

CARE OPINION NEWS



Care
Opinion

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Online feedback: lessons from the latest research



Online patient feedback has been steadily growing over the past 15 years, and yet many healthcare organisations are still unsure of its value or how to react to it. So it was a great pleasure to welcome Dr Lauren Ramsey of the University of Leeds to our autumn conference to share key insights from her PhD research on Care Opinion.

Lauren's [most recent journal paper](#) draws out lessons for policy and practice, based on case studies of three NHS trusts in England. The three trusts which were the subject of the research varied widely in their views of online feedback. In trust A,

online feedback was ignored in favour of in-person PALS case handling, while in trust B generic responses were posted to all feedback by just one or two people. In trust C, online feedback was seen as a learning and improvement opportunity, a way to build trust between staff and patients, and a stimulus to fostering a more open culture.

Based on her work, Lauren offered some simple guidance for healthcare providers: first, that they should engage with online feedback in addition to their traditional approaches; second, that patient feedback should be seen as a collective and

distributed responsibility, not just the job of a central team; third, that providers should make sure that patient experience work serves the objectives of listening and improving, not just reporting; fourth, that staff should be responding to feedback in an open conversational way (and could learn from organisations where this already happens); and finally, that narrative feedback should retain its humanity and authenticity as it is shared with staff, to maximise impact.

A video of Lauren discussing her work is available on our [blog](#).

Care Opinions Autumn Online Conference 2023



On the 16th November, Care Opinion hosted the 5th Autumn Online conference, [Caring for Care-How online feedback is helping healthcare get better](#). It was a morning packed with 3 wonderfully absorbing and informative sessions focussing on the power of online feedback and how this positively impacts on health and care service. We even managed to find the time to host our very first Star Responder Award's Ceremony- which left us all here at Care Opinion reaching for the tissues!

We welcomed speakers from all around the UK and inspiring the theme was Dr Fadhila Mazanderani's paper, 'Caring for Care'. Dr Fadhila Mazanderani and our CEO, Dr James Munro, opened the conference with a detailed discussion about the content of the paper. Our Tracy Molloy then introduced guest speakers who delivered presentations on 'Hearing all voices' and proudly shared their experiences of reaching out to people who are seldom heard.

In part two of the conference, James Munro hosted an interesting research chat with Dr Lauren Ramsay from the University of Leeds, where they chatted about how online feedback is seen and used in three hospital trusts in England.

In part three of the conference, our Sarah Ashurst hosted a session on responding to critical feedback and shared a presentation on how responding to critical feedback can demonstrate a trust's openness. Sarah shared some thoughtful words about how to approach difficult comments and shared guidance on what makes a good response. A discussion panel followed the presentation where regular and experienced responders, on Care Opinion, expertly shared their knowledge and experiences.

We would like to thank all those who contributed and attended our conference-it wouldn't have been such a success without you. If you weren't able to make it then you can watch the video by clicking on the link above.

Meet two of the most recent members of our growing Care Opinion team, Liz and Charles...

Liz joined our Sheffield office as a member of our support team in November. She has a background in Cancer Services where she worked as a radiotherapist, as well as the charity sector and academia. Liz is passionate about open communication and is delighted to join Care Opinion, where inclusivity and humanity are at the core of everything we do.



Charles has been working as a Software Developer for 13 years, 8 of which have been in partnership with the Ministry of Justice and Irish Government. He is very driven to work in roles which have a tangible benefit to people's lives be it direct or indirect. Since working at Care Opinion, Charles has been delighted to find like-minded people striving to have an impact.



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The work of Care Opinion continues

Care Opinion saw a wide range of amazing work and numerous impacts last year, and work has already started with the team to both innovate and support even more subscribers in 2024!

We continue to work with many different types of organisations; NHS Trusts, Third Sector, private providers, commissioners and

other monitoring bodies, organisation-wide subscriptions as well as individual teams.

An invaluable way of keeping up with all of the above the work of the team and our subscribers is via the Care Opinion [blog](#). This includes all the [research related activity](#) too.

Find out more

The benefits of the Care Opinion platform to engage with the public and to monitor real time stories has never been more important, and we would love to speak with you to explore a subscription for your organisation or team. We can do this via a Teams call, where we can also demo the website for you and colleagues, or you can simply request information and a quote for your service.

To find out more, please email the subscriptions team at: subscribing@careopinion.org.uk and we'll take it from there!

Everyone's story is unique

When a staff member responds to a story, they are recognising the author's individual experience. They are letting them know that they've been heard, and that they matter. Responding to a story is an opportunity to let our shared humanity shine through. Yes, it's a moment for professional approach, of course, with the responder speaking on behalf of their organisation and the team members who treated the patient. But it can also be a beautiful moment where the responder lets the author know that first and foremost they see them as another person.

Our latest Star Responder award goes to Conor Campbell at South Eastern Trust, Northern Ireland. We loved Conor's response because it is fun, sincere, and very individual. Author PatientWard3A sent their

story as a rap. They wrote "Ward 3A's the best and that's no lie" and went on to praise the doctors and nurses who "tell you what's happening the whole way through. Every procedure and what they're gonna do."

It was clear that PatientWard3A valued not only the excellent care they had received, but also the communication from the staff, who always remembered the patient's humanity. Conor responded in his capacity as Senior Manager, Assurance and Improvement. But that didn't stop him from writing his own rap!

"We aim to please, we aim to serve

To provide the quality that you deserve."

Conor's brilliant response shows the importance of remembering that behind the labels of patient, staff, doctors, nurses, and

Managers, there are real people. His sign-off "Stay safe and well, my friend!" says it all.

Congratulations, Conor! Please do have a read of the full [author story and response](#).

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