

Our vision

What do we want to see?

We want people to be able to share their experiences of health and care in ways which are safe, simple, and lead to learning and change.

Our mission

What do we do?

Our mission is to provide an online platform so that:

- people can share honest feedback easily and without fear
- stories are directed to wherever they can help make a difference, and
- everyone can see how and where services are listening and changing in response

Our values

How will we pursue our mission?

Innovation

We will innovate in the public interest. We will keep listening, learning and improving, so that we find simpler, safer and more effective ways for people to share their experiences of care.

Transparency

When things can be seen and shared, they can be improved. We encourage transparency in health/care services, and we will be open, honest and clear in all our activities.

Inclusivity

Everyone's story matters. We will treat everyone as equals and will nurture trust and respect in all our relationships. We will work to make our service accessible and helpful to the widest range of people we can.

Positivity

We believe that people are most open to learning and change when they feel valued and heard. We will make our activities, conversations and connections encouraging, constructive and supportive.

Humanity

We believe effective health and care services have at their heart the humanity of those who rely on them, and those who provide them. We will keep people (story authors, customers and our own team) and their stories at the heart of everything we do.

NB: This report is best viewed online as it may be updated and contains links to online content

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Pennie Taylor, independent health journalist & broadcaster

The first time I heard about Care Opinion I was struck by its potential to be a real game-changer. Simple to use, transparent and supportive, it offers people who access care services an easy way to give praise, to comment, and to flag up issues that need addressing, for the benefit of themselves and others.

As a journalist I would often meet people who wanted to pass on their thanks for great treatment, but who didn't know how to go about it: existing feedback systems seemed focused on complaints, and there was no simple route for passing on praise. Then there were the people who saw where improvements could be made, but who were afraid that their care might be compromised if they raised concerns.

The beauty of Care Opinion is that it offers anonymity. Service users can choose a pseudonym when they post comments online, and then engage directly with the people responsible for delivering their care. Interactions are visible for all to see, and any resulting changes are clearly identified.

When the website started up in Scotland it's fair to say there was a degree of resistance from some quarters – hospitals and health boards were worried that it would just be a sounding board for the disgruntled. Yet more than two thirds of the stories that are posted are positive. And the others provide valuable learning points.

For me, the way organisations respond to Care Opinion is an indicator of their internal culture. The best are warm and demonstrably open, keen to engage with those in receipt of services. It is heartening to see so many willing to learn from unsolicited user experience.

Care Opinion, an independent not-for-profit social enterprise, supports people to tell their stories as well as the staff who respond to them, and postings are carefully moderated to ensure fairness and accuracy. Seven years on from my introduction to it, I continue to be impressed by the significant contribution Care Opinion is making to improvement in Scotland, not least culturally

2015/16

National contract - online feedback awarded to Care Opinion

9 Boards subscribing

Exemplar video produced in conjunction with [NHS Lanarkshire](#)



Completed pilot in social care with four Health and social care partnerships

Commenced pilot in general practice

Partnership with Monkey Wellbeing created

Story volumes rise by 36%

54% of stories are positive

10 year celebration with Scotland's CNO as keynote speaker

2016/17

Dumfries & Galloway Health and Social Care Partnership subscribes

North Ayrshire Health & social care partnership subscribes

Improving support through "[how to](#)" videos

Deliver first events for clinicians

Development of internal quality management system commences

Story volumes rise by 48%

62% of stories are positive

Subscriber (staff) survey initiated

Feature development includes new visualisations

Exemplar video produced in with [NHS Fife](#)



2017/18

Palliative & End of Life Care programme commences

15 Boards subscribing

Integrate brands and become fully Care Opinion

Launching Care Opinion at Scottish Parliament



Picture Stories developed and launched

Author survey completed

National contract – online feedback awarded to Care Opinion again

WHAT COULD BE IMPROVED?

What could be improved?

Every health board in Scotland responds to stories shared on Care Opinion. Great progress, which is indicated by the 98% response rate.

Some health boards are very proactive in raising awareness of Care Opinion as a key feedback mechanism. We believe that NHS Grampian’s prolific use of social media contributes to the fact that stories shared about the board’s services are read, on average, 3 times more than stories shared about other boards.


But there is still so much more to be done to create what could be a truly effective, integrated feedback system for all Scottish health and care services.

Stories shared on Care Opinion highlight “communication” as an aspect which could be improved.



Building on the activity over the last three years, we believe that achieving the full potential of Care Opinion, involves improving communication:-

- most staff working in health and care do not know about Care Opinion as a way to improve services by listening to stories of care. We will continue to vigorously encourage organisations to include and involve front line staff in generating and responding to feedback. In situations where front line staff proactively use Care Opinion to generate and respond to feedback we know that:
 - a) the volume of stories increases,
 - b) the relative number of positive stories shared increases,
 - c) the rate of changes planned or made increases;

 **James Munro** @jamesfm55 · 27 Mar 2015
If you collect feedback from patients, but you never share it with staff, you're doing it wrong.

WHAT COULD BE IMPROVED?

- we believe the impact stories have on staff, services and culture is much deeper and wider than is currently visible through Care Opinion. We need to, collectively, find better ways to demonstrate the impact of stories. We believe this will act to encourage more people to share their experiences and more staff to listen;
- very few stories have been shared about social care services because they are generally not aware of Care Opinion and the potential for a fully integrated feedback platform. We will improve our communication with local health and social care partnerships to raise awareness and develop interest;

and finally,

most people are not aware that Care Opinion gives them an independent, open and transparent way to share their stories of health and care services. We need to work together, in and with communities, to make people aware of their choice.

How did you feel?

This question provides wonderful insight, helping us to more fully appreciate what it’s like to be a person, or the loved one of a person, accessing services. It gives us an opportunity to “walk a mile in their shoes”. This word cloud is filled with the emotions of people, often at some of the most vulnerable time in their lives.



At Care Opinion, we feel privileged to have been the place where stories are told and the conduit that helps connect people with services and staff: we believe it’s all about people and relationships.

We say **thank you** to the thousands of people who share their stories and to the staff who listen, respond and show that stories are making things better in so many ways.

Scotland is leading the world in successfully progressing towards fully integrating independent online feedback. This has been made possible through the vision, determination, perseverance and hard work of thousands of people who are passionate about the maintenance and improvement of our public health and social care services. At Care Opinion, we are enthused and encouraged daily by the explicit support and commitment of Scotland’s leaders; in government, health and social care services, third sector and elected officials.

So, we do feel proud of Scotland: proud but not complacent. Here’s to the next two years...



James Munro, chief executive, Care Opinion

By 2015, the Care Opinion platform was already mature and well tested, with a decade of development behind us, engagement with online feedback by health boards in Scotland was only just gathering pace. Central support for all health boards to work with Care Opinion has significantly accelerated progress, to the extent that all patient facing health boards are now using online feedback in a meaningful way. In many boards this is now seen as a core element of the strategy for listening to the views of patients and families.

“ The plural of story isn't data, it's culture ”

As online feedback in Scotland has started to become mainstream, so international interest and attention has developed. In recent months, for example, we have connected policymakers and researchers from the US, Canada, Sweden, Poland and France with NHS leaders in Scotland who are seen as **international exemplars** of effective citizen feedback.

Similarly, over this period we have also seen a sharp growth in academic research interest, from across the UK and beyond. At Aberdeen University, the Health Services Research Unit is about to begin a pilot **research study** on Care Opinion in Scotland. Others will likely follow.

At Care Opinion we judge our service in terms of **quality, impact and scale**. While our quality is good and steadily improving, our impact is variable and often unknown, and our scale remains small in relation to the need for learning and change which we see. We have work to do on all these fronts.

Specifically, we see a need to work more closely with **clinical or front line teams** so that feedback reaches the staff who most need to see it. At the same time, we need to explore how best to integrate Care Opinion feedback into tried and tested quality improvement approaches, so that citizen-initiated improvement begins to become a reality. We hope to see this work begin in the year ahead.

The past three years have seen awareness of Care Opinion in Scotland gradually grow, alongside the continuous development of our platform. We are looking forward to continuing this journey with Scotland's health and social care services in the coming years, supporting an ever-wider range of people to share their stories of care, and making it possible for everyone to see how their **stories really can help make care better for everyone**.

The impact of Care Opinion and the stories shared on the website is demonstrated in different ways throughout this document..



Richard Simpson OBE, FRCGP, FRCPsych, DPM, DipSHEB

When I worked with the Scottish Government to write the section of the Patient Rights (Scotland) Act 2011 dealing with patient feedback I hoped that we would change the culture of adversarial complaints in the Scottish NHS into a partnership between the NHS clinicians and patients and their families and carers based on the human rights model previously implemented at the State Hospital.

Care Opinion Scotland has gone a long way to implementing that change. It is no longer just about 'complaints'. It is now about compliments where positive feedback can reinforce best practice; it is also about comments and concerns where small but important changes in practice can improve both the experience and the outcome for the patient. Where Health Boards use the material garnered from Care Opinions in a thematic way to promote change everyone benefits.

I particularly welcome the extension from hospital care into community care.



Leanne Patrick, 2nd year student mental health nurse

At the start of my degree in mental health nursing, I would read Care Opinion stories to learn about services I was assigned to for practice placements. I found the stories gave me a better insight into what I could expect; I learned what worked well about the service and what didn't from the people who were best placed to give honest feedback - the patients. In my experience, services who don't use Care Opinion often have blind spots in their awareness of how the service is perceived and tend not to engage in feedback to the same extent.

As my degree has progressed, I have come to use the Care Opinion site more comprehensively - I am able to gauge what might be a consistent issue across a particular type of service (eg. substance misuse) and use the qualitative and quantitative data available within my assignments and quality improvement projects. I also reference and include individual patient stories in my assignments as part of a co-production ethos in which the patient voice and experience represents a form of evidence.

Patient experiences of care, even when not directly about me or services I am placed within, help me to reflect upon my practice. I can identify similar issues and how they might impact upon service users.

Dazzle, author:

"I think Patient Opinion (now Care Opinion) is a great way of sharing your experience and putting forward suggestions on how things can be improved. It is also a great for providing staff with the praise that they deserve when everything goes well and as expected."

ianr462, author

"Care Opinion is a fantastic service that allows patients to provide their feedback on the NHS. A single story can be forwarded to many people and mine was shared with over 170 personnel. Patient feedback is genuinely wanted by NHS staff and believe me they do read it. It's only by us, the patients, giving feedback can changes be made, and that recognition be given to individuals or groups."

Jason Leitch, national clinical director, healthcare quality & strategy, Scottish Government:

"The use of Care Opinion is the most important single thing we've done around person-centred care in the last three years".

Lynn McCallum, acute medicine consultant/TPD, clinical director for unscheduled care



Lynn McCallum @drlynn dickson · 7 Nov 2017

You should be proud of what you are doing. Bringing together a world that was traditionally poles apart. Breaking down boundaries and allowing the patient voice to have the strength it should have. I am delighted to have it as a clinician and can only see positives from its use.

Andrew Murray, medical director at NHS Forth Valley:

"I honestly believe Care Opinion is the one feedback system that offers potential for actual transformation of healthcare organisations. It connects the person having the experience with the team, in the most direct and human way, and that's what makes it so powerful in enabling change."

Craig White, divisional clinical lead, healthcare quality & strategy, Scottish Government



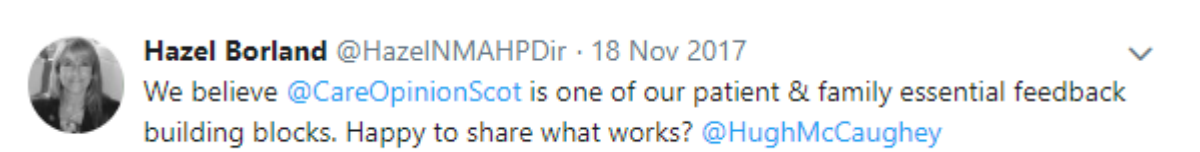
Irene Barkby, executive director of nurses, midwives and AHPs at NHS Lanarkshire:

"This platform has become a valued part of the landscape for NHS Lanarkshire staff and the people we serve; it now accounts for around 25% of all unsolicited feedback received. It represents the culture of openness and transparency that we aspire to. The recent development of picture stories to provide feedback helps to bridge an equalities gap. Care Opinion has transferred the balance of power to the people and families accessing our services and has enabled staff to reflect and learn without fear of blame or judgement."

Shaun Maher, principal educator, Quality Improvement Team, NHS Education for Scotland

"Stories have the power to connect our heart to our head and then to our hands in the work of improvement"

Hazel Borland, nurse director, NHS Ayrshire & Arran:



Ros Gray, head of quality & clinical governance at NHS Borders:

"Using Care Opinion to generate feedback is a fundamental foundation stone of our aim to communicate effectively with all our patients and families, one of our top 5 improvement aims."

NHS 24

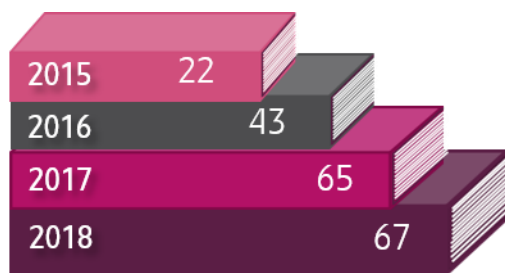
“NHS 24 truly values and embraces the feedback received, we listen to what authors are telling us, and we always offer further engagement to fully understand the role of NHS 24 within the patient journey. From 2013 to 2018 our stories have increased in excess of 200% and **every** story has received a timely response.

For the NHS 24 111 Service, which is primarily the gateway to the Out of Hours Services and clinical advice, our involvement is a cog in what is normally a wider story involving other boards or services. These stories let us see the whole patient journey and assists our staff to understand and appreciate how their decision making and call management can impact on a patient or caller. One particular story involving NHS 24 has been read by almost 3,600 people which is hugely impressive.

Within NHS 24 stories are circulated to senior staff and our communication team so they can read and appreciate the stories being told. Within our responses, we try to ensure that authors get a sense of how much we appreciate them sharing their experience and we always encourage further engagement. One author agreed to participate in making a ‘video’ and our communications team were delighted to visit the author at home and record his story. This was shared more widely within NHS 24.

For NHS 24, the majority of stories are positive which is an excellent reflection of the hard work of our staff in providing person centred care. It is great to receive such feedback and to be able to share this with staff members directly. Staff are delighted to receive such heartfelt feedback via a public forum. NHS 24 looks forward to continued excellent relations with the Care Opinion Team and will work collaboratively to encourage an increase in stories received for our services.

Stories



↑ 204% increase
in stories over the contract life

Changes



■ 2015 ■ 2016 ■ 2017 ■ 2018

Staff reading

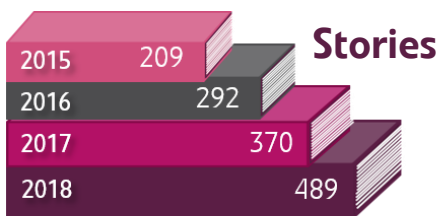


NHS AYRSHIRE & ARRAN

Care Opinion continues to be a popular way for the public to give feedback on their experiences and use in NHS Ayrshire and Arran has grown year on year. All posts are shared with staff. It is clear that praise and gratitude, irrespective of seniority, is a great morale booster. Staff often exhibit both surprise and delight to receive lovely feedback; whether it is about individuals and/or their service. There has been an increase in senior staff engaging with feedback via CO, with more appreciating of its value.

One example of the benefits resulting from one post "Rude Staff", emergency staff made pledges. Some of which are:

- ✓ I will keep patients & relatives updated regarding waiting times.
- ✓ I will check patient's understanding of what I have said.
- ✓ I will avoid using medical jargon & try to use language patients understand.
- ✓ I will ensure I inform patients & nursing staff of the management plan, particularly if it involves admission.
- ✓ I will only bring patients through when staff are nearly ready for them to be seen.
- ✓ I will lead by example.
- ✓ I will challenge bad behaviour.
- ✓ I will give patients an opportunity to ask questions.
- ✓ I will reassure patients they are in the correct place.
- ✓ I will ask colleagues how they are.
- ✓ We will be kind to each other.
- ✓ We should develop posters surrounding acceptable behaviour for both staff and patients.
- ✓ We should develop an informal opportunity to discuss difficult consultations (perhaps before teaching).
- ✓ We should do joint medical/nursing triage.
- ✓ We should stop using mobile phones
- ✓ I will do my discharges



133% increase
in stories over the contract life

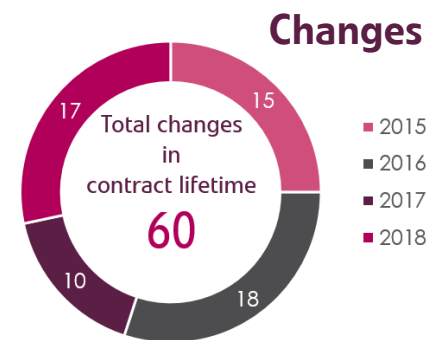
"Thanks. I think Care Opinion is really helpful & will be a rolling item on our monthly CG meeting for Ayr. I would really like a monthly report & greatly appreciate the effort you have put into this".

Associate Medical Director - Ayr hospital

In response to their post & resulting actions, one patient said: "I have had my scan & a consultation with the Dr. I understand fully what happened and furthermore how to proceed to ease my symptoms"

Our way forward

We are now rolling out responsibility to more staff for their own feedback, responding, actioning improvements & sharing their stories. More staff are being identified, trained & supported to do this. We also intend to encourage feedback from the younger population using various methods including using some Care Opinion 'monkey' resources.



"Thanks for responding honestly, I am quite impressed" *Senior manager Ayr Hospital*

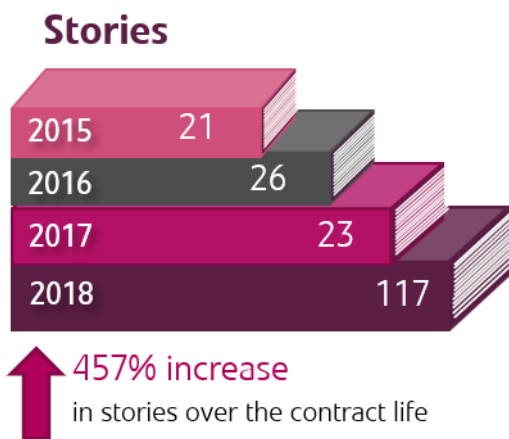
Staff reading



NHS BORDERS

“During 2016, NHS Borders had 18 stories shared on Care Opinion, an **average of just over 1 story per month**. 53% of stories in 2016 were positive stories. Since our launch on 31 May 2017, we have had **121** stories shared which is an **average of 10 stories per month**. This is a massive **572% increase** in stories being shared. 79% of these stories were positive and have been viewed to date a total of 29,229 times.

Before the launch, **3 members of staff** in NHS Borders were receiving alerts to stories shared about NHS Borders on Care Opinion. We now have **142 staff** receiving alerts and 74 of these are also able to respond to stories.



Given this great response from our patients and our staff, we want to get even better at encouraging patient feedback and have set ourselves the following aims:

- Have one responder in each clinical team by May 2019
- Increase the number of stories shared by 50% by May 2019
- Increase by 50% the number of staff responding to stories by May 2019



Staff reading



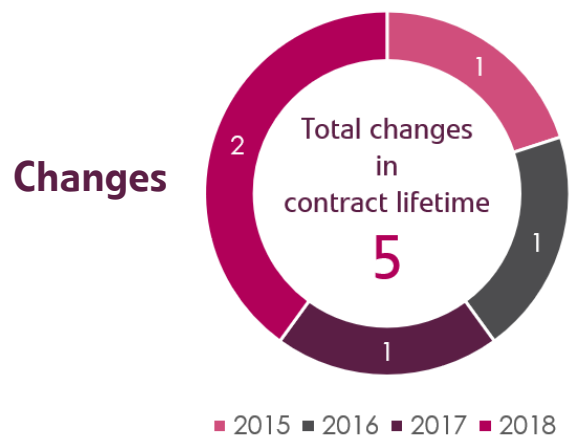
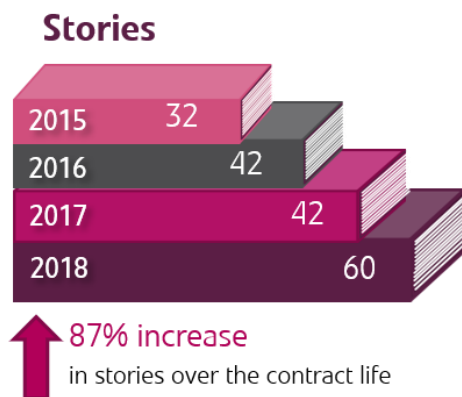
NHS DUMFRIES & GALLOWAY

Whilst there are numerous ways for the public to share their feedback with us, Care Opinion encourages patients, service users and families to share their stories in a much more personal way.

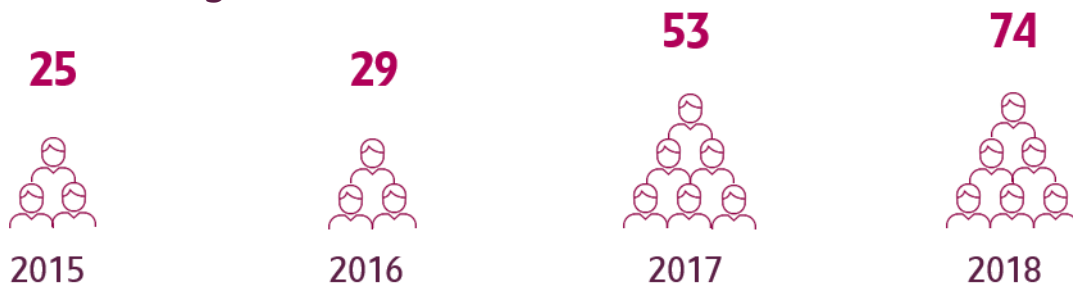
Providing the opportunity for the individual to tell their 'story' allows them to share their experience in their own words (or pictures) and encourages a real connection with the feedback. One of the many benefits of this is that they often share some of the smaller details about their experience, things which made a big difference in their journey that we may not otherwise be aware of. It also allows staff to respond personally which is often more meaningful than a standard response.

Raising awareness of Care Opinion does take time and that can be a challenge. However, taking the time to promote the service and its benefits really pays off and we are now starting to build momentum. There is still work to do and we would like to get to a point where everyone coming in to contact with our services is aware of Care Opinion. We would like to see the number of stories increase and for the feedback received to be more widely shared.

We are working hard on this and look forward to continuing our journey with Care Opinion.



Staff reading



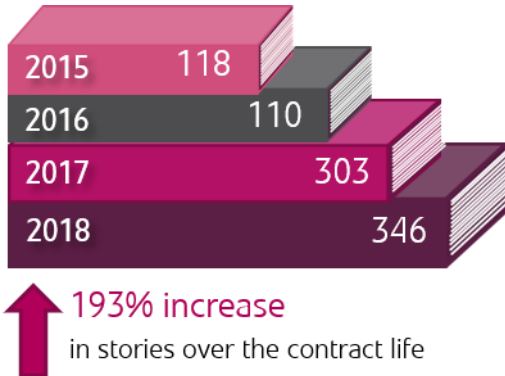
NHS FIFE

Care Opinion is now an integral part of daily business across our Acute Hospital site with real examples of staff listening to feedback and acting on it.

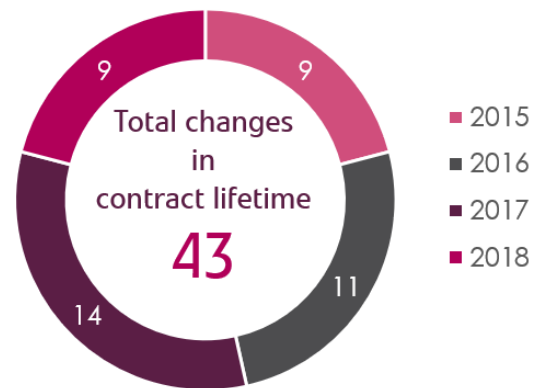
We have increased not only our stories on Care Opinion but also the number of people responding, with the result that staff on the ground receive the feedback first hand and without delay. In Fife we believe in a culture of ongoing learning and development and so our highlight this year has been the development of a video with one of the authors of a story posted on Care Opinion. The video clip has been used in medical education sessions with staff to promote reflection on practice and the clip has now been posted on the Care Opinion website so that others can see that their voice can make a difference.

Having made progress across our Acute Hospital site there is still more to be achieved. A plan to further increase stories and responders and a focus on action is what we remain committed to. We will also share the learning from Acute's experience across our Community Hospitals and Services to ensure Care Opinion is an integral part of daily business.

Stories



Changes



Staff reading



NHS FORTH VALLEY

“Over the past year, in particular, we have increased the number and levels of staff reading and responding to postings on Care Opinion. We are also seeing stories coming in from a wider range of services and departments who are actively promoting Care Opinion.

Recently we have been working with a volunteer on the Ageing and Health ward to gather feedback from patients with a cognitive impairment to give feedback using the new picture stories feature, this has proven to be very positive for the patients, but also for families and staff on the ward to find out what patients think.

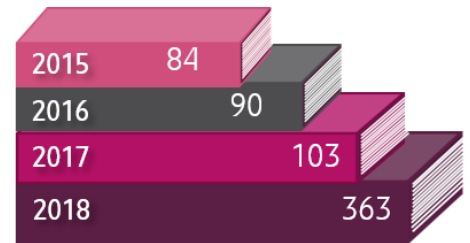
We would like to further embed Care Opinion as one of our mechanisms to gather feedback and will continue to target areas across NHS Forth Valley. We will have a programme of departments and areas that we will be targeting to involve staff. We will also continue to use stories from care opinion and deliver the feedback at Board Level to show how we are using the feedback to improve and inform services. A story posted on care opinion was developed into a Patient Story and was presented to Board Members and staff across NHS Forth to show the difference that can be made.

View this story by clicking on the picture.

We spoke to Mairi who posted a story about her father’s experience of being treated for cancer

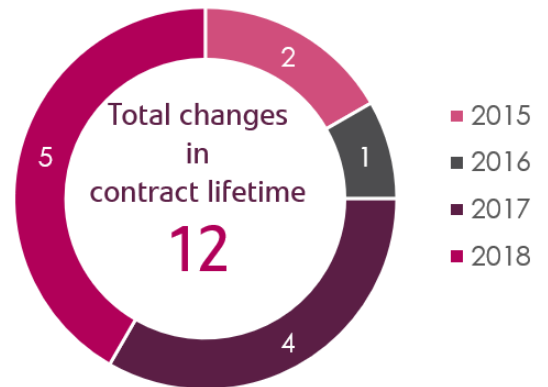


Stories



↑ 332% increase
in stories over the contract life

Changes



Staff reading



NHS GRAMPIAN

‘I’ve met lots of people in my fortnightly walk rounds who have been involved in the stories and we chat about them. The stories bring staff together – they give us an opportunity to connect.

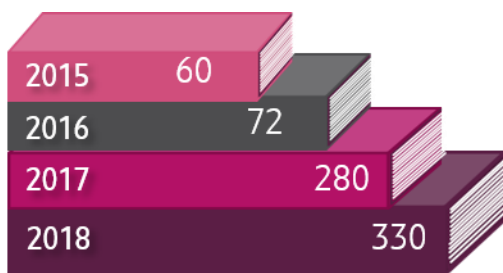
Care Opinion has made it easier to say sorry, to apologise. The stories help us to put ourselves in the author’s shoes, look at their experience and see where they are coming from. We can open up an honest dialogue, say we are sorry, say what should have happened and why things happened the way they did.’

Cameron Matthew, Divisional General Manager:

“I am really pleased that NHS Grampian continues to grow and develop caring, listening and improving behaviours. Care Opinion has enabled a number of key improvements for NHS Grampian by making it easy for those that have contact with our services to give feedback, and for those who have delivered the care to respond. The impact that positive feedback and being valued has on individuals and teams is really powerful, knowing that you can make a difference matters. It’s also important that when we don’t get it right we can address the issues promptly. I would like to thank everyone that has taken the time to post feedback and for those that have taken the time to respond.”

Caroline Hiscox, Acting Director of Nursing, Midwifery and Allied Health Professions

Stories



↑ 450% increase
in stories over the contract life

“I managed to get in touch with an author who was still in hospital and asked if they would like to tell me a bit more. It turned out there had been a miscommunication and it was great to be able to offer an explanation and talk through the issue in real time. We are developing an information leaflet to help avoid the same thing happening again.” *Kathryn Auchnie, Nurse Manager*

Changes



■ 2015 ■ 2016 ■ 2017 ■ 2018

Staff reading



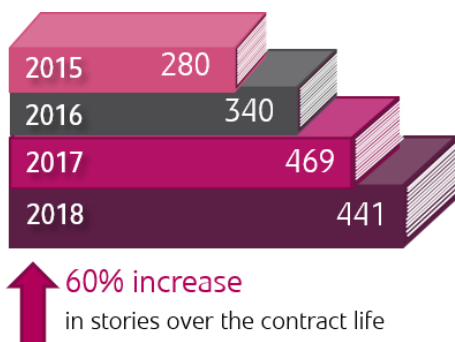
NHS GREATER GLASGOW & CLYDE

Engagement with Care Opinion is continually evolving in NHS Greater Glasgow and Clyde. Between April 2015 and March 2018 we achieved a number of things, including:

- Working on better quality, more personal responses, encouraging our responders to reply to people the way that they would talk to the person if face to face.
- Increased promotion of Care Opinion through inclusion on feedback posters in every site; in promotional videos for staff, patients and general public; on feedback cards used throughout inpatient wards; on our website; and in-patient information leaflets.
- Integrating Care Opinion into all our feedback governance structures so that every post, good or bad, about GGC is seen by the teams that can really use it to make a difference.
- Increasing the number of teams responsible for responding to and managing their feedback to try to get more people at the heart of the services fully engaged with their feedback.
- More staff aware of Care Opinion and regularly reading the feedback we get.

We continue to experience challenges in demonstrating the real ways that feedback through Care Opinion makes a difference to the services we are providing. We are encouraging all of our staff to read and reflect on the feedback they receive and encourage services tell us on a monthly basis what actions they have taken as a result. Closing the loop on this process is our biggest challenge, particularly given the size of our Health Board, however this is something we will be looking to address in the coming years.

Stories



Changes



■ 2015 ■ 2016 ■ 2017 ■ 2018

Staff reading



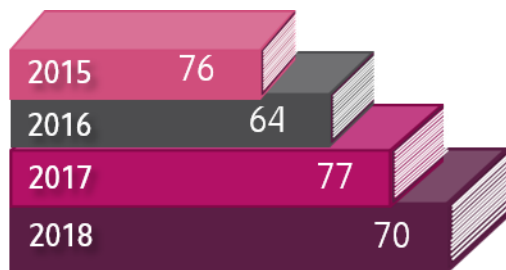
NHS HIGHLAND

“Care Opinion has been enthusiastically received by NHS Highland at all levels and feels like a free-gift arriving in our inboxes. Always humbling, responses are both uplifting and grounding in equal measure. We have found that there has been no one story that demonstrates impact but rather it is themes which have emerged which tend to be most illustrative. Positive feed-back nearly always reflects good clinical care with caring, compassionate, person centred care. By contrast the impact of poor communication and lack of compassion naturally impacts on the experience of care.

The main challenge is how we maintain consistency in timely and caring responses . Going forward we would like to get more people responding, including front line clinical teams across our health and social care settings. This combined with a range of other feed-back and approaches should drive improvements in clinical practice and care.”

Maimie Thompson Head of PR & Engagement NHS Highland

Stories



↓ **8% decrease**
in stories over the contract life

Changes



■ 2015 ■ 2016 ■ 2017 ■ 2018

Staff reading



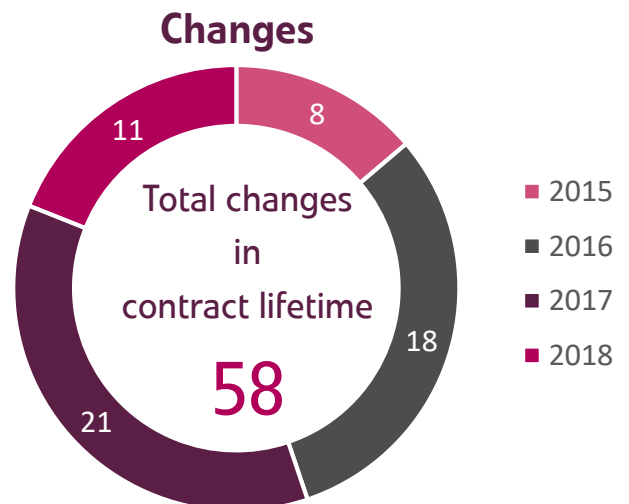
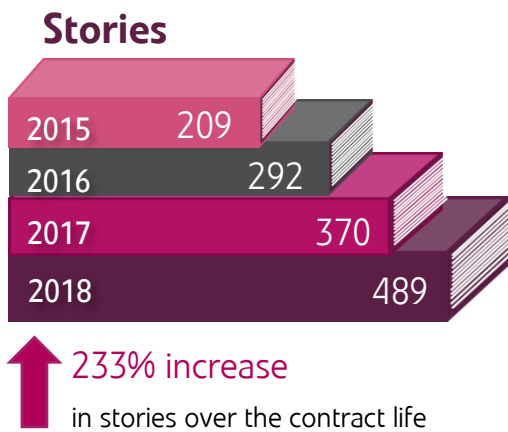
NHS LANARKSHIRE

“Care Opinion has become a valued part of the landscape for NHS Lanarkshire staff and the people we serve; it now accounts for around 25% of all unsolicited feedback received. It is representative of the culture of openness and transparency that we aspire to, in line with our organisational values of Quality, Fairness, Respect and Working Together. The addition of “Talking Mats” will also help to bridge an equalities gap.

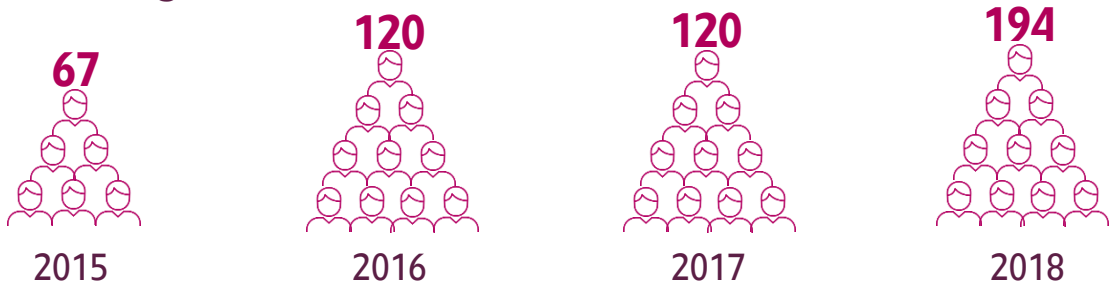
It has transferred the balance of power to the people and their families accessing our services and it has enabled staff to reflect and learn without fear of blame or judgement.

Our aims as detailed in the recently submitted 9 levels document are to achieve level 8, increase our responder base beyond 200, increase feedback for community-based services and increase feedback received by 5% year on year.”

Richard Edwards
Programme Manager for Person-Centred Care



Staff reading



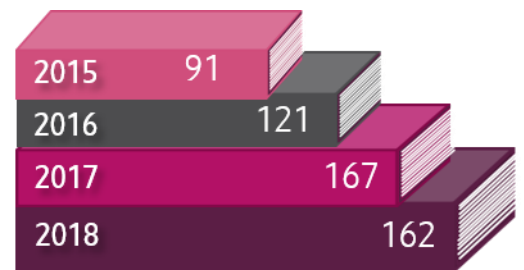
NHS Lothian

“The feedback that we continue to receive on Care Opinion is having a positive, and powerful effect on person centred healthcare within NHS Lothian. Providing feedback on Care Opinion helps to support the learning culture we are striving to build upon. The experiences shared by our patients and staff are invaluable, and the views of staff support around Care Opinion being utilised as one of our feedback resources has been very reassuring and encouraging to say the least. The volume of discussion that Care Opinion is further cultivating across our services is most inspiring and Care Opinion is really helping us to make greater advances in supporting learning into action.
Jeannette Morrison, Head of Patient Experience.”

“Care Opinion allows people to give feedback honestly, in a medium that encourages response and interaction. I have found it an easy format to address feedback which feels much more empathic than the standard ‘complaints’ procedure. It’s also lovely to be able to share positive feedback with my team. You can almost ‘hear’ the patient’s voice in what’s written which makes it much more meaningful I think. It is also good to be able to show how feedback has led to an improvement in a public forum as well”. *Acute Medical Consultant*

“Feedback via Care Opinion usually occurs soon after the patient has attended the hospital; it gives real time feedback which is valued not only to improve the service, but to help praise staff about the care they have provided”. *Chief Nurse, Royal Infirmary of Edinburgh*

Stories



80% increase
in stories over the contract life

Changes



■ 2015 ■ 2016 ■ 2017 ■ 2018

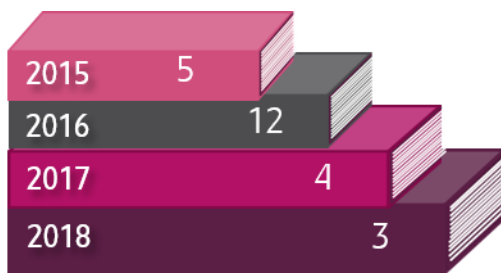
Staff reading



NHS ORKNEY

NHS Orkney remain on registration level.

Stories



No Changes

↓ 40% decrease
in stories over the contract life

Staff reading

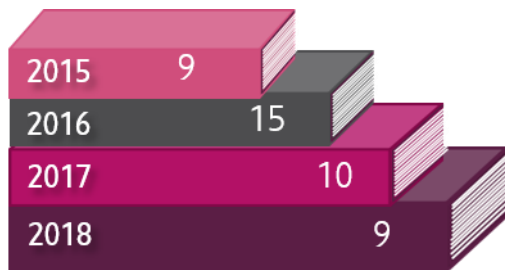


NHS SHETLAND

“We really welcome Care Opinion as one of the ways people can feed back to us about their health and care experiences. Whilst take up is not particularly high in Shetland, with many people still choosing to contact us directly, we always try and signpost people to Care Opinion as it is an excellent feedback platform to allow us to respond to our service users in an open and transparent way.

We are really pleased to see the introduction of the ‘Monkey’ materials for our younger service users and know that some of our departments intend to promote Care Opinion in a more focussed way this coming year.”

Stories



0% increase
in stories over the contract life

Changes



2015 2016 2017 2018

Staff reading



NHS TAYSIDE

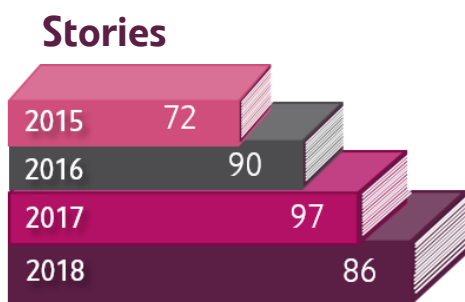
NHS Tayside recognises the different ways people wish to share feedback and offers a range of methods to encourage and enable them to do so and we have continued to work closely with Care Opinion during the period April 2015 to March 2018 and to raise awareness of this as a way of receiving feedback on our services.

A number of services are already fully engaged, with the organisation actively involved in the Palliative and End of Life Care project. There has, however, been varied success to date. Some services have indicated that, despite raising awareness of Care Opinion within their area, they have not received the volume of feedback they had hoped and, as a result, have not found this method particularly informative towards driving learning and improvement opportunities. Other areas, for example our Renal Service, are currently receiving and responding to a number of posts.

We recognise the value in sharing online public feedback widely and share stories from Care Opinion with the public and staff via our NHS Tayside Facebook page.

NHS Tayside is, however, committed to promoting Care Opinion alongside other feedback mechanisms and to building confidence within our organisation to enable staff to engage with this and add to the opportunities to obtain feedback and improve our services.

A recent Care Opinion message titled, "*I shall not forget the kindness and generosity shown to me*", reinforced the dedication of frontline staff within NHS Tayside and we took the opportunity to share the feedback through our Getting it Right Clinical Governance and Risk Management newsletter.



↑ 19% increase
in stories over the contract life



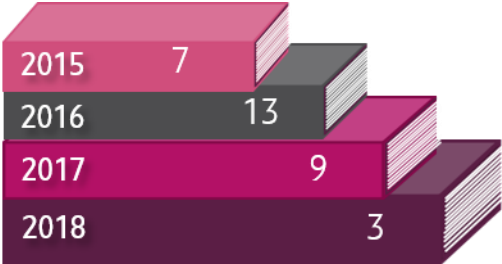
Staff reading



NHS WESTERN ISLES

NHS Western Isles remain at registration level.

Stories



↓ 57% decrease
in stories over the contract life

Changes



■ 2015 ■ 2016 ■ 2017 ■ 2018

Staff reading



SCOTTISH AMBULANCE SERVICE

Care Opinion continues to be a fantastic feedback channel for the Scottish Ambulance Service to hear directly from our patients, their families and carers.

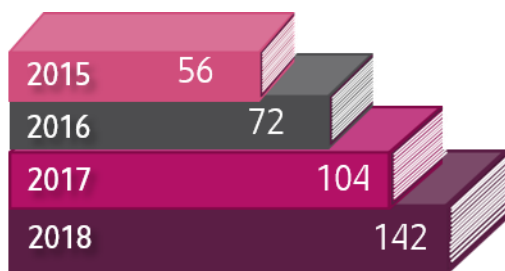
It gives us a great opportunity to engage with them about the care they received or assist them with any ongoing issues.

In the last year, we've seen a 35% increase in posts related to the Scottish Ambulance Service, with 142 posts received and viewed 105,890 times. The vast majority of these posts were complimentary of the Scottish Ambulance Service which is really good to hear.

At the start of every Board meeting, we focus on a recent patient story whether it be positive or negative so that our executive directors and board members can hear direct feedback from patients. Care Opinion is a really useful source for identifying these patient stories, along with our other digital channels. We also produce a patient experience paper for our board, detailing latest facts and figures on feedback we have received, and the Care Opinion software is excellent in allowing us to extract a range of difference data and produce graphs.

Most importantly, our patients are also greatly benefitting as we've seen some really positive examples in recent years of a concern being raised through Care Opinion and our staff working with the patient to resolve their issue in a speedy manner, on many occasions within the hour.

Stories



↑ 153% increase
in stories over the contract life

Changes



■ 2015 ■ 2016 ■ 2017 ■ 2018

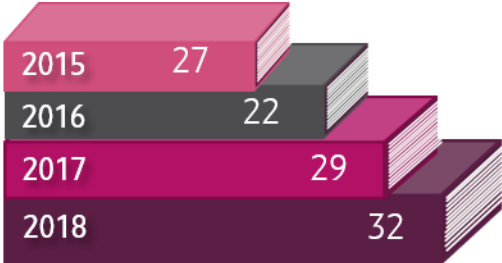
Staff reading



GOLDEN JUBILEE

Awaiting submission

Stories



↑ 18% increase
in stories over the contract life

Changes



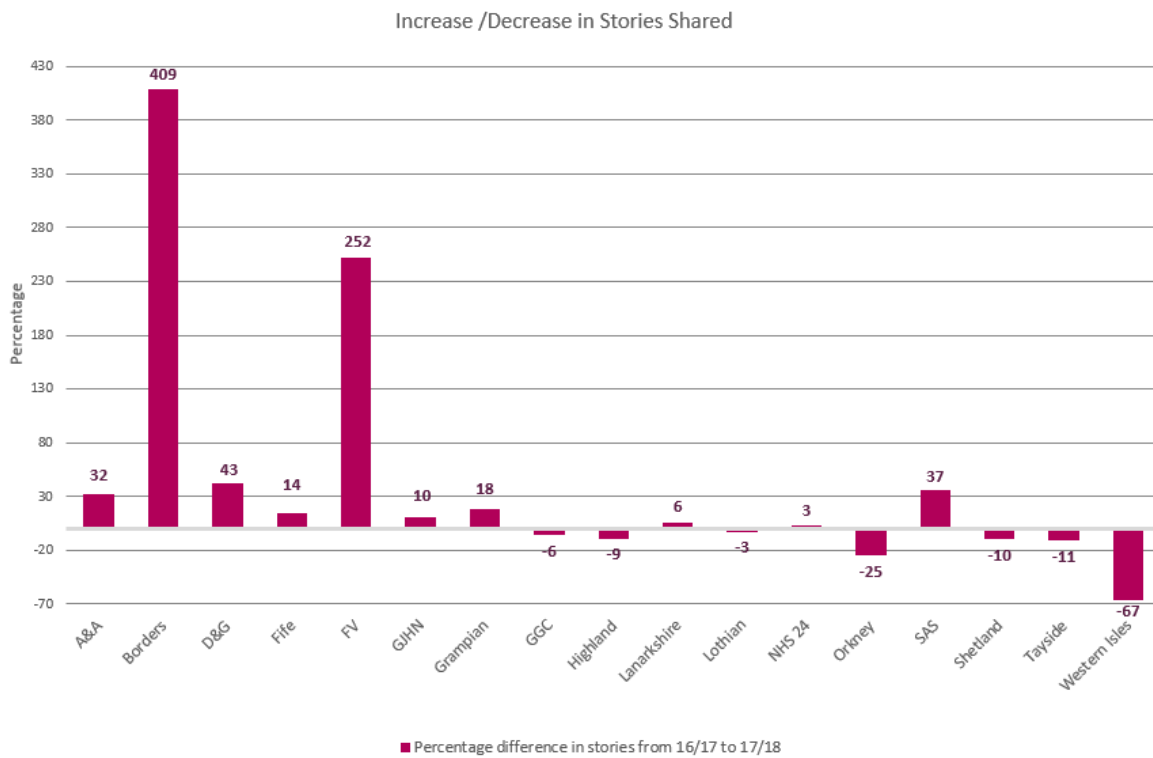
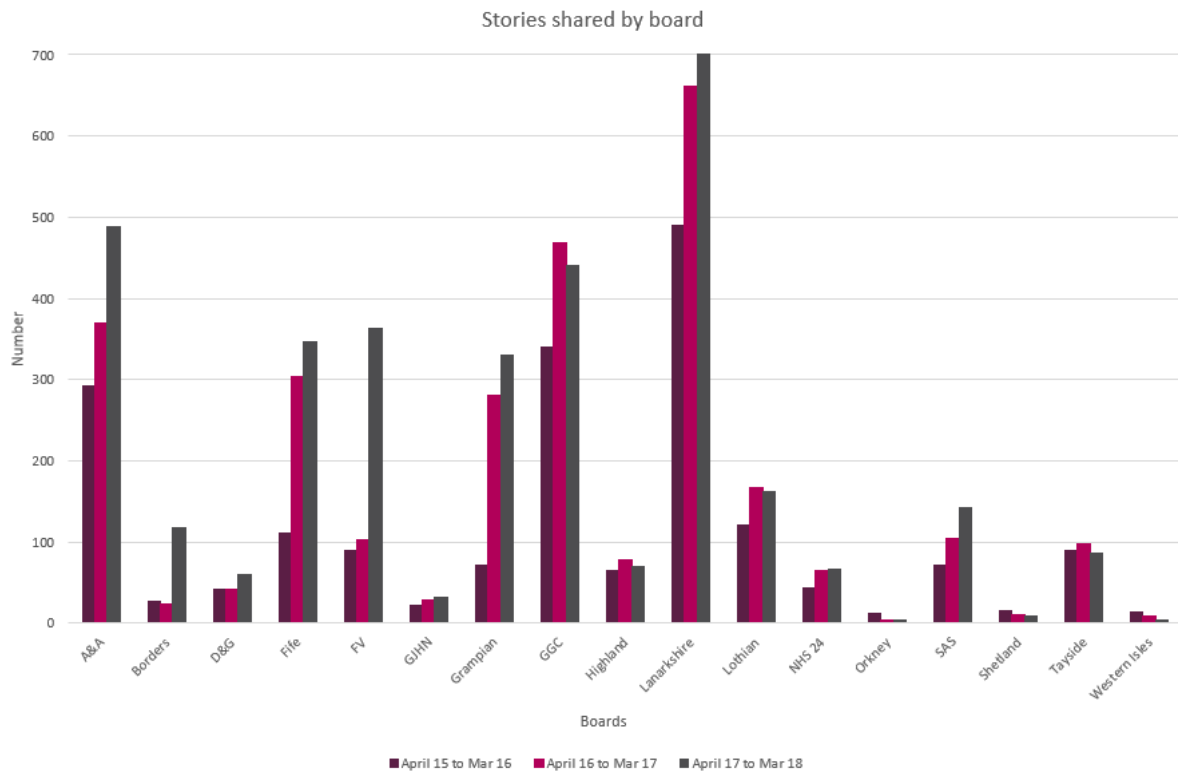
■ 2015 ■ 2016 ■ 2017 ■ 2018

Staff reading

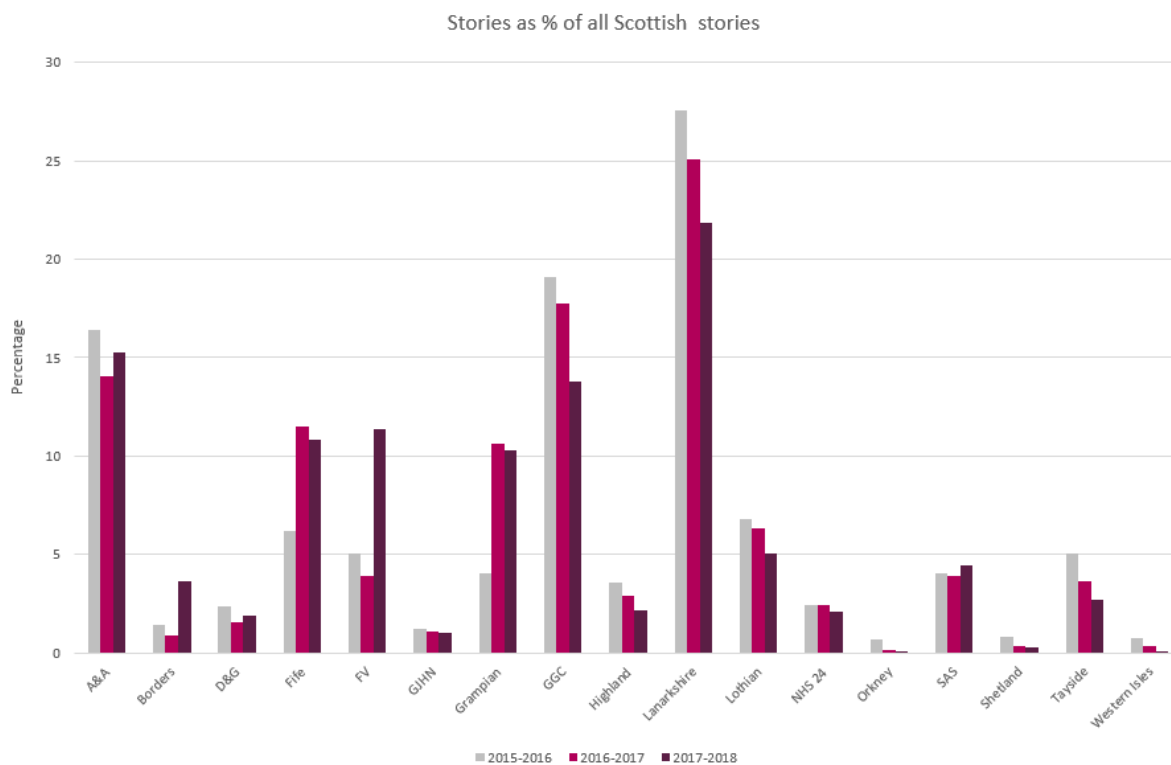
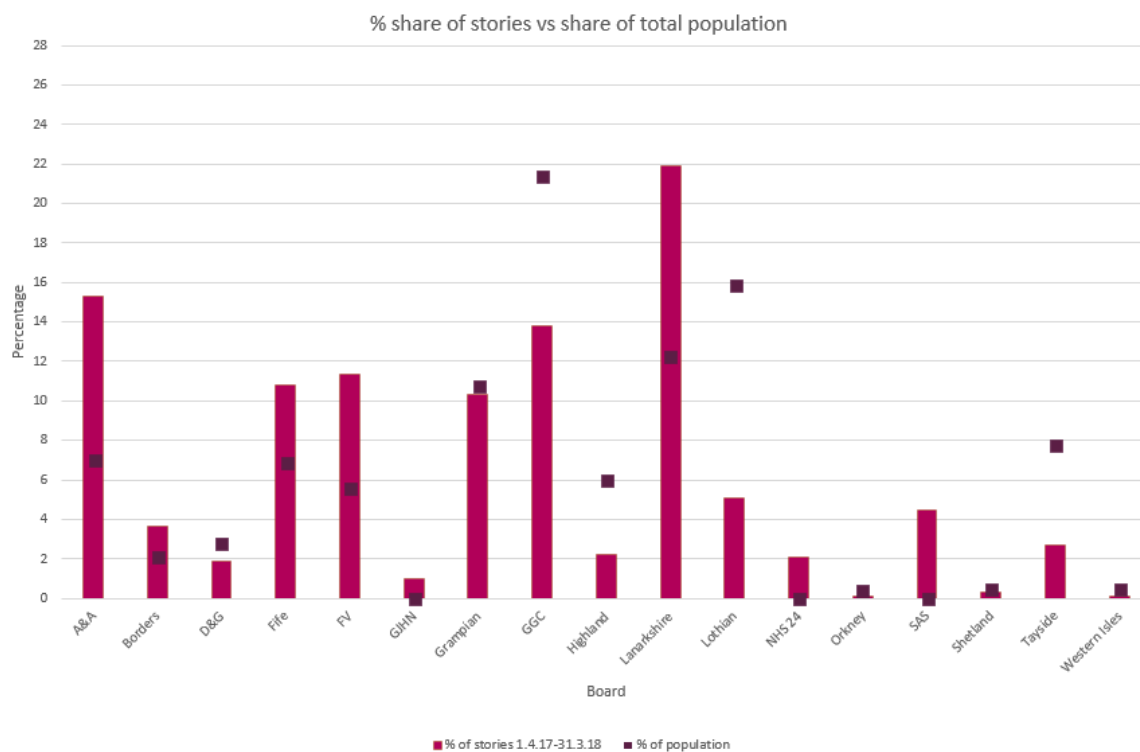


ACTIVITY SUMMARY BY BOARD

The following graphs detail the activity summary by board.

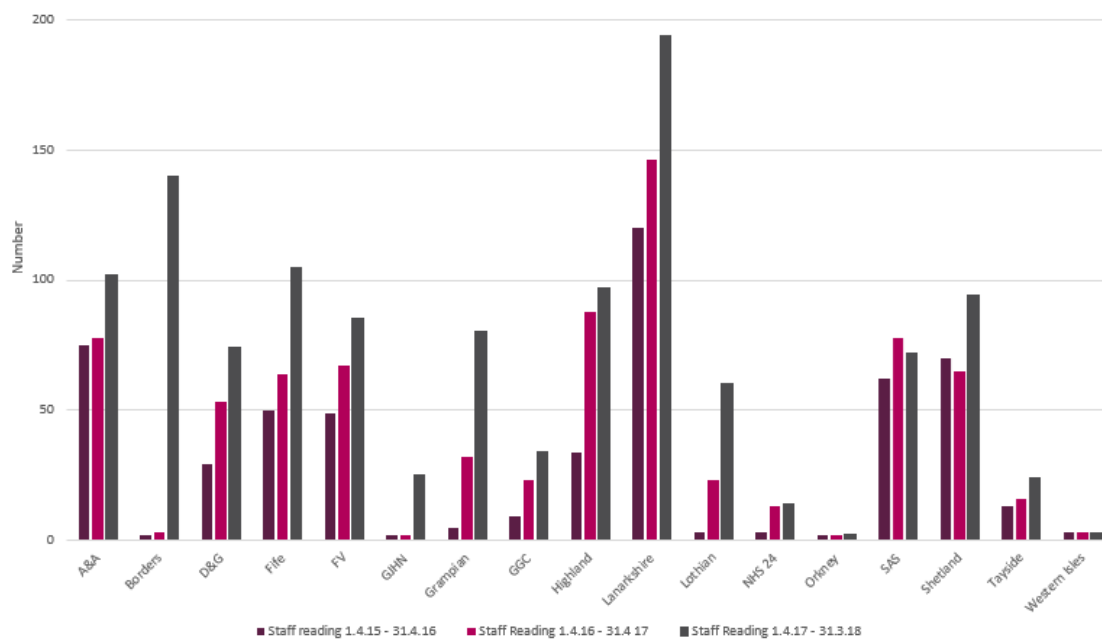


ACTIVITY SUMMARY BY BOARD

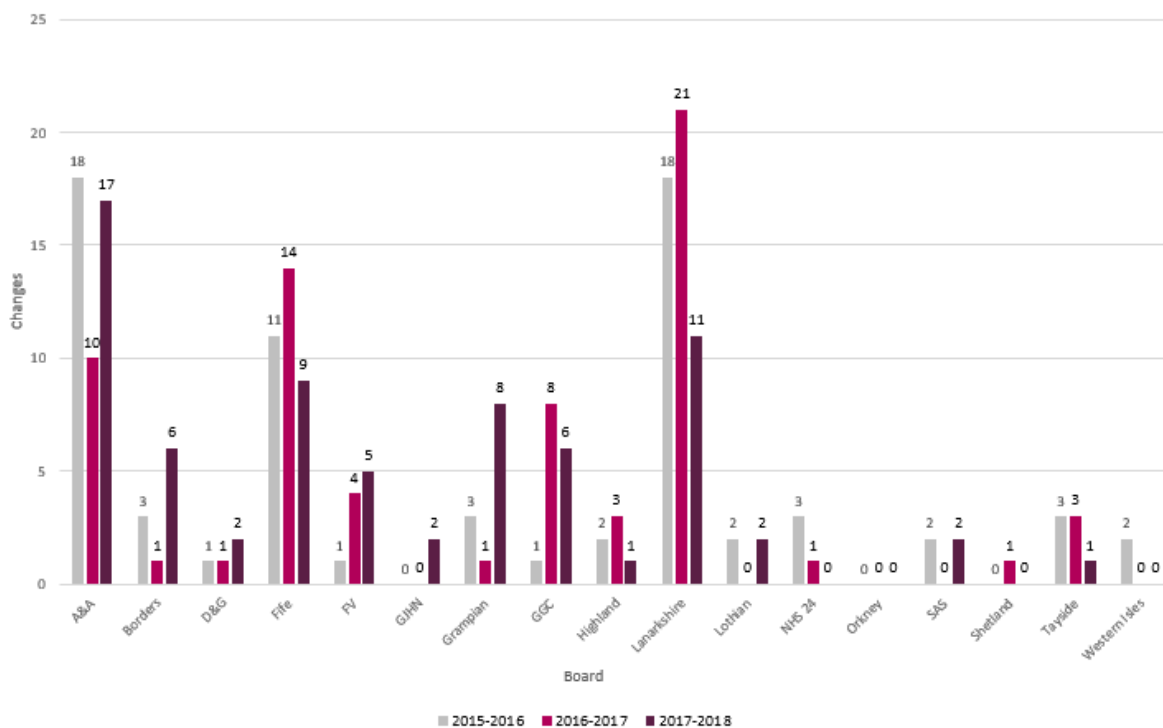


ACTIVITY SUMMARY BY BOARD

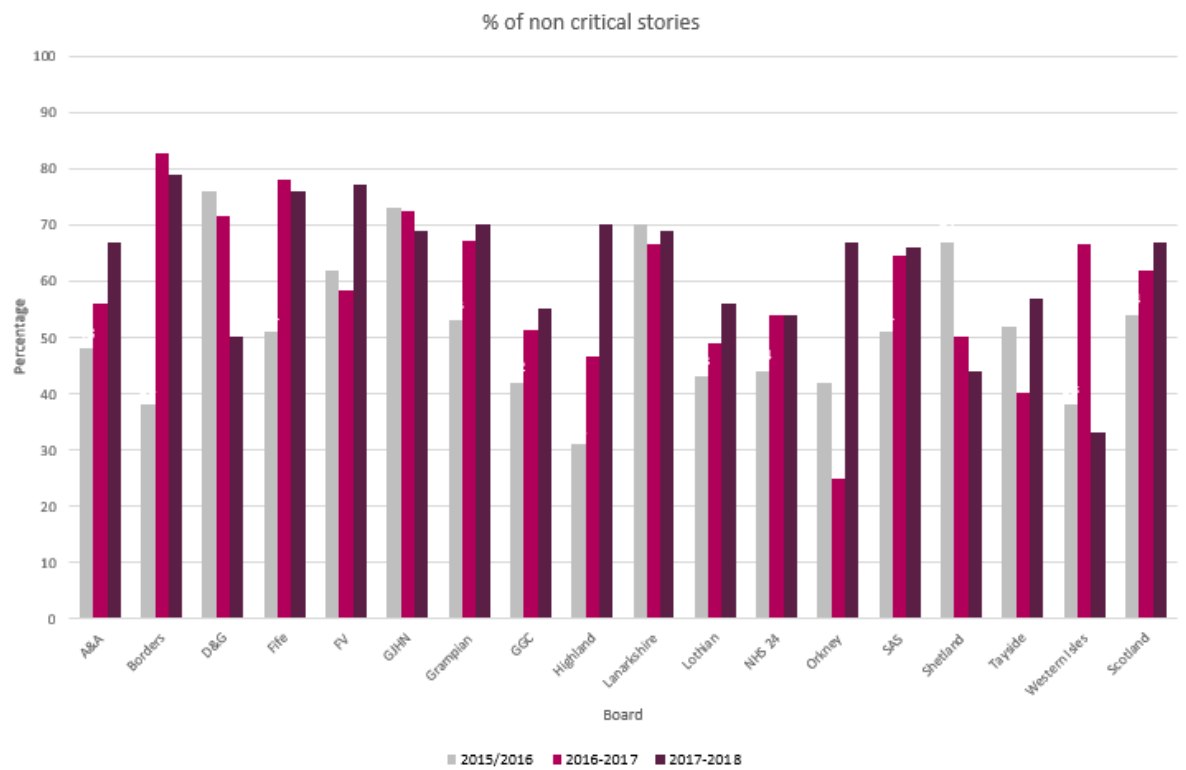
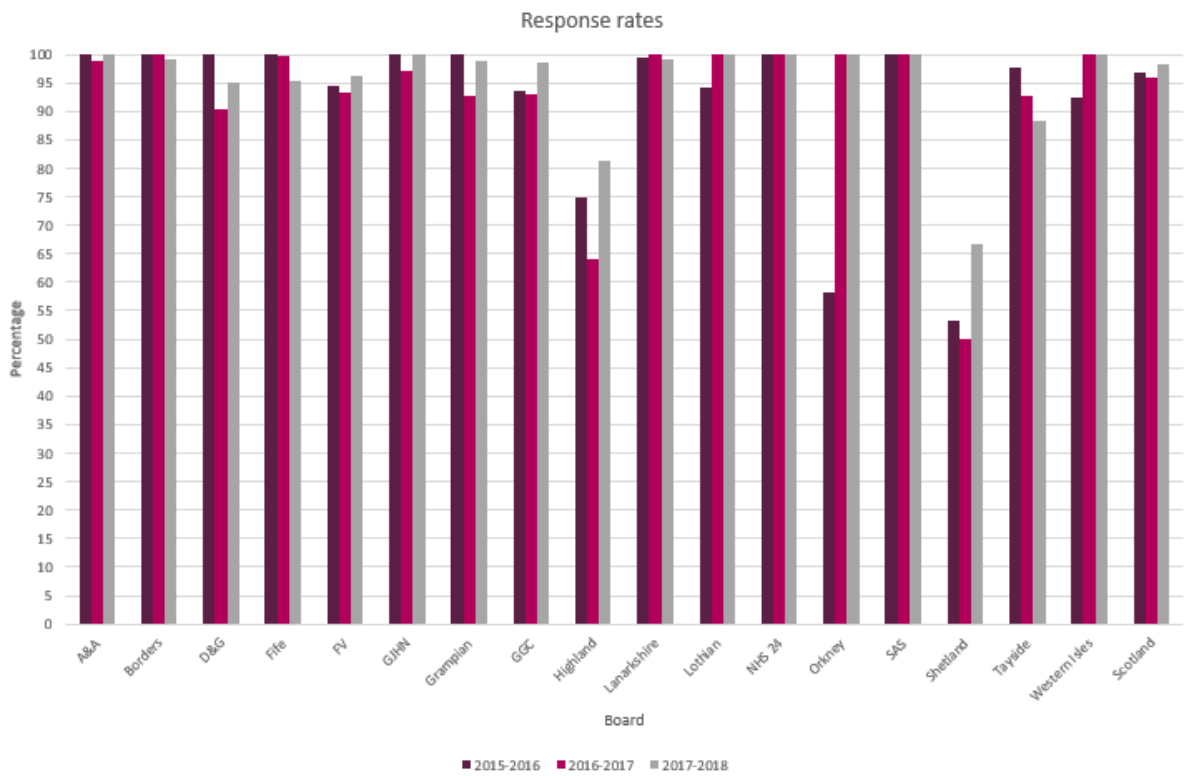
Staff Reading



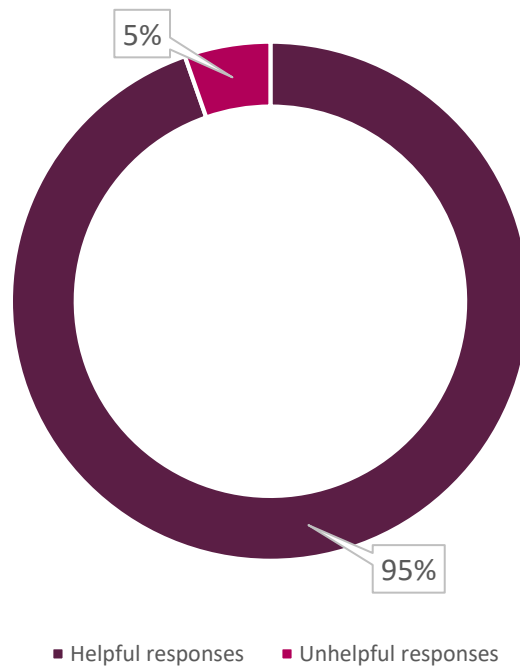
Changes made / planned



ACTIVITY SUMMARY BY BOARD



Responses rated by author



MEET THE TEAM

Your dedicated Scotland team complemented by our part time moderator, Leanne Patrick (see IMPACT) who we were so impressed with when we met her that we offered her a job!



Left to right:-

Andrew Cassidy, support & comms officer

Gina Alexander, director, Care Opinion Scotland

Clair Coutts, operations & projects officer

Technology enables us to work seamlessly with our Sheffield based team and together we make up the 12 person strong, Care Opinion team covering the UK.

Back Row:-

James Munro, chief executive Care Opinion

Ross Padwick, head of finance and company secretary

Tim Hunt, integration development manager

Luke Blakeley, junior developer

Middle:-

Sarah Ashurst, subscriber services manager

Tina Timms, administrator

Front:-

Miriam Rivas-Aguilar, chief operating officer

Cally Bowman, support & social media officer



So that's a flavour of the Care Opinion journey in Scotland so far.

Our thanks go to:-

- the people who have shared their stories;
- the staff and services who listen, respond and demonstrate change;
- report contributors;
- operational and executive leads in health and care organisations who are responsible for keeping stories on the agenda at local level;
- policy makers and leaders in government who believe in citizens having a voice;
- third sector organisations who tirelessly promote the perspective of people who access services;
- the small but powerful army of Care Opinion champions who are, quite literally, everywhere!