Patient Opinion and Care Opinion CCG Action Plan

Plan to be completed at the first meeting, WEBEX or teleconference following the start of a subscription.

To be completed by lead staff in organisation and the subscriber support team at Patient and Care Opinion. Your ongoing contact with the subscriber support team should actively review and monitor progress in all these areas:

Although each plan will be different for each organisation, key elements will be :

Website Administration and Profile: Ensure service listings correct, setting up e mail alerts, responding and story telling widgets etc

Communications Strategy: Internal and External Communication plan. Strategy for publicly managing online profile as well as social media advice and support

Posting Generation: Strategy for generating postings across services and targeting particular services

Integration with existing engagement, quality and improvement mechanisms: Ensure that work fits with existing systems and arrangements

Action	Stakeholders involved	Action undertaken by	Aim	Desired outcome	Timescale for delivery	Progress/Review Dates
Website Administration						
Refine service listings on Patient Opinion website	Patient Opinion/CCG		To create a simple up to date service listing on Patient Opinion	Easy for patients to attribute feedback to right service. Improve accuracy of staff email alerts. Allows individual service widgets for CCG Website		

Staff to attend a training WebEx hosted by Patient Opinion. Staff to receive starter resource pack	Patient Opinion/CCG	)	Learn how to create reports and set schedules. Learn how to access site in ways appropriate to their role.	Awareness of value and how to use the subscription spreads throughout the organisation.		
Review online engagement of health and social care providers in the local area.	Patient Opinion/CCG		Overview of online engagement in the local area and potential for networked conversations about care	Prompt local engagement		
Set up all staff with relevant scoped e mail alerts and reporting	Patient Opinion/CCG		Spread feedback across organisation	Wider engagement with the public across CCG and other stakeholders.		
Identify strategic lead and admin single point of contact for PO/CO	CCG		Effective communication with organisation	Internal point of contact for CCG and ability to update developments within PO and CCG		
Integrating Patient Opinion onto CCG						
Add service widgets to each page	CCG IT dept. Patient Opinion to show named person how to use the widget builder		To show feedback about each service on the website	When people search for service details they see the feedback. People encouraged to leave own feedback.		

add story telling widget to feedback pages	CCG IT dept.		A/A	A/A		
add Patient Opinion logo to front page (next to the NHS choices logo)	CCG IT dept.		to show CCG is working with Patient Opinion	give credibility to PO		
communication strategy						
Write up about Patient Opinion in staff newsletter with named contact in CCG for them to contact if they want to be involved	CCG Comms/Public Engagement teams		Raise awareness of Patient Opinion with staff	Staff understand the CCG commitment to using Patient Opinion and how Patient Opinion works		
Sample Comms to local providers and specific services re CCG commitment to online engagement and expectations	PO/CO & Public Engagement team		Raise awareness of Patient Opinion with staff	Staff feel confident to promote Patient/CareOpinion to patients/carers service users who have had positive and negative experiences		
Add Patient/Care Opinion details to any letter templates that are sent to the public	PO/CO and CCG		promoting Patient/Care Opinion across all trust services	Patient Opinion becomes a trusted way for people to give feedback		
Local press release	PO/CO and CCG comms team		showcase work done by services working with PO and CO	The public feel inspired to share their own stories when they see how their comments are valued by public services		

social media campaign to highlight how the CCG and local providers are acting on online feedback			Spread the impact	More profile across the area-increase engagement	
Comms pack to all stakeholders including info on registration and joint learning from postings-local arrangements-CCG to share key contacts in the area.			A/A	A/A	
Local Stakeholder Engagement on Patient and Care Opinion					
Increase involvement and engagement with local providers particularly in line with CCG responsibilities and priorities. Plan strategy to engage services-resource packs, E mail alerts, WEBEX and posting generation	CCG/PO/CO		Generate service specific feedback - model best practice for posting generation and responding other services	Postings will become an integral part of how the service in managed. Some stories may lead to service improvements. A good working model in a couple of services will make it easier to roll out across the area	
Joint Comms sent to Local Healthwatch	CCG/PO/CO		Increase partnership working show examples of best practice	Establish key partnership	

Second Stage objectives:

PO/CO is now established, what does success and the second stage look like :

1. Awareness across the network, services can generate feedback on themes and in time periods to support local initiatives and responsibilities.
2. All stakeholders including HW take part in ongoing conversations about feedback-including blogs to demonstrate developments and improvements
3. Public engagement online is linked to other public engagement across the network. The public see it as a go to resource for feeding back and seeing what other people are saying. Small patient and service user groups are linked to the Website
4. Providers across the area are fully engaged including smaller social care providers
5. Feedback across health and social care pathways in the area is clearly visible for all on the integrated CO and PO platforms. Enables the necessary conversations about local care to happen and primary and secondary providers are involved.
6. CCG sees it as a central tool to demonstrate how it fulfils responsibilities on an ongoing basis and where issues are highlighted locally. They can see how it fits with other patient and service user involvement, it is helping to maintain local stakeholder conversations and networks.