

# CARE OPINION NEWS



Care  
Opinion

What's your story?

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## Praising staff by name matters

One of the surprising things about the feedback shared on Care Opinion is that over two-thirds is positive, often praising by name specific members of staff who have made a difference to the experience of care.

For example,

["Dr Williams put me at ease immediately"](#)

["staff nurse Jordane was incredibly kind and professional"](#)

["Erin was joined by a student midwife called Elena and both were fantastic"](#)

Directing feedback personally to staff who helped them is important to story authors because feedback, like care, is all about relationships. Research from Oxford University in 2018 showed that praising the service received from a healthcare professional was the second most common reason for giving online feedback.

Authors want their feedback to reach the right staff and sometimes check that it has. One patient told us "our consultant said she

felt appreciated" and another noted that posting on Care Opinion "allowed the people who cared for our daughter to know what it meant to us as parents".

But praising staff by name matters to feedback recipients too. Senior staff take pleasure in sharing the feedback ("I will take great pride in sharing this with Erin and Elena"), knowing that it will lift morale and provide encouragement the staff member and the team as a whole. And there is emerging research evidence that positive staff emotions may help workplace relationships, reduce burnout, and even improve the quality and safety of patient care.

At Care Opinion, unlike nhs.uk, we keep staff names in stories (except when a staff member is being criticised by name) because it matters to story authors, to staff, and to the important impacts that can follow from the positive feedback people share. Most often, patient feedback has power precisely because it is personal.



## Meet Bear



At the end of last year, after 8 great years, we sadly announced the end of our collaboration with Monkey Wellbeing. Whilst we were sad to see Monkey go and really wish him the all best in his retirement, we saw an opportunity in this to develop our very own Care Opinion character, Bear. Bear is a most friendly, approachable, compassionate and gentle character who will very happily help young people to share their experiences of health and social care services.

If you'd like to find out more detail about how Bear can support you, where Bear is available and promotional material available, then please do follow [this link](#).



## Meet the Care Opinion Support team



Sometimes services we work with don't realise that Care Opinion is a small social enterprise located in a Sheffield office and another office up in Stirling, Scotland. We are the biggest we have ever been in terms of number of staff working here, who all remain committed to the values and ethos of helping people to have their voices heard.

The support team at Care Opinion are passionate about supporting our subscribing organisations to get the most out of their Care Opinion subscriptions, which entails upskilling staff on the subscription to

utilise the many amazing site features and functionalities. One of the support team's favourite things about their job is building strong relationships with the staff we support on the subscriptions.

"The relationships with subscribers that feel like we are all working together, especially when we have worked with the same leads for a while."

Here is your chance to meet the support team at Care Opinion and find out a little bit more about each of us on our latest blog post: [Meet the Care Opinion Support Team](#).

[careopinion.org.uk](https://careopinion.org.uk)

the UK's leading independent feedback platform.

Or call us during working hours (local rate):

**0114 281 6256**

# Reports and Interactive Visualisations

A Care Opinion subscription gives you access to many features, benefits and impacts, and here we wanted to share a little more about our suite of reports and interactive visualisations.

Our flexible and straightforward reports can be created on demand or delivered to you and colleagues on a schedule. You can report a wide range of data including simple story listings, author demographics, time trends, criticality, most used positive and negative tags, responsiveness, story progress and member activity. All our reports are available in a range of formats too and can be shared as a whole, or sections can easily be incorporated into your own reports.

We also offer a different way to look at stories with our interactive visualisations. These include word clouds, tag bubbles and story swarms, and, just like reporting, can be filtered to conditions, procedures, specialties, services and so on.

If you would like to receive a sample report or visualisation, a quote or to arrange a chat about fully supported subscriptions for your Trust or team, please contact Miriam Rivas-Aguilar (COO), at: [subscribing@careopinion.org.uk](mailto:subscribing@careopinion.org.uk)



## Announcing our Spring '24 Star Responder!

Responses are a valuable part of the conversation between service users and your service. When a staff member responds they can really recognise the author's individual experience. A good response lets the author know they've been heard and that they matter.

Our latest Star Responder Award goes to April Brooks, Lead Nurse at Devon Sexual Health.

April responded to a service user who was concerned they hadn't received appropriate information and monitoring after their procedure and that this could have been dangerous. April's response was warm, friendly, thorough, and informative. She was at no point defensive, but instead took on board the author's concerns, addressing each in turn. April emphasised care for the author's welfare and gave her phone number so they could talk further about their experience.

We were really impressed that April added a follow-up response after her team had discussed the story. She detailed the

changes the team was making because of the feedback, which included staff training and additional information on their website. April's response is a perfect example of showing empathy, compassion, and passion for what she does.

Congratulations April! Please [read the story and April's responses](#).

Did you know, you too can nominate a star responder from your organisation?

Has someone in your subscription written a response to a Care Opinion story that you think is brilliant? Why not nominate them for our Star Responder Award?

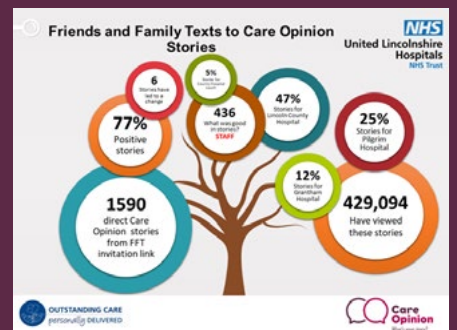
Every 3 months we'll select a recipient for our Star Responder Award. We'll celebrate them and their response in our newsletter, and they'll get a certificate and a special badge for their lanyard!

Click the [Star Responder link](#) to find out all you need to know.

## More brilliant blogging

Patient Experience Manager at United Lincolnshire Hospital NHS Trust, Sharon Kidd, produced a fantastic blog explaining their creative use of the subscriber feature 'invitation links'. In the blog, Sharon describes how one 'simple initiative' was to have a dedicated invitation link to Care Opinion on the final thank you SMS sent to patients after they respond to their Friends and Family Test survey. To date they have received just under 1,600 stories via the invitation link so far with almost half a million reads! Impressive!

Please [click here](#) to read Sharon's Blog and [click here](#) to find out more about using invitation links.



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