

# CARE OPINION NEWS



**Care  
Opinion**  
What's your story?

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Autumn 2021

## The New Normal - how online feedback is creating change in health and care

Back for its second year on the 21st of October, the Care Opinion Online Conference 2021 is for anyone who is interested in the power of online feedback in health and care service to promote learning and change. Below you will find out all about our fascinating topics, sessions and speakers. To sign up just click this [link](#) and put in your details!

### Here's what will be happening on the day:

#### Session 1:

**Introduction to the Care Opinion Platform, site tour and introduction to new features (9.30am - 10.00am)**

There will be a guided tour of the Care Opinion platform, to learn about all of the innovative tools and functionality of Care Opinion and all of the amazing new features that have been launched over the past year.

#### Session 2:

**Feedback during a pandemic – what's changed, what can we learn and how can we use this to plan for the future? (10.30am - 11.15am)**

What has changed or been different about feedback during the pandemic? And how can we use this feedback to help services learn and plan for the future? Care Opinion has invited 3 guests from across the UK to share their experiences of how they have engaged in feedback during the pandemic and what lessons have been learned.

#### Session 3:

**Online patient feedback and the state of knowledge – What we know and what we don't (11.45am - 12.30pm)**

In this session our CEO James Munro will discuss the state of the evidence on online feedback with Professor Louise Locock and Dr Alex Gillespie, both active researchers in this field. They will consider questions such as what we think we know already, what we need to study next, and how we think online patient feedback could develop further to contribute more widely.

#### Lunchtime Film Launch

Watch a montage of short videos from Care Opinion subscribing staff about how they use stories within their organisation & find out how they share these with staff and use them to create learning and change.

#### Session 4:

**Mental Health – encouraging voices across services (2.00pm - 2.45pm)**

Care Opinion are bringing together guest speakers from both a Mental Health Trust and a 3rd sector community based service, to talk about their experience of using Care Opinion to gain patient feedback. There will be a focus on generating stories particularly in hard to reach settings, impact on both front line staff and the people accessing services.

#### Session 5:

**Lessons learned from implementing online feedback in healthcare settings Session (3.15pm - 4.00pm)**

Care Opinion are bringing together 3 very different Healthcare organisations in terms of location, size and practice, to talk about their experience of implementing online feedback. At this session, we will learn about why each of these organisations chose online feedback, what they have learned from their experiences, how has this impacted on practice and what their future plans are.

#### Session 6:

**A Year in Northern Ireland – A system wide approach – One year on (4.30pm - 5.00pm)**

Northern Ireland have been rolling out Care Opinion across all Health and Social Care Boards. This began as Covid19 was starting to impact all of our lives. Linda Craig from the Public Health Agency will talk about the overall challenges, the successes and the lessons learnt.

**careopinion.org.uk**

the UK's leading independent feedback platform.

Or call us during working hours (local rate):

**0114 281 6256**

# Celebrating Northern Ireland's first year of Care Opinion

It is just over a year since the launch of Care Opinion in Northern Ireland. It has been a year of rapid adoption and remarkable progress, achieved through the commitment and hard work of many across HSCNI.

So far, Care Opinion is being used across all five health and social care trusts, the ambulance service, the patient and client council and a small number of general practices. Over 3,000 stories have been shared online, with almost 1,700 staff listening and over 90 changes logged. Patients have been able to give feedback safely and around 96% have received a response.

Of course, the numbers are only part of the story. One patient wrote: "Thank you so much for taking the time to reply to my feedback. It is reassuring to know you have read it and hopefully that will help people

in the future." Another commented: "What a quick response! Lovely to see these little changes being made in such challenging times."

Staff have been equally positive about the arrival of online feedback. In a survey of 337 NI staff, 96% felt our mission was important. Staff identified a range of benefits including staff learning, lifting morale, building trust in services and fostering a more open culture.

There is plenty more to do. In the year ahead we will be supporting a wider range of services to become confident with Care Opinion, including general practices and care homes, and we'll be working with the universities to see how online feedback can become a valuable resource for healthcare students. We're excited for what the future holds!



## Introducing...

### Damon Audsley

#### My role at Care Opinion

I'm the newest developer, coming in as a mid-level developer to join James and Luke. Currently it's lots of getting to grips with everything, but once I'm more in the swing of things I'll be assisting with general maintenance and enhancements to the Care Opinion site.

#### What are the values that drive me

My values are that I want to help people, and I want to be able to see the results of that help. I want to be able to improve people's lives in meaningful ways, and to be proud of my contributions. I want to know that by my actions, I'm helping make things better.

#### What do I like to do when I'm not working?

During covid times, as I'm sure is the same for many of us, a lot of video games and online chats! When things are more normal, I like to have board game nights and go bouldering with friends (despite how terrible I am, I still enjoy it!). I also enjoy making music and collaborating with like-minded musicians, we've even done a few "live" covid gigs for charity!



## Growing Site Features



The team at Care Opinion are always reviewing with subscribers the ongoing challenges around public feedback and never more so than during the last couple of years. Its therefore very exciting to see the latest blog: [Integrate Care Opinion with other workflows](#) from our CE Dr James Munro. "Last year we added campaign links to Care Opinion. Recently we renamed this feature to Invitation Links and we've been adding some extra superpowers to make them even more useful". These include "hybrid work flows" which describes how you can join together different methods of gathering feedback. Subscribers have also already used this feature extensively to gather intelligence on themes and service initiatives including of course Covid Vaccination programmes.

This feature will give subscribing providers the flexibility to add the rich storytelling narratives to other types of feedback including surveys. "Either way, it is easy to set up, convenient for patients, and allows you to mix and match collecting your own survey data with using Care Opinion's powerful, moderated, public conversations with just the right staff across your services. The best of both worlds!"

Our subscriber support team are on hand to help with this feature. For enquiries about this feature and our different subscription packages please contact Miriam Rivas-Aguilar [miriam.rivas-aguilar@careopinion.org.uk](mailto:miriam.rivas-aguilar@careopinion.org.uk)

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