

# CARE OPINION NEWS



Care  
Opinion  
What's your story?

ISSUE  
26

Spring 2018

## Lifting morale, reducing complaints

At Care Opinion our focus has been the idea that we could change the world – or at least, change health and social care – by sharing the stories of people who experience it. Our purpose has never been to collect data, create metrics or publish reports.

We're greatly encouraged by the findings of our recent surveys of story authors and staff who use Care Opinion. They confirm that sharing stories online creates important impacts for patients and staff alike.

**Nearly 70% of authors felt happier after sharing their story online.** One person wrote: "I just wished the staff at the hospital to know I appreciated their time, kindness, and efforts." Another commented: "I like the way I could tell my story both positive and negative and don't have to identify who I am."

Staff also reported benefits. **59% of staff felt that stories received through Care Opinion had helped lift morale, and 40% felt that responding to stories online was helping to reduce complaints.** "It is more of a dialogue than a formal complaints/feedback procedure. This was a pleasant surprise"

We're heartened that our safe, simple and transparent approach to feedback is producing real benefits for patients and staff at very low cost. Some people argue that the plural of story is not data. My response would be to agree – and say that actually, it's far more important than that. We believe the plural of story is culture. So let's work for a health and social care culture where everyone's story matters.

## Quality Improvement Manchester Workshop



Thank you to everyone that attended our QI workshop at the end of January. It was an inspiring day with a great group of people. If you missed the event (or attended but just want to relive it!) you can see all the slides from our wonderful speakers and read a summary of the day's action over on [our blog](#).

## Care Opinion on the road!

Our programme for integrating GP stories from NHS Choices is well underway, and the numbers of stories on our Care Opinion site have seen a dramatic increase. See [here](#) for a lovely GP story using text and picture tiles.

Now for the first time, commissioners can access (and report on) online GP feedback in England. They can see what patients are saying, and how practices are listening and acting on feedback. With all this increased activity, the Care Opinion team is taking to the road to talk to CCGs and other commissioners via a series of half day workshops. We want to hear about the latest challenges and opportunities emerging from current restructuring, as well as explore how a subscription to Care Opinion can save you valuable time managing General Practice

feedback, as well as provider feedback, through our enhanced alerting and reporting.

First stop is The Quadrant in **Sheffield on the 3rd May**, after that we will be in the **Manchester on the 3rd July** and then in London.

Joining up feedback and conversations is central to our mission and a key part of the functionality of our award-winning website. Whether provider or commissioner in health or social care, please do ask us for a bespoke webinar to find out the solutions available to you and your teams.

If you'd like to find out more about our services or register an interest in our events, please contact Miriam (COO) at: [miriam.rivas-aguilar@careopinion.org.uk](mailto:miriam.rivas-aguilar@careopinion.org.uk)



[www.careopinion.org.uk](http://www.careopinion.org.uk)  
the UK's leading independent feedback platform.

Or call us during working hours (local rate):

**0114 281 6256**

# Working with Care Opinion: a clinical perspective

Lynn McCallum, Consultant Physician and Clinical Director of Unscheduled Care, Acute Medicine at NHS Borders shared her advice to clinicians planning to use Care Opinion within their own organisation.

## Start small

Introduce CO within your own clinical area and then share the amazing stories you receive. (I would strongly suggest Twitter for this – be sure to tag your organisation and any interested exec team members).

## Actively seek feedback

Invite patients to tell you of their experience. Put up stories that you have already received so people can read them and understand the process.

## Involve clinicians of all disciplines

Your feedback will involve praise and occasionally criticism of all kinds of staff and it is great to have multiple clinical responders. Remember that the patient/relative wants to reach people involved in their care directly.

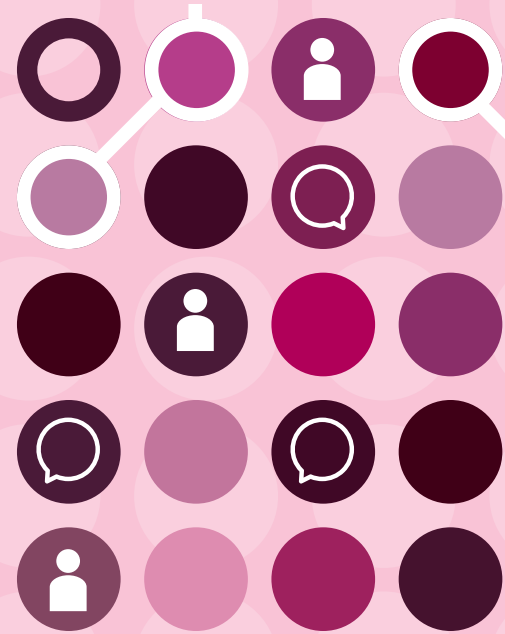
## You will meet objections

There is a great fear of negative feedback in the public domain, but all stories are moderated by the Care Opinion team, and there is no naming and shaming. Remind people also of the value of negative experiences in helping to redesign services for the better. And remember that the majority of stories told are very positive rather than negative.

## Be personal in your responding

Humanity is incredibly important in your response and so it is okay to say sorry and to outline how you might wish to do things differently in future. Tell the story author about sharing their feedback with staff, and how this helps morale – because it really does.

Read more about Lynn's experience of using Care Opinion in [her recent blogpost](#).



# Using stories in inter-professional learning

We work with a number of universities to provide students with access to Care Opinion. We asked Lucy Kirkham, Senior Lecturer in Adult Nursing and IPE Lead for Nursing and Midwifery at Sheffield Hallam University "How do you use Care Opinion with students?" She told us:

I am module leader for the final IPE module which focuses on co-production, collaborative leadership and service improvement. The students learn about service improvement tools and techniques.

We encourage them to reflect on practice-based experiences and the focus of their assignment is to develop their own service improvement idea. Care Opinion is perfect for this! The students are able to look at patient and service user feedback to identify areas for possible improvements. We also look at Care Opinion in the context of measuring quality in our nursing only modules. We can even look at a certain topic or theme, like dementia, to identify areas of good practice or things that could be improved.

[Read the full interview and find out more.](#)



## Online training and support

If you know the subscriber support team, you know we are always keen to help organisations gain as much value as possible from all of the features built into their subscriptions (think reporting, weekly digests, visualisations!).

Join one of our online sessions and we can easily show you exactly how these features work and answers any and all of your questions. Interested? Check out the [sessions and dates](#) in our programme and register to attend!

## Contact us...

[careopinion.org.uk](http://careopinion.org.uk)

Twitter: @careopinion

Email: [team@careopinion.org.uk](mailto:team@careopinion.org.uk)

Phone: 0114 281 6256

