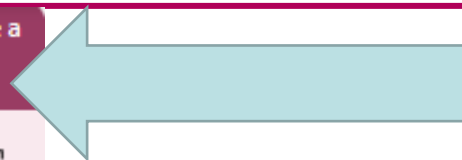
Janis

Site Facilities Manager

NHS Greater Glasgow and Clyde

2 people think this response is helpful

Was this response helpful? [Yes](#) | [No](#)



Future training sessions...

1. Intro to Care Opinion – The Basics – **Recording available**
2. Using Care Opinion for revalidation – **Recording available**
3. How to respond well and demonstrate impact – **Recording available**
4. Encouraging feedback – **Recording available**

1. Invitation links & Subscriber Tagging – **23rd February @10am**
2. Involving volunteer in encouraging feedback- **1st March @ 2pm**
3. Alerts, Reports & Visualisations – **7th March @ 2pm**

[Link to Care Opinion How to sessions](#)

Questions/comments?





**Thank
you**