

PRESS RELEASE

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For immediate release

Online feedback platform Patient Opinion integrates health and social care feedback – and becomes Care Opinion

From 1 May 2017 Patient Opinion, the award-winning online feedback platform for UK health care, will evolve to become Care Opinion.

The change reflects the need to respond to the increasing integration of health and social care services across the UK.

Over the past 12 years, Patient Opinion has pioneered a new approach to public feedback about the NHS, enabling people to share their stories of care, and staff to learn how their patients feel and make changes as a result. This independent non-profit service has helped resolve issues, restore relationships, encourage staff and improve services in many parts of the UK.

As health and social care services across the UK continue to evolve and integrate, there is an increasing need for a single integrated and simplified service. Care Opinion's online feedback platform will handle stories from everyone, whether they are about health or social care services – or both.

Dr James Munro, CEO of Care Opinion, said: "We're proud to be taking the next step in making it safe and simple for people to give feedback about the services they use, in a way that makes a real difference for others."

"Care Opinion will continue to be a welcoming place for people to share their stories about care of all kinds, whether they are 'patients' or just people using services or receiving care".

People can post feedback on Care Opinion about a wide range of health and care services. Service staff are automatically alerted, where possible, and can respond directly via the site. A story which is about, for example, both hospital care and residential care will alert staff at both organisations to respond.

Tracy Braddock, a service manager at Inclusion UK, said: "We're excited about the evolution to Care Opinion. Our staff and the people who rely on our services don't use the word 'patient'. Now they can be confident that this service will work for them too."

From 1 May 2017, anyone visiting patientopinion.org.uk will be redirected automatically to careopinion.org.uk.

Examples of stories leading to change

Problems hearing nurse for outpatient appointment

<https://www.patientopinion.org.uk/opinions/294974>

Mixed experience in Cardiac Outpatient Visit

<https://www.patientopinion.org.uk/opinions/355893>



Approximate visiting times by District nursing

<https://www.patientopinion.org.uk/opinions/202581>

Notes to editors

1. Patient Opinion is a non-profit social enterprise based in Sheffield, UK, which has pioneered new online approaches to health/care feedback since 2005.
2. Patient Opinion provides a service across the four countries of the UK, as well as the Republic of Ireland. An affiliated team provides a service for Australia.
3. There are over 180,000 stories on Patient Opinion, viewed over 85 million times, and over 7,000 staff listening and responding.
4. A blog post and new logo are at <https://www.patientopinion.org.uk/blogposts/588/our-name-is-changing---but-our-mission-remain>
5. More information is available at: <https://www.patientopinion.org.uk/info/care-opinion-faqs>
6. Dr Munro is available for interview via james.munro@patientopinion.org.uk

