

CARE OPINION NEWS



**Care
Opinion**
What's your story?

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Research is telling us we are on the right track



In the UK, we now have over 16 years experience of online public feedback about health and social care. Fortunately, we also have a growing body of academic research into why people post online, what they want in response, and how online feedback impacts on staff.

The Inquire UK study, run by Oxford University, found that in the main people posting feedback have very positive motivations: to inform other patients, to praise the service received, and to prompt improvements to care. This matches our experience at Care Opinion.

Research from Plymouth University found that authors posting on Care Opinion valued responses which were prompt, personal, and specific to the issues raised. Authors also hoped for an apology and an offer of help if

needed. But a study from Leeds University, looking at how trusts were responding, suggested that many responses were generic or directed the author to contact the trust in another way.

A recent study, also from Plymouth University, reported on a single acute NHS trust and examined how staff felt about the introduction of Care Opinion after one year. The results were heartening: staff talked of the positive effects of online patient feedback on morale, confidence and pride.

One clinical manager working in the emergency department said: "It makes people feel appreciated in what is a really hard, difficult working environment, it's morale boosting... for me personally, it's that little glimmer of hope that you hold onto amongst a multitude of horrible things."

In brief, then, the research so far is very encouraging, showing us that the positive motivations that people have for posting on Care Opinion result in positive impacts for staff. We are clearly on the right track.

Online feedback

Care Opinion has pioneered online feedback while working with a range of providers from large NHS Trusts/Health Boards to small third sector community providers. Alongside this work we have collaborated with research bodies and individuals making important contributions in relation to the value of online feedback. Here is the blog and recording from [the January chat with Dr Rebecca Baines](#), researcher from Plymouth University about assessing the value of online stories compared to validated surveys.

And from a service user perspective, [A Catherine Wheel](#) gives a powerful account of story sharing on Care Opinion: "Posting here takes feedback out of the helping relationship and stops it from being seen as biting the hand reaching out to us. Care Opinion is a step removed. We share with you, the providers, instead."

Care Opinion provides a constant flow of insight into service delivery and allows immediate and on-demand access to real-time feedback anywhere, any time and on any device.

To find out how you can use Care Opinion in your service, contact Miriam Rivas-Aguilar, Chief Operating Officer at:

miriam.rivas-aguilar@careopinion.org.uk

Care Opinion online events

We recently ran the first of our subscriber guest webinars. Grace Hamilton, Operational lead for Care Opinion at Southern Health and Social Care Trust (SHSCT) presented alongside Christine Armstong and Mairéad Casey, Patient and Client Experience Facilitators at the Trust

They shared their experience of how they embedded Care Opinion at all levels of the organisation, how they trained staff to respond to stories, and how they rolled out Care Opinion in their new virtual visiting service. They also had showcased the creative ways they promote Care Opinion to patients and families – Ipad stand anyone?

Grace, Christine and Mairéad were so generous with their time and knowledge to over 150 people on the webinar, and thank you to everyone who joined and asked questions. But if you were not able to make it

on the day, you are in luck! You can watch the recording of the session here:

<https://vimeo.com/548409625>

Our next guest chat is called "Mental health - why it is important to give people a voice" on 30th June at 1.30pm. Attendance is free but we are limiting the number of attendees so in order to secure your place please click the following link to register on Eventbrite and you will be sent your personal link to join: <https://eventbrite.co.uk/e/mental-health-why-it-is-important-to-give-people-a-voice-tickets-158447186801>



careopinion.org.uk
the UK's leading independent feedback platform.

Or call us during working hours (local rate):

0114 281 6256



Gab about the jab!

By NHS Sheffield CCG

NHS Sheffield CCG Patient Experience Team have been paving the way for patients and residents of Sheffield to share their feedback about their GP surgeries and especially more recently their experiences of their Covid -19 vaccinations.

"We are encouraging practices to promote [Care Opinion](#) as a method of feedback, and the easiest way to do this is to share direct links to Care Opinion on their websites or via posters/ leaflets. Most recently we have encouraged the use of Care Opinion for patients to leave us feedback about their experience of having their covid vaccine, [read these stories here](#).

The feedback from patients regarding the covid vaccine has been positive:

"Everyone was helpful and cheerful! Great service in difficult times."

"very well organised service... The staff extremely nice and polite, explained all concerns and give a necessary advice."

From a CCG perspective we can easily and readily access patient feedback left for all our practices and look to identify themes and trends.

Going forward, we would like to see Care Opinion as a focal point for patients to leave feedback and for us (CCG and practices), to respond and where feedback has been negative provide an insight into how we'll improve on that and support the practices to learn and create change too. Likewise when feedback is positive we will evidence that we've fed back to colleagues."

Read the full blog [here](#).



Meet the team: Lisa Dendy

Introducing Lisa Dendy, our newest member of staff!

Q: My role at Care Opinion?

A: Support and Engagement Officer at Care Opinion Scotland

Q: What are the values that drive me?

A: Inclusivity – everyone should have their voice heard and supported, no matter what their background or ability is.

Innovation – I like being part of creative and positive change as well as development which aims towards long-term, societal goals.

Transparency – honesty is the best policy. Its also the best way to improve health services via communication and feedback.

Q: What do I like to do when I'm not working?

A: Being out in nature, gardening, reading and looking after my two fluffy cats!



Resources for Volunteers



Care Opinion has recently updated its resources for assisting services who are using volunteers to support service users with getting their stories onto the website. These resources include a role description for passing to volunteers interested in working with Care Opinion, a tell your story form, and guidance for both volunteers and staff who are working with the volunteers that will help you get the most of time spent with service users. The resources can be found [here](#).

We are also running training webinars on the 21st of July at 2.00pm, 24th of August at 2.00pm and 29th of September at 10.30am, which will go through the volunteer resources and also allow for

people to ask questions and for subscribers to share best practise. If you would like to sign up please send us an email telling us your name, job title and organisation and the name and date of the webinar you wish to attend and we will add you to the attendance list.

We are always trying to help and support you the best we can and are adding new topics all the time, so keep an eye out for future email correspondence with details of webinars on this and other topics!

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