

# CARE OPINION NEWS



Care  
Opinion

What's your story?

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## In a pandemic: does patient feedback really matter?



I've spent 15 years advocating for the importance of online patient feedback in health and social care. But in the throes of a global pandemic, with tens of thousands of deaths, what's the point of patient feedback? Is it an unnecessary distraction at a time of unprecedented crisis?

Despite a high media profile, only a small proportion of coronavirus-related care right now is intensive care, or ever could be. Far more care is much less visible: advice and information, supportive care at home, mental healthcare, end of life care, and social care.

Seen in this broader context of highly relational care, patient and carer feedback continues to offer important benefits for both patients and staff, even (and perhaps especially) during a pandemic. For patients, giving online feedback

represents a form of "caring for care", a way of giving back to the caregivers. Now, more than ever, we should be welcoming these practical expressions of active, concerned citizenship.

For staff, patient feedback is often seen as "data" which may or may not help services improve. But increasingly we are learning that the impacts of narrative patient feedback on the culture and performance of clinical teams extends far beyond service improvement, important though that is. For example, [a recent case study of the introduction of online patient feedback](#) in a struggling acute trust showed how feedback lifted staff morale, built confidence and restored pride in the service being provided.

With astonishing rapidity, covid-19 has precipitated a "channel shift" away from in-person healthcare towards [remote telephone](#)

[or online consultations](#). We need rapid feedback from patients on this new form of care. This can also be done online, just share a link.

In recent weeks the UK has seen an extraordinary outpouring of gratitude on social media for healthcare staff, and for the NHS as an institution. This appreciation for care has always been there, but social media and feedback platforms such as Care Opinion and nhs.uk have made it visible to everyone.

Read the full article from James Munro, CEO of Care Opinion on the [BMJ website](#)

## Rapid online feedback about remote consultations

In recent weeks we have seen [a very rapid shift to remote consultations](#) in many health and care settings. This creates a new need for rapid patient feedback (how well do these new approaches work? What needs improving?). It also creates a new opportunity to directly ask people to feedback on your service by sharing a feedback link with them after the consultation.

### So how can you invite feedback about remote consultations via Care Opinion?

You need three things:

**An invitation:** simple text to explain what you want, why, and how.

**A link:** what the person follows to arrive at Care Opinion in the right way.

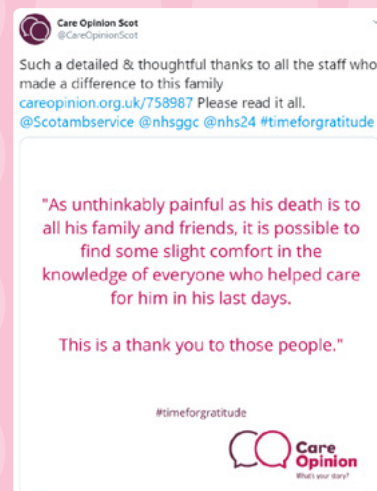
**A delivery mechanism:** how you get the invitation and the link to the person.

You can create service specific feedback links on Care Opinion so when you ask for feedback this is easy and quick for the person to complete and makes sure the story is linked correctly to your service. You don't need any special permissions and you can get started today. Read our guide: [careopinion.org.uk/info/remote-consultations](https://careopinion.org.uk/info/remote-consultations)



## #timeforgratitude

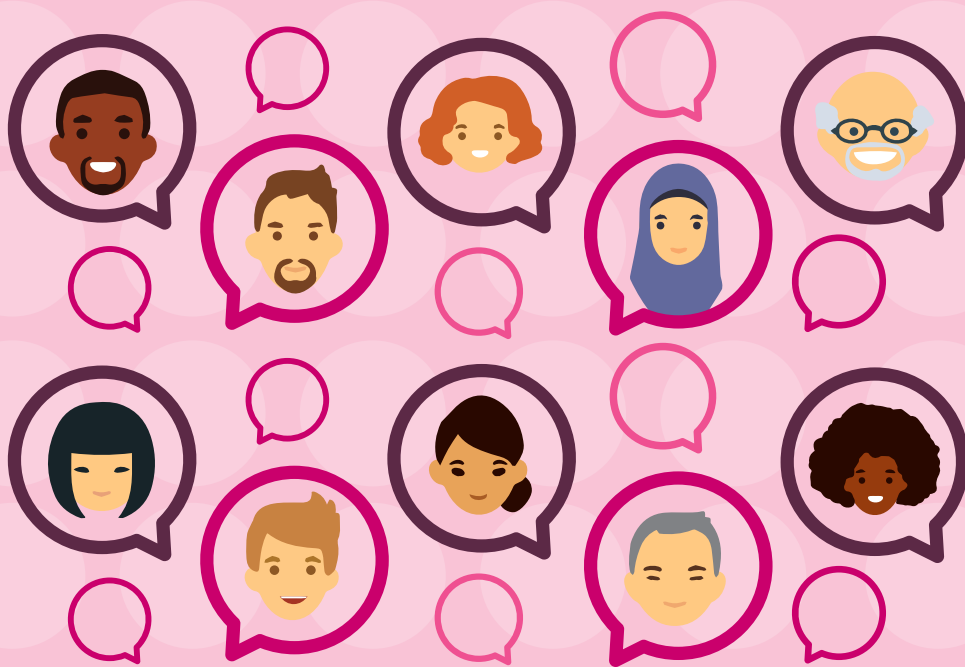
During these challenging times, [@careopinion](#) and [@careopinionscot](#) have been sharing stories of gratitude, praise, and hope from patient and service users using hashtag [#timeforgratitude](#). If you need a little lift, come join us on twitter to celebrate the hard work all services are doing during the pandemic.



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

Or call us during working hours (local rate):

**0114 281 6256**



# Who are you and what do you do?

One thing we are all learning during this really exhausting, upsetting, uncertain time is the importance of human connection.

And this has prompted us to let you know about a small feature we added to Care Opinion recently, which allows a story author to see more information about the person responding to them online.

We know from published research that people posting feedback on Care Opinion really value being able to see information about the person who has responded to them - their name,

job title, face. And the research confirms that knowing what that long and obscure job title actually means in practice also matters to people.

Fortunately, we've taken care of that. You can add information to your profile to explain what you do. If that information is present, we'll include it in the response header whenever you sign off with your name.

[Find out how to provide this information on your profile](#)

# There is gold in our shared experiences

By Sue Robins, Author of [Bird's Eye View: stories of a life lived in healthcare](#)

During this pandemic we still need constructive feedback about interactions with health care. I've seen snippets online about cancer patients not getting treatment. Doctor's office phone lines that never answered. Delayed surgeries. It is important that we share these experiences.

I've seen really good stuff too: the shift from in-person visits to phone calls and telemedicine. Stories of tender care in hospitals. Expressions of compassion from health workers, who suddenly now understand the fear patients experience when we get sick.

If you are interacting with the health system, please continue to document what's happening to you in some way. This goes for patients, families and health workers too. Under times of great stress like these, time becomes fuzzy and we can forget. Writing, or other forms of creative expression, like photography or art, can help us remember.

Your health care experiences still matter, despite this pandemic (or maybe because of it). There is gold in our shared experiences.

Read Sue's full guest post on the Care Opinion blog <https://www.careopinion.org.uk/blogposts/830/reflecting-on-stories-in-the-time-of-covid-19>

## Contact us...

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## Subscribing to Care Opinion

Online feedback about health and care services feels more important than ever, especially with traditional feedback methods being more challenging for the time being, with many staff working from home.

"Learning to work with Care Opinion and respond online could be one of the things people can usefully do from home. An important part of maintaining humanity and compassion."

Saskie Dorman, Palliative Care Consultant, Dorset

The Care Opinion team has continued to speak with and support staff, run webinars, moderate and publish stories. Our developer team have also been busy listening to staff and innovating new tools for people to feedback about services that are themselves adapting to a changing world.

From this grow [The Kiosk Mode](#) and [Campaign Links](#), which will make it easier for staff to invite feedback in specific areas of their organisation. We believe that these new developments will bring more value to Care Opinion subscribers looking to add a more targeted approach to generating stories.

Whether you are a commissioner or provider, do ask us about these new innovations and the opportunities for your organisation, your teams and the people using your services.

For more information on all things subscription related, please contact [Miriam Rivas-Aguilar](#) (COO) or [Tim Hunt](#) (Integration Development Manager).

