PATIENT OPINION EVENTS

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Patient

Every voice matters

Patient Opinion pioneers: St Andrew's Healthcare

Sophia Feurtado, Head of Patient Experience at St Andrews Healthcare tells us that they aim to 'make feedback fun'. They often run group sessions and the patient experience team have a physical presence on wards, making sure patients know who they are, developing relationships with patients. By building trust and engaging with patients, they are putting patient feedback at the heart of the service.

Patients on the wards do not have access to the internet, so the patient experience team are both collecting and uploading stories. They then make sure patients are shown the responses to their stories and where appropriate, display them on wards. They also use the Patient Opinion visualizations to show what patients are experiencing on a ward by ward basis. By doing so they want to show that any feedback is both listened to and acted upon, which they hope encourages other patients to share their story.

Sophia tells us there has been a 'flurry of feedback' in the services where Patient Opinion has been implemented. Staff morale has also seen a boost, as staff feel listened to, and encouraged by the gratitude shown in many of the posts.

Because of this work, and in just a couple of months, St Andrews Healthcare have collected over 120 stories via Patient Opinion and could



Kevin McKinnon, Communications Officer at NHS Grampian tells us about the success of developing their use of social media by working with Patient Opinion.

"My involvement with Patient Opinion goes back to when NHS Grampian first signed up to the site and it has been a very positive experience for us.

I set up a page on our website which introduces Patient Opinion and includes a live feed (widget) of stories about NHS Grampian. I also added information about Patient Opinion, including the latest stories, onto the staff intranet site.

We started sharing stories from Patient Opinion with our followers on Twitter, Facebook, LinkedIn and Google Plus. We quickly realised that the stories we posted on our Facebook page were being very well received, with each post consistently reaching at least two thousand users. A good number of stories also receive lots of activity (comments, shares, likes). Sharing these stories has helped us grow our Facebook page to over 10,000 likes, and this increases daily.

We proactively look for new stories as they appear on Patient Opinion to share with our followers, with at least two stories being posted every week. In 2016 we received 203 stories on Patient Opinion and these have been read almost 189,000 times!

Besides social media being an important way for us to interact with our patients, many of our staff, colleagues from partner organisations and various other stakeholders also follow us on social media. This means sharing Patient Opinion stories online is a great way for NHS Grampian to recognise our staff for their dedication and hard work" identify areas to improve services, either for a particular ward or a particular patient, making a big difference to some patients' overall experience of the service.

To read more about the patient experience team use Patient Opinion check out Sophia's blog post.

Great work!



Staying in the loop

Most people know that when you share a story on Patient Opinion, we work hard to send real-time email alerts to the staff who need to see it – and that can include not just care providers, but also commissioners, regulators, patient groups, policy makers and even politicians!

But we also know there are plenty of people who need to keep in touch with what's being said on Patient Opinion, but don't need real-time alerting. So, from the start of 2017 we've provided a weekly email digest for any subscription member who wants one.

Each digest includes links to stories, responses and changes in the last week, top stories, recent blog posts and even the number of times your stories have been read.

You can have a weekly digest covering activity in your whole organisation, or for a specific condition, specialty, etc. You can even have a different digest every day if you like. A digest is quick and easy to set up, and there's more information on how to do this on our blog (see link below).

Already over 600 staff and students are receiving a <u>digest</u> – maybe you should too?

www.patientopinion.org.uk

the UK's leading independent feedback platform.

Or call us during working hours (local rate): 0114 281 6256

Training the next Generation

It has always been our goal at Patient Opinion to share stories as widely as possible, so that many people might learn from each story. So, as part of that mission, in the past year we have begun to work with a number of universities training the next generation of healthcare professionals.

At Plymouth University, around 1,500 nursing and midwifery students now have access to all the features of Patient Opinion. The importance of patient experience, and the contribution of real-time public feedback, is introduced to students right at the start of the course. By the time students reach their first clinical placements, they have already had an opportunity to see the world through the eyes of patients and carers.

At Sheffield Hallam University, students on a wide range of nursing and allied health professional courses have similar access to our unique platform. At Sheffield, patient stories are used to support "inter-professional learning", so that students can understand – through the eyes of patients – the contribution of many different professionals to a patient journey. Working as a team is at the heart of effective healthcare, and increasingly that team includes the patient and their family. Understanding their perspective is crucial.

We're keen to develop this initial work further, and are starting to build new features into Patient Opinion – such as our new digests – to support professional learning and development for learners at all stages. In 2017 we expect to be working with at least two more universities, so that thousands of new professionals will qualify with an up-to-date and realistic understanding of what matters to patients. We'll also be holding an education workshop in July.

If you are interested in any aspect of this work, please do get in touch.



Meet the Team

Robert Head Senior Developer

What do you do at PO?

I am the Senior Developer at Patient Opinion. I maintain the Patient and Care Opinion websites in the UK, Ireland and Australia. I design and build features as well as fix bugs and generally turn coffee into computer code.

What excites you about the future with PO?

The idea of a world where front-line staff feel empowered and safe to read and respond to feedback in public; whether that's getting a boost from a compliment or addressing a concern.

What food could you eat every day and not get bored?

Smoked salmon and cream cheese sandwiches.



Reasons to subscribe

Patient Opinion has been around a long time, enough for most people to be aware of us, a proper "household name". And from all the feedback, most people know we are a force for the good! What people don't always realise is how much we continually develop the Patient Opinion website and continually increase the value for providers and commissioners taking advantage of our great subscription offers. In this newsletter, you will read about some of the exciting new features and developments that are already in place or on the way soon! Data visualisations for exploring story themes is just one of these: Explore a live interactive example

These are all ways that help increase the value of online feedback. Smart alerts also make it easy to manage the platform including notifications for NHS Choices postings. Private and third sector providers appreciate how our robust moderation processes help to manage online engagement with patients, users and carers. You can read about how we achieve this here: <u>Involving Providers in</u> <u>Moderation</u>.

Please contact tim.hunt@patientopinion.org.uk with any queries about how this can help your organisation.



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