



All the latest news, views and reviews from the Patient Opinion team

Issue 13 - Summer 2012

CARE OPINION WE'RE EXPANDING TO COVER SOCIAL CARE

Patient Opinion has recently won a £160,000 grant from the Department of Health to support the development of a feedback service for adult social care. We're now hard at work in developing the new service, which will be called **Care Opinion**, and is set to launch early in 2013.

Ever since we began publishing feedback from patients and carers, back in 2005, people have asked us if we could do the same in social care. So we're excited that we now have the opportunity to do so. We'll be motivated by the same vision: that enabling the voices of users and carers to be heard is an important way to help services improve. The new transparency and responsiveness which social media encourages is needed as urgently in social care as it is in health.

Of course, social care is a different - and in some ways much more complex - terrain than health care, so we're lucky that Jasmine Ali, formerly of the Local Government Information Unit, will be managing this

programme of work. Jasmine will be our expert guide in this new and uncharted territory.

Because of the wide diversity of providers in social care, making feedback public is a bit harder to do safely than it is for the NHS. A big challenge is making sure we moderate feedback in a way which encourages, rather than discourages, a constructive conversation between users and providers.

Care Opinion will look and feel very similar to Patient Opinion, and we'll make sure stories are shared across both sites, because sometimes people post stories which span both sectors.

If you'd like to know more about our social care programme, or get involved in the activities and sessions planned in the run up to it's launch, please contact Jasmine Ali (jasmine.ali@patientopinion.org.uk), or follow our progress on [our blog](#), or our tweets at [@CareOpinion](#).

WEBEX PROGRAMMES

For those who are new to Patient Opinion, and those who'd just like a refresher, we've set up a programme of **free monthly online sessions** (through **Webex**) to help you get up to speed.

You can listen, watch and ask questions from wherever you happen to be via your PC, tablet or even an app. Each session concentrates on a different topic, from how to respond to your stories to our advice on how to use social media to listen to your patients.

Our first set of events booked up in the first 24 hours! But don't worry, you've not missed out - we have added extra sessions to meet demand.

To book a place, go to our [eventbrite page](#).

Quote of the month
"They started singing Tragedy and doing the dance routine, I was laughing so much I did not even feel the anaesthetic going in."

www.patientopinion.org.uk/opinions/63694

Patient Opinion pioneers



NHS Greater Glasgow and Clyde is the largest health board in Scotland, providing healthcare to over 1.2 million people, and employing more than 40,000 staff. It's been great to work with the Board, as part of the Scottish Patient Opinion project, to see how online feedback could further enhance the opportunities for them to listen to what patients have to say.

The **New Victoria Hospital** in Glasgow was identified as the right site to start with. Since January 2012 staff across the hospital have been encouraging patients and carers to share their stories. In addition, a wonderful team of WRVS volunteers, who

provide a valuable "meet and greet" service for the hospital's patients, have also been enthusiastic champions of Patient Opinion. Almost three quarters of people who've left feedback on Patient Opinion have been really positive about the healthcare they've had. Is positive feedback really that valuable? "Absolutely!", say Day Surgery staff, adding that it's important for them to know what they are doing well, so they can keep doing it! There have been learning opportunities too though and in one clinic, Ophthalmology, it's evident that it takes just **one story** to initiate change and **improve** the way in which people experience care.

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a free, confidential and independent website.

Or call us during working hours (local rate):

0845 113 0012

A word from the Doc...



Paul Hodgkin

Data is important stuff and really necessary for any business if it's going to run efficiently especially one as big and unwieldy as the NHS.

But at a personal level no one wants to be data.

This gives rise to a real conflict in the way the NHS sees social media and patient stories. The people giving their opinions want a conversation. Busy staff on the other hand see data and ask for numbers, themes and patterns.

"More relationship, less tick box."

These are reasonable questions but step outside the NHS's mind-set and ask 'why is the patient telling us this story? Is it to become a statistic?'. Once you do this it becomes clear that what patients want is a response, a conversation. They want to know what you, their particular bit of the NHS, think about what they have told you.

So the first requirement is to respond to people, to enter into a relationship. No one controls these new public conversations. You can not use words like 'owned', 'stored' or 'lost' when talking about conversations because they just don't work - they are all data words. Instead conversations are real, live human stuff. More relationship, less tick box.

You can see all this on the site. Look up any service and you will typically see that there are around 5 times as many stories than there are ratings. People will rate, but they are doing this for us. By contact they share their stories for themselves, their friends and their family – as well as for us.

Or look at how Molly responds to [this thoughtful hard hitting story](#) about maternity services in South London, taking the points seriously, responding with thought and care.

Have a look at this [fabulously quick improvement](#) by Surrey and Sussex Healthcare (which won Ian MacKenzie our Patient Opinion Hero of the Week award!) and then contrast it with the 'Thank you for your comment please contact our PALS department' that so many hospitals default to. Human response vs. corporate monotone.

Making this leap is hard. After all data, ratings, surveys are so much safer than the intimacy and risk of public conversation. But as in the examples here, so much good can come from seeing stories as the gift they are and from tussling with a good conversation rather than stock-piling data.

Meet



Ben

Ben Pathe

Business Development Officer, NHS Midlands & East regional cluster

What did you do before Patient Opinion?

I have over 15 years sales and marketing experience in business to business services working in export sales, translation services and most recently media.

Could the NHS learn from the private sector?

The private sector has many successful models in relation to process and customer service. The best organisations always listen to feedback to improve service quality.

Tell us something interesting about you...

I was at school with crown princes, famous actors and a great Olympian!



Great Olympian?

HAVING AN IMPACT!

Without impact, feedback is pointless. When used best, stories are a real gift from patients and their families to the NHS. They help health service staff understand what they're doing well and what they could improve, through the eyes of the millions of people they see every day.

A major part of our work is to make sure that the stories we receive are having an impact, both on the way services run and on the staff who are delivering care. Our recent [impact workshop with Nottinghamshire Healthcare](#) brought together staff from across the trust to enable them to inspire and motivate each other, and to learn from the people already using stories meaningfully. One such example is Helen

Forrester, Ward Manager who is leading the way with fantastic responses like [this one](#).

The day was opened by [Chief Executive Prof. Mike Cooke CBE](#) who proposed four challenges. Each challenge would help the Trust to use stories to create real impact, and in closing the day everyone was invited to make a commitment to just one small action that would contribute to achieving the challenge (you can read the commitments made by the staff [here](#)).

During the day our own Chief Executive, Dr Paul Hodgkin, intrigued and inspired everyone with an incredible story and the beautiful piece of music that tells it's tale. Staff enjoyed presentations from a range of

people at the Trust, but more importantly they got the chance to talk to each other and think about their aspirations for how stories could make a real difference.

It was a great day ([click here to see the presentations, photos and further information](#)), and really helped to bring focus back to making sure that staff do justice to the stories people share with them on Patient Opinion. After all, stories only truly have any power when they inspire us and move us to do something differently.

If you want to talk to us about holding an impact workshop in your organisation, please contact us on team@patientopinion.org.uk.

www.patientopinion.org.uk

a free, confidential and independent website.

Contact us...

If you want to get in touch email us at: newsletter@patientopinion.org.uk