

# CARE OPINION NEWS



Care  
Opinion

What's your story?

ISSUE  
43

Winter 2025

## Patient feedback is intervention, not just information



Patients give their feedback, and Care Opinion shares it online, precisely because they and we want to help improve the quality and safety of care. And with our 20 years of experience, we are confident that patient feedback can have a multitude of helpful impacts on health care.

A growing body of academic research is now confirming our intuitions. In 2023 a wide-ranging evidence review showed that positive patient feedback can have important beneficial effects on staff, including improving wellbeing, work and home relationships, sickness absence and even burnout.

But what about impacts on the quality of care? [Recent US research](#) shows that frequently sharing narrative patient feedback (like stories on Care Opinion) with

staff can lead to measurable improvement in patient experience scores.

The same US team [explored how this happens](#). They found that service managers would learn from patient stories and then share them with staff to cultivate a "service-oriented" workplace culture, and to catalyse improvement projects. The result was improvement not only in the processes and outcomes of care, but also in patient and staff experience.

As new research accumulates, we are increasingly understanding that narrative patient feedback is not just information, but intervention – [as I have argued before](#). It impacts on individuals, teams and perhaps on the wider culture of the organisation too, supporting a gradual shift to a less defensive, more open, learning organisation.

It improves care quality not simply through the information it contains, but in the way it changes how people think and relate.

Of course, this can only happen if patient stories are shared and discussed widely, exactly as Care Opinion is designed to support. So, if you want to increase the power of this remarkable intervention, please share the feedback you read with those who need to see it.

**96%**  
overall satisfaction  
with our webinar  
programme!



## New Care Opinion Workshops

As you may already know, we run a rolling programme of staff training webinars on various topics throughout the year to help our subscribers get the most out of their Care Opinion subscriptions. 'How to' webinars are available to [register for now](#), and there are dates available for the next six months.

We are also excited to announce **three Subscriber Workshops** that you can register for **FREE** of charge on the following topics:

### 1. Advanced searching on Care Opinion (Including Subscriber Tagging) – 22nd May

This one off interactive workshop style webinar will teach you how to do more advanced searching and make use of our "full text searching". This webinar will also teach you not only what Subscriber tagging is but how it can be used strategically to help with your subscription, responding and even quality improvement.

**2 Writing impactful responses – 3rd June**  
From good to great: master the techniques

of delivering thoughtful, impactful responses in any situation!

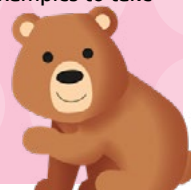
This one off interactive workshop will give you the tools to improve your response skills and confidently reply to even the most challenging feedback.

Learn to craft responses that resonate and leave a lasting impression. As this is a workshop, be prepared to bring your thoughts, ideas and experiences with you!

### 3. How to tell your story with Bear – 17th June

This one off interactive workshop/webinar will take you through the story telling process with the Care Opinion Bear, for children and parents. We will also talk about how to 'frame the ask' for feedback from children and give you some examples to take away.

To register for any of the workshops or find out more information, visit our [Support Webinar Page](#).



2024 was a great year for our Subscriber Support team, we had much to be proud of, especially our subscriber-focussed webinar programme—we are very proud of that! We work hard to deliver interesting and thoughtful sessions and we are pleased that, mostly, our subscribers are as satisfied as we are with our work here.

In September 2024 we sent out a survey asking subscribers what we do well and what might do better at. First, a huge thank you to everyone who took the time to complete our survey, we really appreciate it (feedback is the name of our game, after all!) An overwhelming **96%** of responders said they were satisfied with our programme and a healthy **78%** of responders said their learning needs were being met. We have listened to your feedback, are reviewing your thoughts and will use your suggestions to help with future planning. Once again, thank you for your engagement and continued support—we couldn't do it without you.

To read more about the survey and read a summary of the results in more detail, please click [here](#)

**careopinion.org.uk**

the UK's leading independent feedback platform.

Or call us during working hours (local rate):

**0114 281 6256**

# A new way to subscribe to Care Opinion!



## Introducing the new Team plus Trust subscription.

We are excited to let you know that we have launched a new subscription offer.

### Who is it for?

We know that teams in many organisations are keen to work with Care Opinion and your team may be one! To support you **we have created a new subscription for organisations that are not able to commit to a full organisation-wide subscription, but would like to start in a single service.**

This subscription is also for staff responsible for reporting on Trust activity; staff often tell us how time consuming manually collating the stories and responses from the website is, alongside triangulating with other data and drawing themes from these. Our new subscription offers the perfect solution - a combination of both!

The **Team plus Trust** subscription includes:

- A fully supported team subscription to Care Opinion, tailored specifically to meet the needs of the team, enabling them to make even greater use of online feedback for continuous improvement.
- On-demand and scheduled reporting for the entire Trust, in various formats and includes NHS.UK stories.

### A Trust's journey

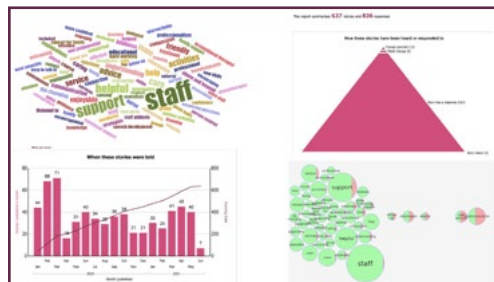
[Here](#) is an inspiring blog about Royal Devon University Healthcare NHS Foundation Trust's journey working with Care Opinion. From a team subscription to engagement, impact and culture change via Trust-wide subscription.

### Fees and further information

The annual fee for this subscription is: £4,350 +VAT.

To receive full details, confirm a subscription or arrange a Teams chat to explore this service for your Trust, please contact:

Miriam Rivas-Aguilar, Chief Operating Officer at [miriam.rivas-aguilar@careopinion.org.uk](mailto:miriam.rivas-aguilar@careopinion.org.uk)



Our Autumn conference of 2024 was certainly our best yet, in fact- we still can't stop talking about it! If you weren't able to bag yourself a seat (or even if you did but fancy rewatching the sessions) then please read our blog summarising the conference session [here](#).

We have begun planning in earnest for our spring 2025 conference-where we hope to emulate the success of 2024, or make it one better! As a feedback platform, we, at Care Opinion, love feedback and we love learning from our experiences and are always willing to change and improve and we really value your voice. Learning from our work is at the heart of everything we do. To help inform our planning for 2025 conferences, we really would appreciate if you could let us know how you think we did in our Autumn Conference of 2024, too. Please click [here](#) to find and complete the survey.

# Star Responder!

Our latest Star Responder is Anne McCourt, Operational Lead, Speech and Language Therapy, Children and Young People's Directorate, Southern Health and Social Care Trust, Northern Ireland.

Anne opens her response with an apology and empathy:

**"I agree that medical uniforms can be off putting for many young children."**

Anne then follows steps that make for a truly effective response:

- Taking a genuine interest in our author's feedback
- maintaining an open tone without a hint of defensiveness
- naming what she'll do next – seeking funding for more child -friendly uniforms

- thanking the author for sharing their story

We were pleased to see that Anne added a "Preparing to make a Change" logo, and her photo.

Even more impressive, Anne posted an update a month later to let our author know how things were progressing. Anne's responses recognises why the author is asking for different uniforms for staff working with children.

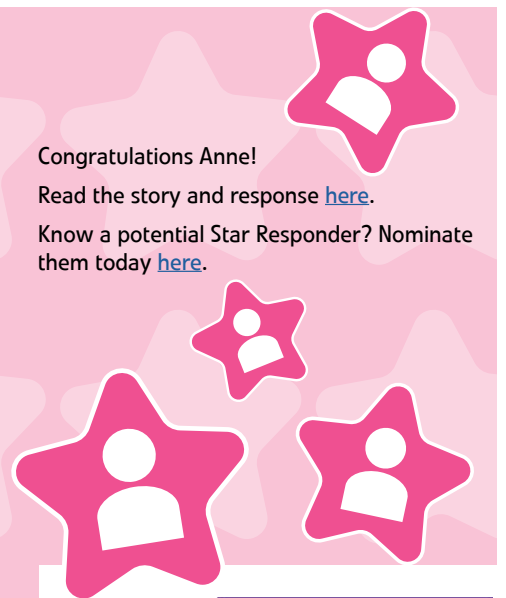
Our author was moved to respond:

**"Wow that would be amazing, something non clinical looking and fun looking to the eye of a child. I know both my kids (ASD) freak out in any kind of clinical setting. A uniform that looks like clothes would certainly help.."**

Congratulations Anne!

Read the story and response [here](#).

Know a potential Star Responder? Nominate them today [here](#).



## Contact us...

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

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

Email: [team@careopinion.org.uk](mailto:team@careopinion.org.uk)

Phone: 0114 281 6256

