



CARE OPINION NEWS



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

ISSUE
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Winter 2019

Year in review

At Care Opinion, we're normally looking to the future: what do we need to do to make feedback about health and social care safer and simpler for people? But at this time of years it's good to pause and look back at what we achieved in 2019.

We've continued to work hard to make our online feedback platform more accessible, flexible, informative and helpful. For example, we developed kiosk mode in response to a request from a children's ward, and it's proven popular in a wide range of settings. We've added new reports, new charts, and better integration with nhs.uk. And if you want, we can now read stories and responses to you out loud.

We're working with more services and more teams across health and social care than ever before. It's been wonderful to see new teams, like the neuro rehabilitation team at the Royal Free, or the WestMarc team in Greater Glasgow,

take to online feedback in such an open and enthusiastic way. And in City and Hackney, we've worked with 10 general practices who are now convinced of the value of online feedback for their patients and staff.

One of the surprising pleasures of working online is how many people we meet face to face. This year we've held events in Sheffield, Bristol, Leeds, and London, sharing Care Opinion with more staff than ever. We've taught medical and nursing students from Plymouth, Sheffield and London, and we've worked with researchers from across the UK, including the National Institute of Health Research.

And we've had international discussions too, sharing what we're learning with people from France, Sweden, Canada, Australia and South Africa. What a wonderful way to end 2019 and prepare for the challenges of 2020!

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All Subscriptions Great and Small

Care Opinion has had a great year of scoping out and delivering subscriptions in large and small packages. Our flexibility and commitment to innovative models for online feedback has kept us busy working with a range of providers and commissioners. Our work with UCL Partners and four pilot teams (across four Trusts) has increased public engagement in specific areas.

Working with City of Hackney GP Confederation and practices, we have had a very successful year embedding Care Opinion. Our model of working with primary care, increases staff confidence and opens opportunities for engagement and learning, and we have seen some fantastic stories, responses -and great blogs too!

As structures to deliver care are changing, we are actively responding to the shift towards Integrated Care Systems. We are talking to

commissioners and providers about the value Care Opinion can bring: integrated functionality for all feedback about one care journey to come together on one platform.

Want to find
out more about
subscribing?

We have some special
year-end offers so
get in touch

New 'How to...' Webinar Sessions

We run a series of really short "how to..." webinar (online) sessions designed to help you get the most out of your subscription. You'll find sessions such as 'How to generate stories', 'How to respond and demonstrate impact', 'Generating reports and visualisation' & 'How to make the most of subscriber Tagging'.

We have recently launched 2 new sessions:

Involving volunteers and patient/ user groups in generating stories on Care Opinion

Great if you are a volunteer, a volunteer manager/ coordinator or a staff member working with individuals or groups to generate stories. (Next dates: 14th Jan)

Managing your subscription

If you have the role of Administrator on your Care Opinion subscription. This session will show you how to add, remove or even freeze members. There will be tips on managing stories so your organisation can respond in a timely way & we will show you how to manage other people's alerts and scheduled reports. (Next dates: 15th Jan or 9th Apr).

How to book your session:

To find out more information or to register for a session [click here](#)

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

Or call us during working hours (local rate):

0114 281 6256

How one Trust boosted staff morale with Care Opinion



Staff Update



Name: Tom Skidmore
Role: Developer

I joined the Care Opinion team in October and previously worked as a SharePoint developer and Office 365 specialist, focusing specifically on delivering bespoke solutions which integrated with the 365 platform.

What are my aspirations?

I'm hoping to make a difference. With the Care Opinion platform, I can transfer my skills to help in building up and improving the site to do just that. Having a voice is an important factor in improving healthcare, and my goal is to give a place to do that with as little fuss as possible (whilst also making it look good!).

What do I like doing in my spare time?

I like to play around with AI, even going as far as building an AI-Bot to help complete the puzzles I develop, and my interesting fact is that I can solve a Rubik's cube in under a minute!

A new study by Rebecca Baines of Plymouth University shows how using Care Opinion can help organisations to lift staff morale, instil pride and build confidence.

The case study describes the introduction of Care Opinion at the Royal Cornwall Hospitals NHS Trust, at a time when the trust had been rated "inadequate" by CQC. The trust decided to adopt Care Opinion, taking an approach which ensured that staff across the organisation were involved in hearing and responding to online feedback from patients and carers.

The case study notes: "Importantly, responsibility for online feedback was not seen to be that of the patient experience team alone." Although there was initial anxiety for some staff, the patient experience team provided training and support, to "reduce staff anxiety, increase staff confidence, and instil a sense of pride in their involvement".

Staff views of Care Opinion, shared in the research, show that this approach was very effective. One clinical manager in the emergency department said: "The staff here have to, on a daily basis, see things that you wouldn't want anyone to see. So for me, it's such a refreshing change because we predominantly get positive feedback. It's just so nice to be able to cling on to that and share the feedback with the staff, those really, nice, positive things. I think it helps improve morale. It helps people's resilience as well, to know there are actually some really grateful people out there."

You can read Rebecca's blog post [here](#).

And staff from RCHT have blogged about their journey with Care Opinion [here](#).



Getting started with Care Opinion in our neurological rehabilitation centre

"We are a team of therapists providing a community neurological rehabilitation service in North London. We applied to use Care Opinion as part of a 6-month pilot offered by UCL Partners.

We decided to have no hierarchy in responding [to patient feedback], so it isn't confined to team leaders. Usually we do the responding in pairs, so that people can learn and gain confidence from one another. If a member of staff is mentioned in the story, we try to get that person involved when we are responding: it feels more personal that way.

Most of the feedback so far has been positive. We recently introduced a weekly coffee morning for patients, and we weren't sure what people thought of it, but it's been fantastic to hear how much of a difference it is making.

It's brilliant to hear from people so directly. It seems to make the team feel closer to our patients and what they need from our service. People are saying things in their own way, and our staff have found it very powerful to hear that they are doing a good job. That matters so much when services are under pressure."

[Read the full blog post from the team](#)



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TRAINING FOR PEOPLE AND PLACES