



## Widening the conversation

At Patient Opinion, we firmly believe that money shouldn't be a barrier to NHS staff using patient feedback to improve health services, and we're not the only ones.

In July, the House of Commons [Health Committee's report on NHS complaints](#) was published. The committee made clear it saw *"great value in providers constantly viewing the comments left about them on websites such as Patient Opinion"*.

The committee went on to recommend *"the use of tools that allow patients to give feedback anonymously and that can demonstrate that changes have been made to service provision based on feedback received"*.

In light of the MPs' recommendations and the public outcry for honesty and openness, we want staff across the health service to make use of online feedback regardless of the financial squeeze. So, now NHS organisations can register with Patient Opinion free of charge.

Registering with Patient Opinion means that:

- 2 staff can be alerted by email whenever we publish relevant feedback
- The ability for either of these two people to post a reply

- The ability to publicly demonstrate whenever your organisation makes a service improvement as a result of a patient story

Registration is a great way to get started, and gives new organisations a chance to learn more about Patient Opinion and how it could help reach patients and demonstrate that you're listening. We feel this move strongly reflects our values; allowing many more people to join the conversation, and be able to use the insights of patients to improve standards of care.

Our subscribers are already leading the way with Patient Opinion, proving just how valuable it can be to engage patients online. Though registered organisations will not benefit from any of the great subscription features, like access to our reporting system, or to training and support from our expert team here at Patient Opinion, we hope that by allowing more health services to be involved, patients will become even more integral to delivering high quality care.

To register your organisation with Patient Opinion, go to our [Registration page](#). Or contact Daniel Allen on [register@patientopinion.org.uk](mailto:register@patientopinion.org.uk)

## Patient Opinion pioneers



This month's pioneers are [Nottinghamshire Healthcare Trust](#), who have been doing a fantastic job of getting in amongst their service users and carers and listening to [their feedback](#). A number of the trusts volunteers, with the support of the Involvement Team, have been speaking

## The 'Journey' of care



We wanted to give a congratulatory shout out to [Great Western Ambulance Service](#) who now have posters in their ambulances, encouraging people to share their feedback on Patient Opinion. In other places, patients often forget to mention their journey by ambulance to hospital, and we're very pleased to now see lots flowing in about GWAS – and so much of it is grateful for fantastic service.

## Quote of the month

*"I seriously do not care who I get or where they work, as long as they have a white coat and warm hands I'm sold."*

<http://www.patientopinion.org.uk/opinions/47319>

to people on the wards and asking them to share their views and experiences on Patient Opinion. And there's more to come... The forward thinking trust have recently invested in 12 iPads which will be the perfect tool to help generate feedback. Superb! Well done to everyone involved.

# A word from the Doc...



Paul Hodgkin

Lots of people leave health care with unfinished business. Sometimes they want to say Thank You – expressing the relief and gratitude they feel for the care they receive. But sometimes there is more serious business left over for patients – stories of poor care, or things done or not done that

feedback, or customer insight, or a way to tick a box, manage their web-reputations or generate a report to feed to some other part of the system.

But critical stories are also expressions of unfinished clinical business. If a clinician

## But sometimes there is more serious business left over for patients – stories of poor care, or things done or not done that have left them “bruised and battered”

have left them “bruised and battered” (about 20% of our stories fall into this category). For patients or carers, these stories are unfinished business and many of them would love some kind of closure.

Though lots of these stories end up on Patient Opinion, it seems rare that health service staff think of them as unfinished clinical care – but that’s what they are. Of course, these stories are also all the other things that providers view them as:

has let a patient leave a consultation knowing that they were feeling as bad as some of them clearly do, then almost by definition that is poor care. Happily providers can also use Patient Opinion to respond and close the loop, to finish the unfinished, to carry on clinical care by other means. Reaching these people, and their hurt, quickly is an ethical requirement – and perhaps a way to avoid a complaint, litigation or just a lingering feeling of disappointment.

# Meet



Gina

## Gina Alexander

Engagement and Support Officer, Scotland

### What do you do at Patient Opinion?

I’m very pleased to be able to say that I am the first Patient Opinion worker based in Scotland! My job is to help develop good working relationships with our NHS, ensuring that they make the most of patient feedback, and also to encourage greater use of the website across Scotland amongst the general public.

### What are you looking forward to?

Really just spreading the news about Patient Opinion! I’ve had such a great reaction already from people I know and that gives me great impetus to get going.

### What you should know about me?

I LOVE Zumba and shoes, I knit and.....I have the boxed set of Rocky films!

## Patient Opinion’s

# collaborative work

## with West Midlands Ambulance Trust

Over the summer months, we were delighted to be asked to be a part of the work of the [West Midlands Ambulance Service \(WMAS\)](#), who opted to use Patient Opinion to gather feedback from patients who had come to A&E by ambulance. During the summer months Danielle from the Patient Opinion team and Hazel Matthews PALS manager for WMAS visited various Accident & Emergency departments throughout the West Midlands talking with patients, carers and relatives to find out what they thought about the ambulances, the ambulance crew and the service they provide.

Three of the West Midlands Foundation Trusts took part in the feedback sessions; Heart of England, Mid Staffordshire and Burton. WMAS have found that in an

emergency situation patients often overlook the ambulance journey and focus on the treatment provided in the acute settings. By using Patient Opinion, some fantastic stories were gathered from each of the A&E departments, providing a valuable insight into what patients thought of the Ambulance Service. WMAS felt that using an independent, anonymous, online resource was an excellent way of capturing patient’s individual journey and experiences.

This kind of joint approach from the Acute Trusts and the Ambulance Services to gathering the views of patients is an excellent way of ensuring that we understand patient’s experiences in their entirety and that patient feedback is heard by the just right people. If you want to do something similar, just get in touch.



[www.patientopinion.org.uk](http://www.patientopinion.org.uk)

a free, confidential and independent website.

Contact us...

If you want to get in touch email us at:

[newsletter@patientopinion.org.uk](mailto:newsletter@patientopinion.org.uk)