

CARE OPINION NEWS



Care
Opinion

What's your story?

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38

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The Ripple effect - the powerful impact of feedback on staff culture



All public stories on Care Opinion are valuable and each experience an opportunity for learning, reflection, and potential change. Stories on our platform are public and easy to share across staff in all services and beyond. One of the real benefits of a Care Opinion subscription is that staff feel closer to the experiences of the people using their service. We know from research and feedback, the powerful impact on staff culture and we are calling this the "Ripple Effect-the powerful impact of feedback on

staff culture". Staff can celebrate the thanks from patients, users and carers and know what went well, and see where things could have been different.

The Care Opinion Spring online Conference aims to gather our subscribers for another engaging and interactive event. You will have the opportunity to listen to speakers from different Trusts and in different NHS roles, there will be a live demo of the site, and a 'Projects Feature' chat hosted by our very own CEO, James Munro.

We really are looking forward to seeing you in the Spring for what will be another successful conference, and a fantastic opportunity to network and learn even more about Care Opinion and the positive impact it can have on organisations.

The half day online conference will be on Tuesday 16th May 1pm-5pm, [Register here](#).

Organisational culture and online patient feedback

You only need to spend five minutes reading stories on Care Opinion to see that some responses engage compassionately and constructively with the experience being shared and others, don't. Some responses show warmth, caring and a willingness to listen, while others seem corporate, even a little cold.

Is this variation in responding style down to the skill and personality of individual staff, or does it tell us something about the wider culture of the organisation responding? [Dr Lauren Ramsey](#), senior research fellow at the Yorkshire and Humber Patient Safety Research Centre, investigated this during her PhD, and her findings have been published recently.

Lauren was kind enough to share her results at one of our research chats. She compared three NHS trusts which respond very differently on Care Opinion. Trust A doesn't respond at all, Trust B posts generic responses, and Trust C takes an open and personal approach.

Not surprisingly, the three Trusts have very

different views of online feedback. In Trust A, priority is given to phone calls and letters. The Internet is seen as a place to "rant", but not for feedback to be taken seriously. In Trust B, staff responding to online feedback seem disconnected from anyone who can act on it: "We're collecting stuff and then it goes into a little black hole somewhere."

By contrast, in Trust C online feedback is seen as key to fostering an open, learning culture: "Have all of your feedback online and be very visible, open and honest about it. That's really healthy for an organisation's culture."

With 18 years' experience at Care Opinion, we see how using online feedback well depends on, and in turn impacts on, the culture of an organisation. It helps teams become more comfortable with listening to and learning from patients. And, because so much feedback is positive, it builds morale, confidence and pride too.

Learn more about Lauren's research [here](#).



Care Opinion Celebrates World Poetry Day



'When you delve into the panoply of voices that makes up Care Opinion, it becomes clear that authors love giving full flight to their poetic side'.

In March, one of our talented moderators, Daniel Palmer, wrote and published a beautiful piece of prose in the form of a blog discussing the 'panoply of voices that makes up care opinion'. And this is true, Care Opinion provides an open, freeing, and unrestricted space for authors to use their voices and share their experiences of services used within health and social care 'bringing home just how powerful a tool for communication Care Opinion can be'. So often we read stories sharing praise and gratitude and sometimes we read stories where simple changes can be made to a service, too.

'The resolve to keep going in the face of seemingly insurmountable odds is a recurring theme' [Read this blog](#), with tissues, it really is a stunning capture of all that Care Opinion is and aims to be.

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

The work of Care Opinion continues!

The work of Care Opinion continues to be spread across all parts of the health and social care systems throughout the UK and beyond. For example, we are working with Virtual Ward services that are developing following national initiatives. Whether Virtual Wards or other partnerships, Care Opinion is well suited to collect feedback in services with multiple providers working together. Each service can respond to feedback about their own teams as well as share the learning across all stakeholders.

Of course, feedback does not only go to our providers but our commissioners and other monitoring organisations. Public transparent feedback that starts from "what was good and what can be improved" has value for so many including our research and education communities.

If you would like to know more about our subscription offers, please [explore here](#) where you will find information on subscription features and benefits, case studies from a wide range of services we work with as well as more about our reporting and interactive visualisations.

If you would like to receive a quote or discuss your services in more detail with us, please send a message to: team@careopinion.co.uk



Who are you?

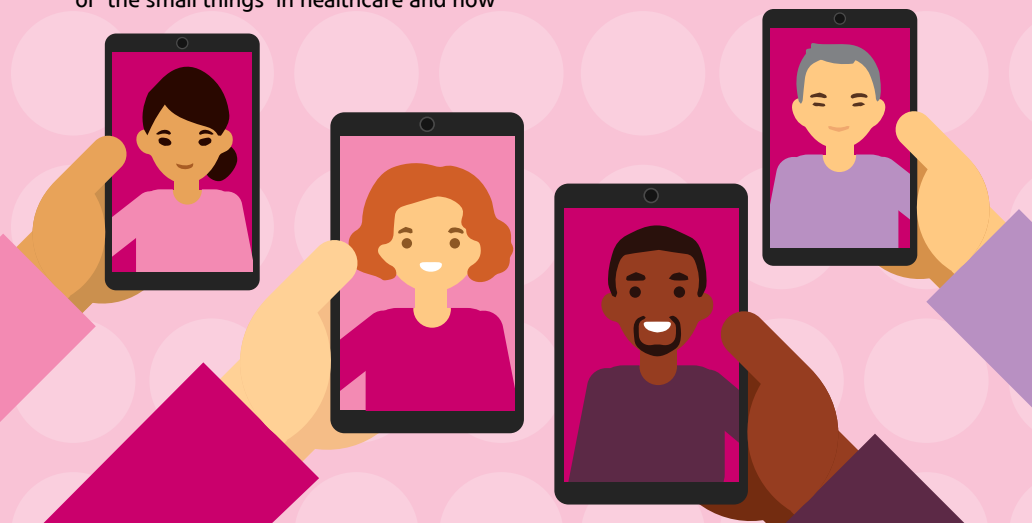
Have you updated your Care Opinion profile with a picture yet?

Did you know that our site offers a really great feature which allows authors to see who is responding their stories? The site allows you to add details about your job role, including the ability to add a profile picture. If you don't already have a cracking selfie, then now could be a good time to take one?

In April 2020 our CEO, James Munro, wrote a blog: [Who are you and what do you do? | Care Opinion](#) discussing the importance of 'the small things' in healthcare and how

they really are the 'big things'. 'a human face, a human touch, a kind word, a gentle explanation'. Just a few words that capture the essence of what is important to our authors. By adding a picture to your profile page, you are humanising your response and giving the authors the opportunity to see their stories were read and responded to by a human and not 'the bot'.

If you need some guidance with updating your profile, then please email: info@careopinion.org.uk or call our subscriber support team. We can't take the photographs, unfortunately, but we can help you resize and upload. Get your cameras out and say cheese!



Moderation Snapshot

By Mhairi Smith
– Care Opinion Moderator

Moderation with Care Opinion is a unique job; we read over someone's submission and for a time we are part of that story. It is a unique responsibility. It is important to us at Care Opinion to support our authors voices while considering some other complicated moving parts in relation to the health care providers written about and ourselves at Care Opinion. These considerations are outlined in our very robust [moderation policy](#), which is our strong, carefully measured backbone.

Our moderation culture at Care Opinion has developed a shared understanding of standards and expectations throughout the whole team. This is ongoing before, during and after we work on stories. At the heart of moderation is empathy, it may not always be immediately apparent on the outside, as we have some tougher decisions to make at times but it's the motivation behind what I do.

[Click here](#) for more reading about how we moderate stories.



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careopinion.org.uk

Twitter: [@careopinion](https://twitter.com/careopinion)

Email: team@careopinion.org.uk

Phone: 0114 281 6256



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