

The background of the slide is a dark purple color with a repeating pattern of speech bubbles. Most of the speech bubbles are outlined in a bright magenta color. One speech bubble, located in the lower right quadrant, is outlined in white and contains the text "Introduction to Care Opinion".

**Introduction  
to Care  
Opinion**

# Who are we?

Care Opinion is a non-profit social enterprise, based in Sheffield and Stirling.

We have been sharing people's experiences of health and care services online since 2005, and we have built a national and international reputation for our innovative and value-led approach to online feedback.

At Care Opinion we make it **safe** and **simple** to share your story online and see other people's stories too. You can see how stories are **leading to change**.

[How is Care Opinion funded? | Care Opinion](#)

[Meet the Care Opinion team | Care Opinion](#)



# Mission, Vision & Values

## 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

Our mission, in a nutshell, is to provide an online platform so that people can share **honest** feedback **easily** and **without fear**

## Our values

How will we pursue our mission?

Innovation

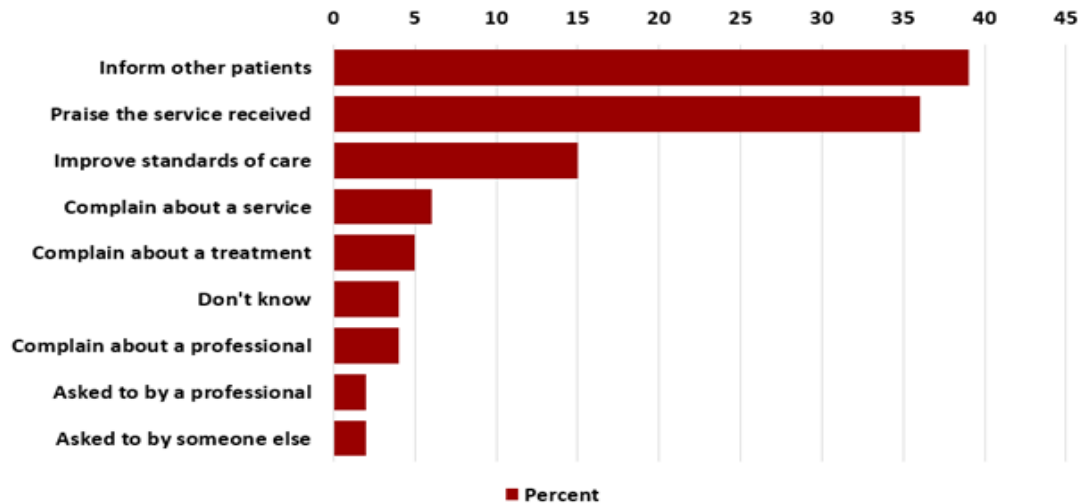
Transparency

Inclusivity

Positivity

Humanity

## Why do people post feedback online?



Source: van Velthoven et al, 2018

Piqued your interest? More research relating to this theme was published in 2023 by Debbie McGory-there's an interesting correlation [do NI patients post on Care Opinion? | Care Opinion](#)

*"Participants mainly engaged with Care Opinion NI to thank staff"*

Share your experiences of UK health and care services, *good* or *bad*.  
We pass your stories to the right people to make a difference.

Home

*Tell your story*

About us

▶ **Search**

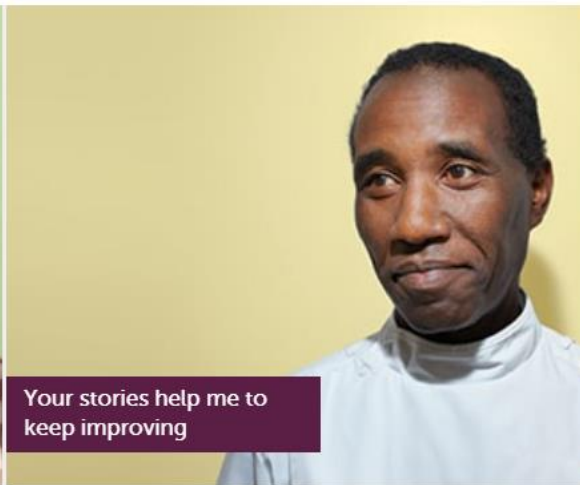


Search for stories about...

eg Leeds General Infirmary, heart surgery, dementia, S3 8EN



Now my cancer nurse knows she helped me cope



Your stories help me to keep improving



My midwives know they gave me a great start

## Featured stories

▶ *View latest stories*

"I had to go home and make another appointment for a test. **At no time was I made aware** that "shield as normal" meant self isolate."

STORY READ



## Care Opinion in 2 minutes



"I think my story is rather dull about phones! But I think it made a difference."



# Understanding member roles

## Understanding member roles

- Browse, search and view stories and responses
- Manage their own email alerts
- Create, export and schedule reports
- Create and share data visualisations
- Add private and shared story tags
  
- Respond to stories and show changes
- Create and publish blog posts
- Add public story tags
  
- Add and remove subscription members
- Freeze and unfreeze subscription members
- Change the role of a member
- Respond on behalf of another member
- Manage alerts for other members
- Make a story restriction request
- Customise service pages
- Access API keys

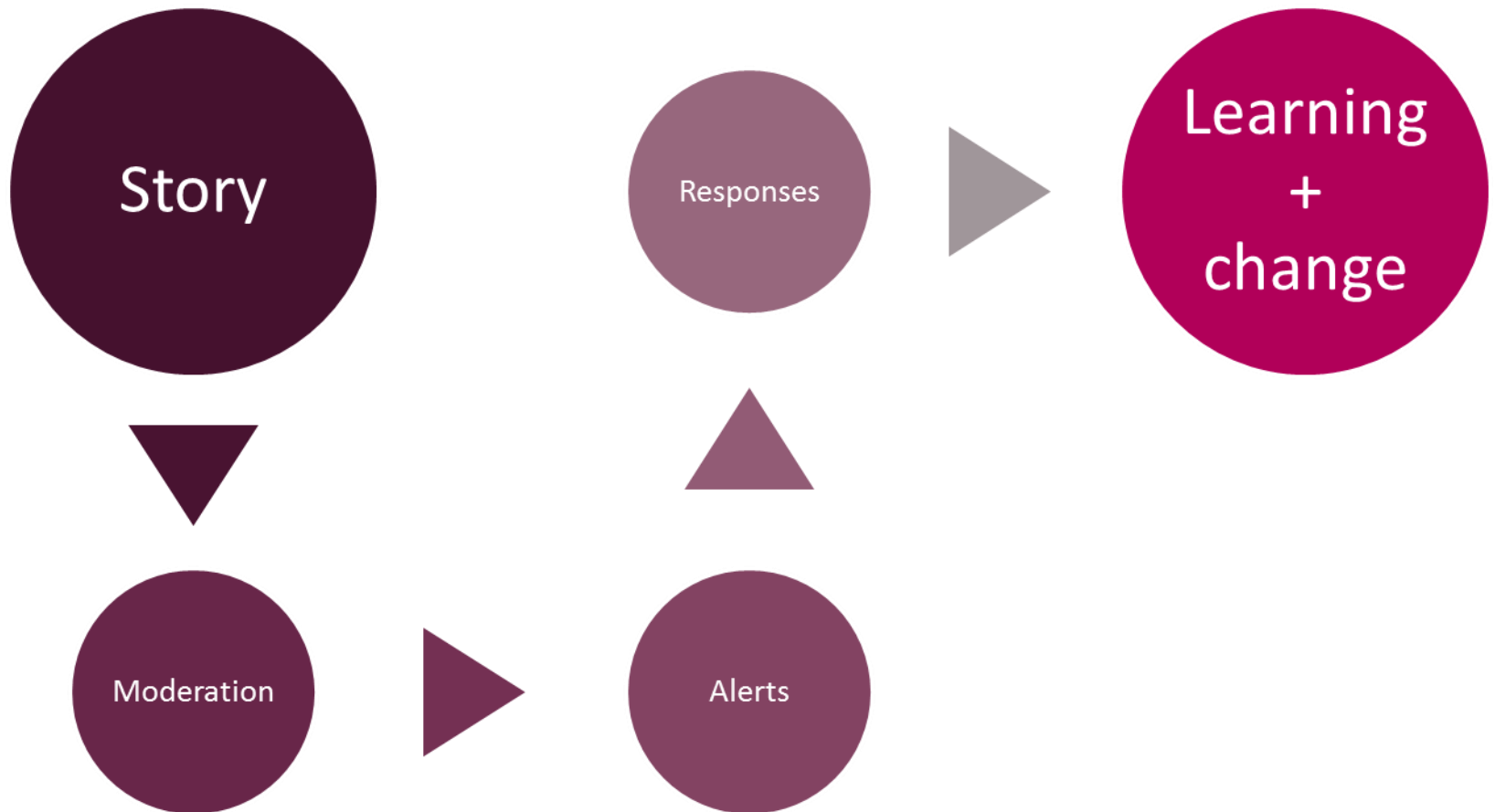


Member

Responder

Administrator

# The story-telling flow – it's about the conversation



# The “tell your story” workflow is our full process on the website


- You can use pictures
- Give what was good/could be improved tags
- Provide optional demographic information, FFT and ratings.
- Tag story to multiple providers
- Formatted to work on mobile devices

The screenshot displays a five-step progress bar at the top: 'Your story' (active), 'About you', 'Services', 'Tags', and 'Sign off'. Below the progress bar, the form contains the following elements:

- A question: "What is your story about?" with a help icon.
- An empty text input field.
- A notification: "This story is being added by Sarah (Not you?)".
- A question: "What happened? How did you feel?" with a help icon.
- A large text area for the story content.
- A banner with the text "Use one or more pictures to tell your story" and a small image of people.
- A word count: "0 words (of 1000 allowed)".
- A question: "When did your story happen?" with a help icon.
- A date selector dropdown menu currently showing "Today".
- Navigation buttons: a "Back" button and a "Next" button.



# How do I hear about stories that are relevant to me?

 **Activity**

**4** staff members have read this story

**Who has Care Opinion told about this story?**

You can also find out who else in your subscription has been sent an email alert

Not only can you see who's been notified, but if anyone has read or responded to the story too

## Who has Care Opinion told about this story?

We have told 2 members in your subscription

Fictional NHS Organisation

**John Demo-Responder**

Patient Experience Coordinator

**Kermit Example-Admin**

Head of Communications

<b>Nottinghamshire Healthcare</b>	20 told	✓ 3 read	✓ responded
<b>NHS Foundation Trust</b>			

"I will remain eternally thankful"

About: East Midlands Ambulance Service NHS Trust / Emergency ambulance Lincoln County Hospital / Accident and emergency NHS 111

Posted by *eternallythankful* (as the patient), 3 weeks ago  
I suddenly experienced a back pain which accelerated to absolute agony within hours. Contacted my local GP who saw me within hours and prescribed oral morphine. Despite the morphine the pain became worse, contacted the NHS helpline who then put me back to my GP to arrange an ambulance. The ambulance took 5 hours to arrive. The ambulance crew were extremely helpful and considerate and delivered me to Lincoln AE. To cut a long story short I had a CT scan on Saturday morning and an operation on the Sunday morning.

Moderation

Alerting

In each provider



Service staff



Different Staff Teams



User exp, comms, complaints...  
CEO



Nursing, AHP students



Researchers



Commissioners



Healthwatch



Other Stakeholders

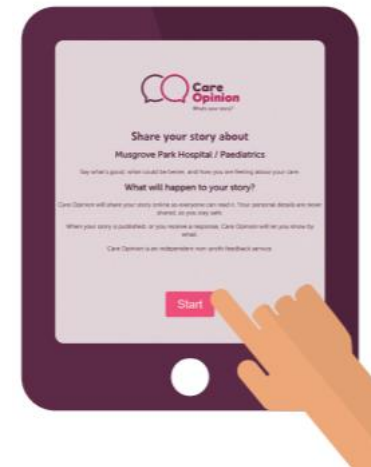
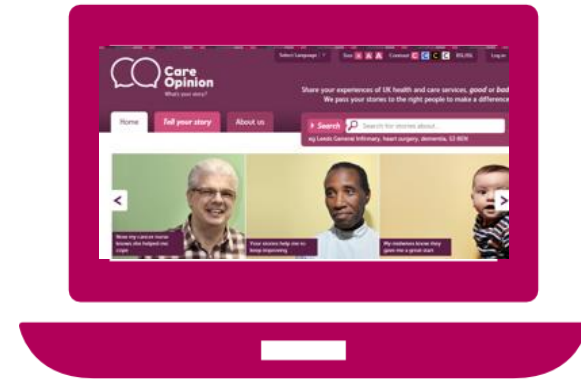


CQC

# Ways to share a story with Care Opinion

- Online [careopinion.org.uk](https://www.careopinion.org.uk) or [careopinion.ie](https://www.careopinion.ie)
- Freephone **0800 122 3135 (UK only)**
- Freepost leaflets
- From an invitation link
- With support from Volunteers
- Using picture tiles

All stories are subject to moderation and are uploaded to the website



# Inviting online feedback with an invitation link

The simplest way to invite people to share their experiences on Care Opinion is just to provide a link to the site.

Another way is to make an "**invitation link**" and provide that instead. They look like this <https://www.careopinion.org.uk/49/aah-ed>

## What does an invitation link do?

An invitation link allows you to:

- Include the **FFT question** (note all QR codes will include the **FFT Q** at the beginning of the story-telling flow)
- customise various aspects of our story-telling workflow
- easily access widget codes, kiosk links or QR codes to share with people using services
- keep track of which stories came via which invitation links, and run reports and visualisations easily




**NHS**  
Rotherham Doncaster  
and South Humber  
NHS Foundation Trust

## How was your care with NHS Rotherham Talking Therapies?

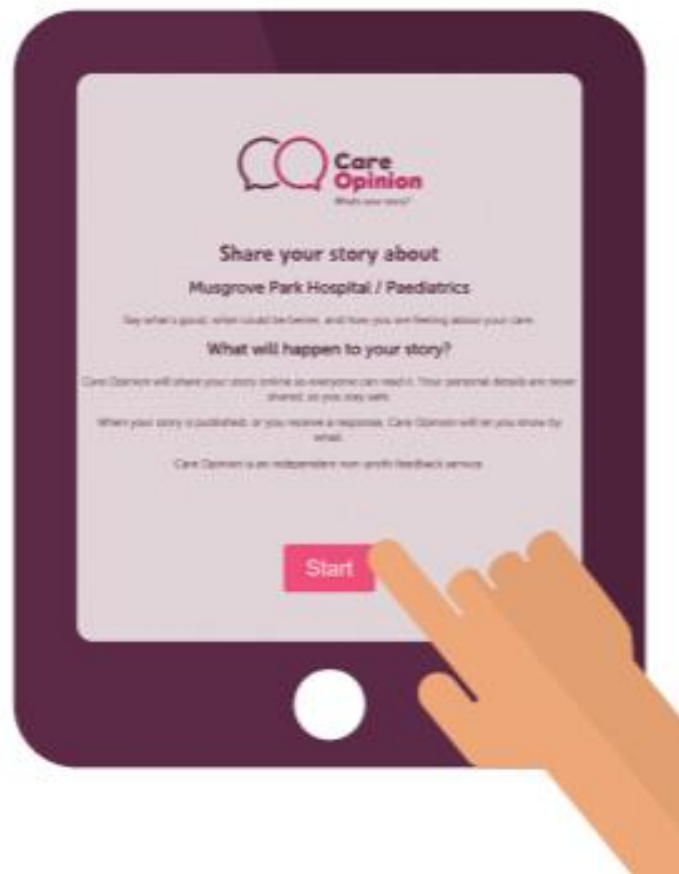
 Scan



Share your experience and make a difference.

Scan the QR code or call **Care Opinion**  
 **0800 1223135.**

**RDaSH** nurturing the power in our communities



# Your first story via invitation link



"District Nurse visit was potentially life saving"



## STORY HAS A RESPONSE



This story has had a response

About: Doncaster - Community Nurses / Community Nursing - South

Posted by *TimmyB* (as a carer), yesterday

Thank you to District Nurse Kim, sorry I didn't get her surname, who visited my wife on Monday. As a result of her visit an ambulance was called and my wife admitted to hospital for urgent treatment. Potentially a life saving intervention.



## Story summary

What was good?

care community nurse

How did you feel?

grateful thank you

## Responses



Response from Patient Experience & Involvement Lead (Interim), Patient Experience, Rotherham Doncaster and South Humber NHS Foundation Trust yesterday

Response is public

Thank you for the feedback and I do hope your wife is Ok. It is lovely to hear about good care and how Kim responded as a nurse promptly. to make sure Kim gets this feedback could you tell me which team it was or what area Location you are from. you can contact us direct via [rdash.patient-experience@nhs.net](mailto:rdash.patient-experience@nhs.net).



warm wishes Stuart

[District Nurse visit was potentially life saving | Care Opinion](#)

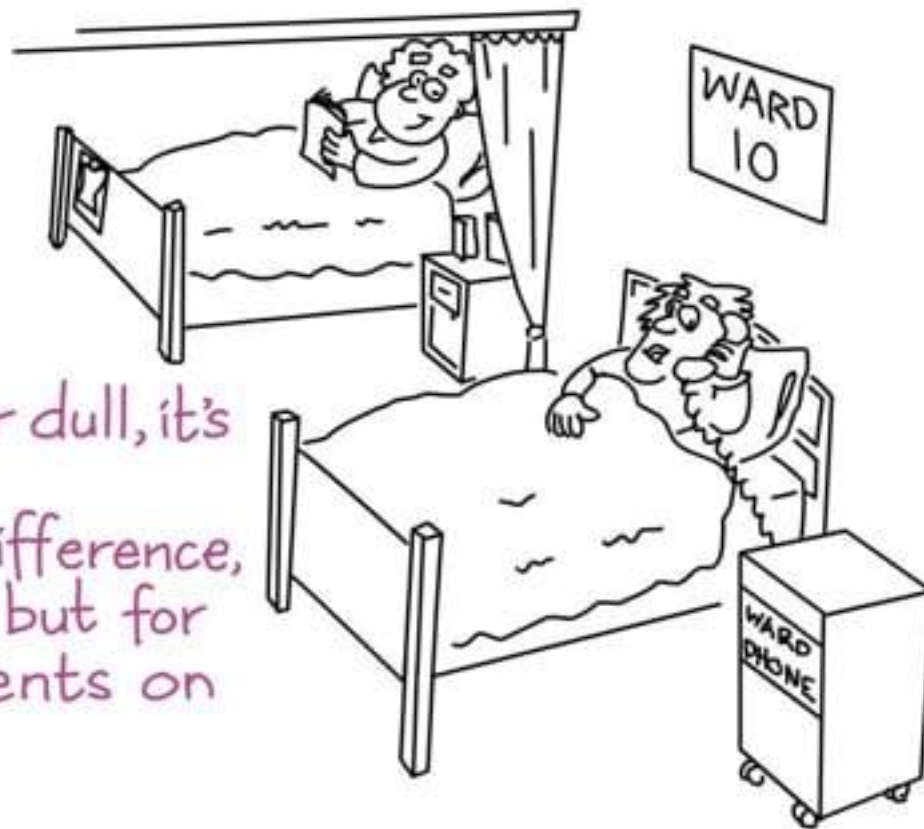




**Accessing  
the site**



# Care Opinion in 2 minutes



"I think my story is rather dull, it's about phones!  
But I think it made a difference, not just for my mother but for other visitors and patients on that ward."

Watch [this short video](#) to find out more about Care Opinion.

# Getting started...

Start by updating your profile...



Make sure you're logged in!



**Good afternoon Kermit!**  
Administrator of Fictional NHS Organisation

Select Language    Size: A A A    Contrast: C C C C    BSL/ISL    **Welcome Kermit**  
Your stories    Log out

Share your experiences of UK health and care services, *good or bad*.  
We pass your stories to the right people to make a difference.

Home    **Tell your story**    About us

Search for stories about...  
eg Leeds General Infirmary, heart surgery, dementia, S3 8EN

I made sure my mum could keep in touch

Now the staff know how they helped our family

Your stories help me to keep improving



You will find almost everything you need here in your menu

# Ways to personalise your profile

Add a profile picture



Update your job title  
& department



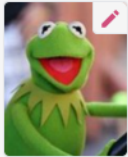
Explain to people  
what you do



Home Tell your story About us

Search for stories about...  
eg Leeds General Infirmary, heart surgery, dementia, S3 8EN

Fictional NHS Organisation / Kermit Example-Admin

 **Kermit Example-Admin** [User details](#)

Fictional NHS Organisation  
kermit@example.com [i](#)

0 responses  
0% rated helpful

**Member details**

**Role**  
Administrator [✎](#)

**Job title**  
Head of Communications [✎](#)

**Department**  
(No department) [✎](#)

**Organisation**  
Fictional NHS Organisation [✎](#)

**Phone number**  
(No phone number) [✎](#)

**What I do**  
(No job description) [✎](#)

Member From 23/06/2020

**User admin**

[✉ Send forgot password email](#)

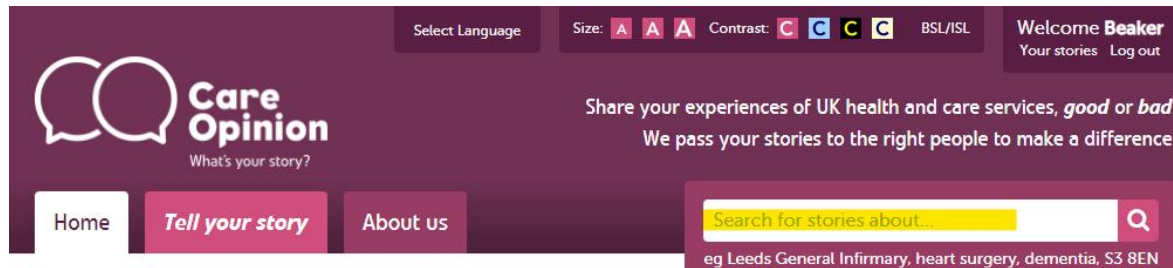
**Quick links**

- [Alerts, searches and reports](#)
- [Bookmarked stories](#)
- [Email log](#)
- [Sent alerts](#)
- [Send test email](#)

# Searching for stories...

A Care Opinion search is the starting point to:

- Running reports
- Creating visualisations
- Setting up alerts



The screenshot shows the top navigation bar of the Care Opinion website. On the left is the Care Opinion logo with the tagline "What's your story?". To the right of the logo is the text "Share your experiences of UK health and care services, *good or bad*. We pass your stories to the right people to make a difference." Below this is a search bar with the placeholder text "Search for stories about..." and a magnifying glass icon. Below the search bar is the example text "eg Leeds General Infirmary, heart surgery, dementia, S3 8EN". The navigation bar also includes links for "Home", "Tell your story", and "About us". In the top right corner, there are links for "Welcome Beaker", "Your stories", and "Log out".



Start by typing your organisation in the box...



The carousel displays three story thumbnails. The first thumbnail shows a woman smiling with the text "I made sure my mum could keep in touch". The second thumbnail shows a woman holding a young child with the text "Now the staff know how they helped our family". The third thumbnail shows a man in a white lab coat with the text "Your stories help me to keep improving".

Using the menu on the left, you can create reports, eye-catching visualisations and alerts

**Your search**

▼ Your current search ADD/  
REMOVE

Filtered by your subscription

Stories about

Forth Valley Community Services (refine) **-**

Add a search term **+**

▶ Story search options

▶ Response search options

▼ Create in your subscription

- 🔍 Save search
- 🔔 **Create alert**
- 📄 **Create report**
- 📊 **Create visualisation**
- ✉ Create digest
- 🏷 Add tags

## Email alerts



## Reports



## Visualisations



Simply click on each title to open up your options



- Stories >
- Saved things >
- Members >
- Tags >
- Invitation links >
- Bookmarked stories >
- Blog >
- Help >**

## How to find help?

- **Help** button
- **Support** page
- Contacting your **support lead**
- Emailing **info@careopinion.org.uk**



### About us

- Our mission
- Our team
- Contact us
- Blog

### FAQs

- Accessibility
- Privacy
- Cookies
- Complaints

### Subscribing

- Features
- Support**
- Education
- Research

### Help

- Tell your story
- Find stories
- Find services
- API



# Resources and Care Opinion training webinars/events

## Invitation Links

You can watch a short 9 minute video on how to create Invitation Links here:

<https://vimeo.com/681943773>

## Other webinars

Sign up for and view webinar recordings on this page: [Training and support webinars | Care Opinion](#)

## Know How Page

For all your support needs, you can find lots of information at this page:

[Subscriber know-how | Care Opinion](#)

## Events

Find out about our upcoming Care Opinion events here: [Care Opinion Events |](#)

[Care Opinion](#)



Contact us: [info@careopinion.org.uk](mailto:info@careopinion.org.uk)

# Blogs

## Royal Devon University Healthcare NHS Foundation Trust

[Our journey from single service to trust-wide subscription](#)

## Inclusion – Sexual Health Services

[Celebrating 1<sup>st</sup> year of online feedback](#)

## Nottinghamshire Healthcare


[Blog by MH service user](#)

## GP in Hackney – The Lawson Practice

[Care Opinion within a GP setting](#)

## City & Hackney GP Confederation

[How City & Hackney are embracing online feedback](#)

 Nottinghamshire Healthcare  
NHS Foundation Trust

# FEEDBACK FRIDAY

**Make a difference today by  
sharing your feedback**

Please ask us for a form or to use the ward's iPad

Fill in our survey:  
[bit.ly/NottsHCFeedback](https://bit.ly/NottsHCFeedback)

Share your story on  
Care Opinion:  
[bit.ly/COstoryshare](https://bit.ly/COstoryshare)







**Thank  
you**