

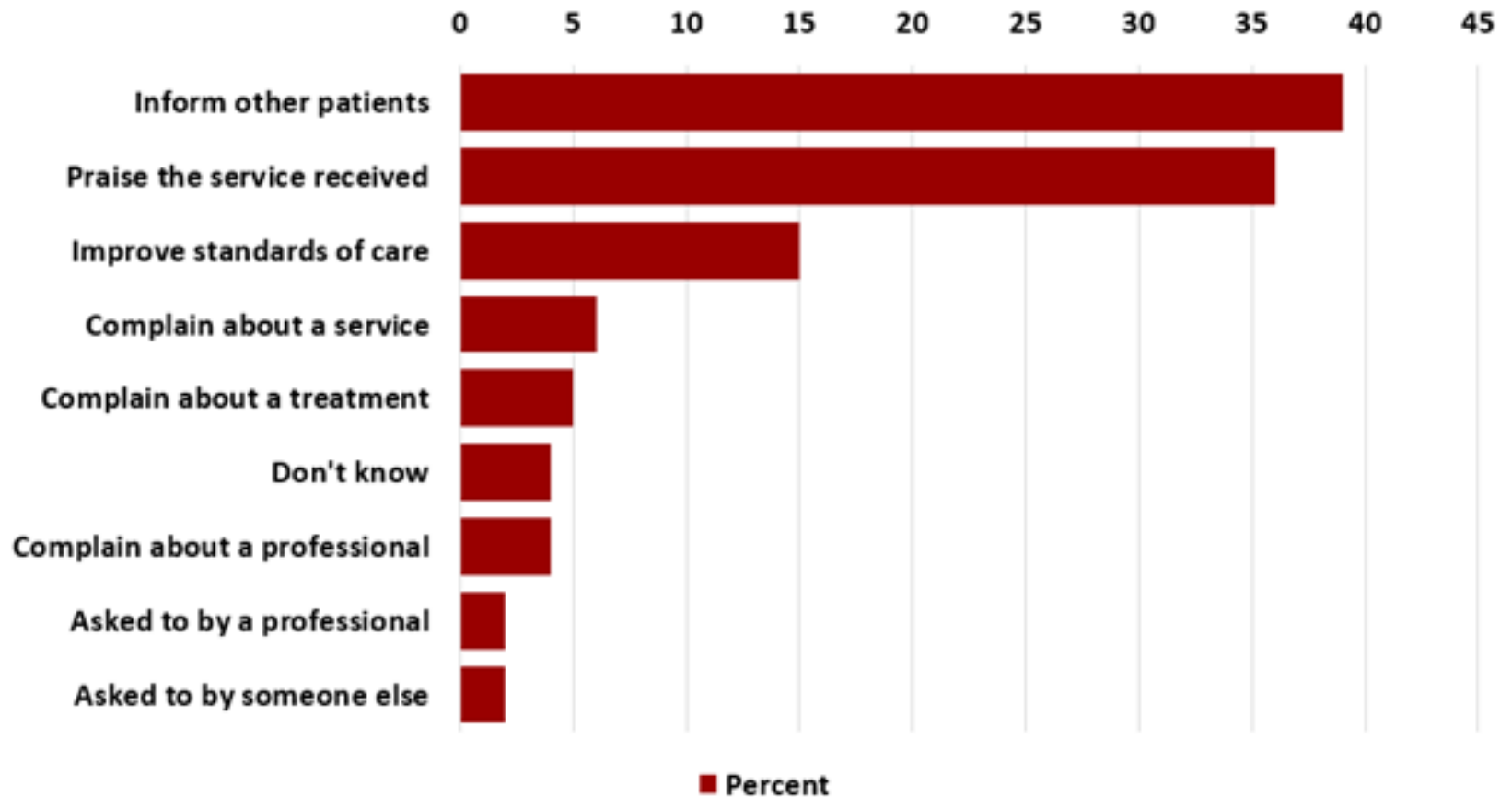
The background of the image is a dark purple color with a repeating pattern of speech bubbles. Most of the speech bubbles are outlined in a bright magenta color. One speech bubble, located in the lower right quadrant, is outlined in white and contains the text "How to Respond Well".

**How to  
Respond  
Well**

# In this session, you will learn...

- How to respond to stories on Care Opinion
- What makes a good response
- What authors might want in a response
- How to show you're planning or have made a change to your service, as a result of feedback

# Why do people post feedback online?



Source: van Velthoven et al, 2018

Author Quote:

“It was therapeutic  
in healing my soul.”

Author Quote:

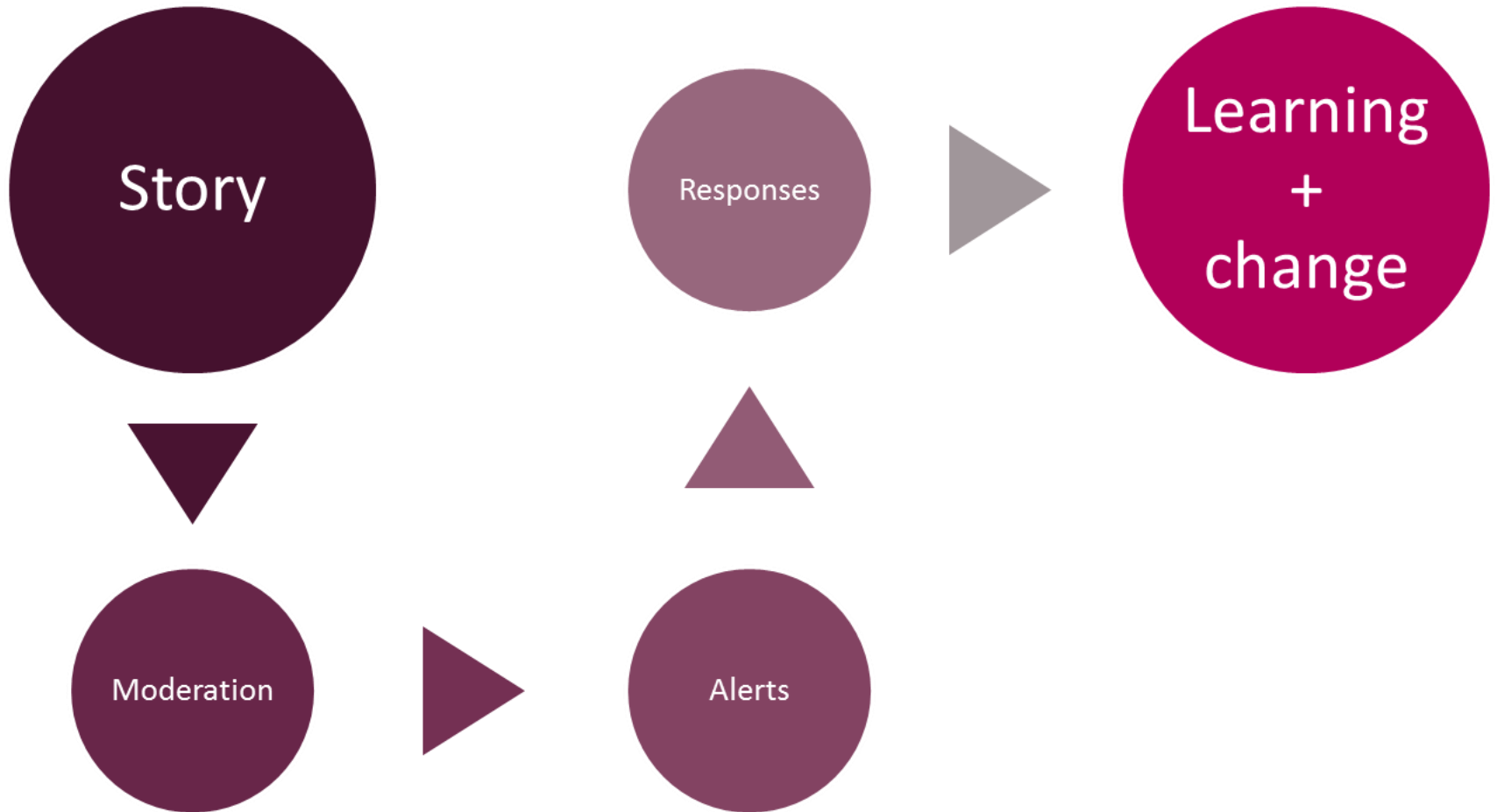
“It was a difficult time for me to go through and Care Opinion allowed me to control the speed and words rather than be rushed through Q&As or tick box scenario where things don't quite fit.”

Author Quote:

“The fact I did not have to give my name made it a lot easier to provide feedback. I find it hard to do it in person.

I would like it to make changes.”

# Stories – it's about the conversation



## Good practice in responding

### About you

- Your name, role and responsibilities
- Your picture
- Why you in particular are responding

### Speed

- Within 7 days at most
- If slower, apologise and explain why

### Content

- Personal and specific
- Thank author for feedback
- Apology and offer of help as needed
- Offer of follow up if wanted

### Signposting

- Other relevant services, with contact details, times and a named person
- Offer more than one way to contact a service

### Sign-off

- Polite and personal
- Would you be satisfied receiving this response?

Blog post : Link to [‘What makes a good response’](#)



## Top Responding Tips!



You can respond **as many times** as you wish



Never ask an author to disclose their **personal information** on the website.



A **transparent, honest and safe** conversation on Care Opinion demonstrates that your service listens to feedback, resolves problems and works towards positive change.

# What does a great Response look like on Care Opinion?


## Responses

  
Profile picture

  
Personal touch

Saying what you will do with the feedback

  
  
Sign off

 Response from Louise Lawrie, Service Manager - Motherwell Locality, North Lanarkshire Health & Social Care Partnership 8 months ago



Hi Amy927,



Thank you for taking time to share your experience and feedback regarding our wonderful Team Leader Eileen. Receiving this news about your son is bound to be overwhelming and a daunting experience indeed. However, it is so amazing to hear that Eileen could support you and make this experience less lonely for both you and your son. We are so lucky to have Eileen as part of the service, bringing all of her skills and experience from over the years. She contributes hugely to supporting children and families like yourself and also supporting the wider team in delivering this high quality care. We agree - she is an absolute credit to the team/locality/organisation.

I will ensure Eileen gets your lovely feedback and her value is celebrated. I wish you and your son all the very best on the journey ahead. Thank you again.

Many thanks.

Louise Lawrie

Service Manager

Motherwell Locality

[Has went over and above for me and my son | Care Opinion](#)

# Demonstrating a change!

- Must **affect the service and patients/service-users directly**.
- Can be **big or small**.
- Can be **planned for the future or made immediately** – update with a new response once the change has progressed or been made!
- Can be **updating staff training** or maybe seeking funding to make the change.
- Can be made on **positive and critical stories** e.g. good practice can be replicated or enhanced in other parts of a service/organisation.

## CHANGE PLANNED



## CHANGE MADE





## Example of a change

“We have relayed this to the team, who have since **updated the map** and will now ensure it is provided to patients in colour.”

Response from Andrea Bendowski, Clinical Nurse Manager, Planned Care, NHS Fife 6 days ago We have made a change

Response is public



Dear HK57,

Thank you for sharing your concerns with access to the NTC.

As a result of your feedback, we reviewed the maps provided to patients for directions. We agree that they were confusing and difficult to navigate. The map should have clearly indicated that there is no internal access to the NTC from the main hospital and that it can only be accessed from outside.

We have relayed this to the team, who have since updated the map and will now ensure it is provided to patients in colour. We appreciate you bringing this to our attention, as we hope this improvement will make navigation easier for patients in the future.

Thank you

Andrea Bendowski

1 person thinks this response is helpful Was this response helpful? Yes | No

# 5 elements of good responses:



- **Empathy and understanding**
- **Apologising**
- **Explaining what normally happens or why things happen**
- **Saying what you will do with the feedback**
- **Saying what you will do to make an improvement**

## Pay attention to the 'How did you feel?' tags

" Support through being sectioned 3 times "



### STORY HAS A RESPONSE



This story has had a response

**About:** Community Services (AMH) / CMHT North

Posted by [zoe66554](#) (as a service user ), last week

Diagnosed as having bipolar the mental health team and hospitals have been amazing throughout from having psychotic episodes, been manic hallucinations auditory and visual. I was very ill indeed not only did they look after me during this time they have helped me rebuild my life after through the mht.



I have learnt how to look after myself and manage my illness I have a detailed care plan in place to recognise symptoms and know who to ring immediately so I can stay well and be home with my children where I belong thank you so much everyone involved with my care I'm sure they will remember me as I will them ❤️

### Story summary

#### What was good?

care planning

new skills

staff

support

#### How did you feel?

supported

## Responses

**Say what you've done with the feedback**


**Empathy**

**Explaining what normally happens**

**Apologising**



Response from Anne McCourt, Operational Lead, Speech and Language Therapy, Children and Young People's Directorate, Southern Health and Social Care Trust 9 months ago

 We are preparing to make a change



Thank you alphamy88 for sharing your story on Care Opinion and thank you for your patience in awaiting our response. We have been investigating our options for staff uniforms in response to your story.



I fully understand how your daughter could become upset in a medical environment following on from the painful experience of her elbow injury.

We strive to provide a welcoming, relaxed environment for children attending Speech and Language Therapy and I am sorry that our uniform policy has had a negative impact on your daughter's experience. I agree that medical uniforms can be off putting for many young children.

## Say how you'll make an improvement

I have raised the issue at a higher level and it has been agreed that we can look into the option of polo shirts for our speech and language therapists who work with children.

Thank you for raising this issue and I am glad that we have been able to make a change as a result of your story.

Thank you also for your kind comments on Lucia. Lucia is a highly valued member of our team and she is empathetic and calm in her manner. I am glad that you found the appointment with her helpful and informative.

We hope that your daughter feels more comfortable at her future speech and language therapy appointments, once the change to polo shirts has been implemented.

1 person thinks this response is helpful

Was this response helpful? **Yes** | **No**





Response from Anne McCourt, Operational Lead,  
Speech and Language Therapy, Children and Young  
People's Directorate, Southern Health and Social  
Care Trust 3 months ago



We are preparing  
to make a change

▶ Response is **public**



Dear Alphamy88

As some time has passed since your story was submitted,I would like to provide an update.

We are currently in the process of seeking funding to implement changes to our uniform policy.

We aim to provide flexibility between tunics and polo shirts for our Speech and Language Therapists who work with young children.

Once I am in a position to clarify,I will update with a further response

Thank you for your patience.

**alphamy88** thinks this response is helpful  
**1** other person thinks so too

Was this response helpful? **Yes** | **No**

Update posted by [alphamy88](#) (a parent/guardian) 3 months ago

▶ Response is **public**

Waow 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.



# Try to avoid standard/copy & paste responses

Standard/  
copy &  
Paste  
Response

Response from [redacted] NHS  
Trust 7 years ago

Thank you for your comment. We are very sorry to hear that you have concerns and would like to speak to you; In order for us to look into this and investigate we need some further details. Can you please contact our PALs team who will be able to help you? You can contact them by phoning [redacted]

[redacted] Thank you.

Was this response helpful? [Yes](#) | [No](#)

Author  
Response

Update posted [redacted]

I have observed that the practice of this NHS Trust is to generate a standard response, which can and does come across as being very disingenuous, therefore suggesting that patients and/or carers concerns are not being taken seriously.

# Responding to critical feedback

Remember, it's entirely normal to feel...



**Angry**



**Upset**



**Frustrated**

But your goal is to **improve the relationship**, not to prove who is right.

Show the author that you have listened to them.

And show that you genuinely care about the experience they've had.

**“You can’t go back and make a new start, but you can start right now and make a brand new ending.”** James R Sherman

# Preparing yourself to respond...



- Take a deep breath
- Take your professional hat off
- Imagine it's you, what response would you expect?
- Try to understand and connect with the motivation
- Control any inclination to defensiveness
- Walk away, reflect, get someone else's viewpoint
- Examine your own motivation –to learn, to improve, to protect, to defend

## Keeping the conversation



When something hasn't gone well, it can be tempting to want to take the conversation offline to investigate further.

Ask yourself: **Do you really need more detail?** Can you respond to the information you already have?

I appreciate the offer although Care Opinion is about anonymous feedback and I believe that I have given enough information in my original story.

I understand the need to want to engage with me but using this way of giving feedback gave me the opportunity to be open in a safe way. I just want my feedback to ensure that this behaviour of the staff at the main reception is improved and that staff won't ignore service users or be distracted by their phones while we are waiting.

# Practical Tip!

The link **only** logs you into the site the 1<sup>st</sup> time



Sarah, we have published a story relevant to you

If you have responding rights, you can post a response below the story.

[Complimentary Therapy](#)

This is your **personal link**. It will log you in the first time you use it. After that it is safe to share with other people.

If the link above isn't working, please copy the address below and paste it into your browser:

<https://www.careopinion.org.uk/opinions/649337?t=2eqvpgec5z>

[Who else have we told about this story?](#)

**Why did I get this email?**

We've sent this email in line with alerts you have set on Care Opinion. You can change or pause emails you receive from us at any time.

Just log into [Care Opinion](#), and then [change your alerts](#).

# Who else received an email alert?

I'm not long over recent stomach surgery so I knew I needed medical assistance as the pain was getting more severe. Late at night the hotel booked a taxi to the hospital. The taxi driver was fantastic and made sure we knew exactly where to go when arriving at A&E.

I was triaged very quickly and moved to the Emergency waiting room, to my surprise my wife was allowed stay with me as this is not allowed in Dublin.

I was in the waiting area for 12 hours which compared to Dublin is quite quick. In the morning I was called by a doctor, I think his name was Ali (not sure) but he was fantastic and super professional, after he examined me it was decided I needed a CT scan.

Again the CT scan was prompt and all the people involved in doing it were so professional and respectful.

The surgical team were now involved as the CT showed an inflammation, again the surgical doctor explained to me clearly what the plan was and what was going to happen.

I was then moved to a trolley in a quieter area so I could get some sleep. The nurse who looked after me that night was very calm and professional administering the medication prescribed with the minimum of fuss. As was said by the surgical team I was called for early the next morning.

## How did you feel?

put at ease

very well looked after and cared for

## Activity

**5** staff members have read this story

Who has Care Opinion told about this story?

## Show your support

Have **you** experienced something like [silverwarepx43](#) did, here or elsewhere? If so, show your support below.

I've experienced this



## Who has Care Opinion told about this story?

We have told 2 members in your subscription

Fictional NHS Organisation

John Demo-Responder

Kermit Example-Admin

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Public Health Agency	1 told
----------------------	--------

---

Southern Health and Social Care Trust	8 told
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 Read

 Responded

 Helpful

Write your reply

Preview

This response is from

Me

Another member

How would you like to sign your response?



Name, job title, organisation

Job title, organisation

Organisation

Write your response

[guidance on responding](#) | [responses people found helpful](#)

**B** *I*    

Type something


Are you planning a change in response? [More about changes](#)


Not at the moment

We're planning a change

We've made a change

# Demonstrating you've made a change!

 We are preparing to make a change

 We have made a change

Are you planning a change in response? [More about changes](#)

Not at the moment

We're planning a change

We've made a change



When the editing period ends, your response will be read by a moderator before publication.

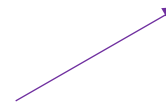
## Your consent

I consent to my response being published on Care Opinion and shared online to help learning and change.



Consent and submit response

30 minutes  
editing time  
once  
submitted



And something different



" Wonderful Ward 3A "

About: The Ulster Hospital / Ward 3A

Posted by *PatientWard3A* (as a service user), last week

### WARD 3A RAP

Ward 3A's the best and that's no lie,  
The doctors and nurses will look in the eye.  
Ask what you want, don't be shy,  
You will get an answer, whether you're a girl or a guy.  
They will tell you what's happening, the whole way through,  
Every procedure and what they're gonna do.  
When you go home feeling better,  
Don't forget to send a thank you letter.

## Responses



Response from **Conor Campbell**, Senior Manager, Assurance and Improvement, South Eastern Health & Social Care Trust last week



Hi there PatientWard3A



Glad you're well and home today

We humbly accept your appreciation

But hope you won't need a repeat vacation!

We aim to please, we aim to serve

To provide the quality that you deserve

It's been our privilege to provide your care

When you need us, we'll always be there!

Stay safe and well, my friend!

Best wishes

Conor

# Nominate a Star Responder...



[Star Responder | Care Opinion](#)



# Questions/Comments?

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



**Thank  
you**