

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".

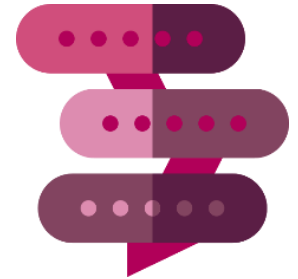
**Introduction
to Care
Opinion**



Before we
start...

- **Recording**
- **Camera & Mic**
- **Live Captions**
- **PowerPoint Live**
- **Post session email**

Today we will have a look at:



- Who we are
- The process of a story and response
- Accessing the Care Opinion website
- Searching
- Live Site

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



Featured stories

[View latest stories](#)

"The Paramedics were *kind*"

STORY HAS A RESPONSE



Care Opinion in 2 minutes



"I think my story is rather d... about phones!"

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

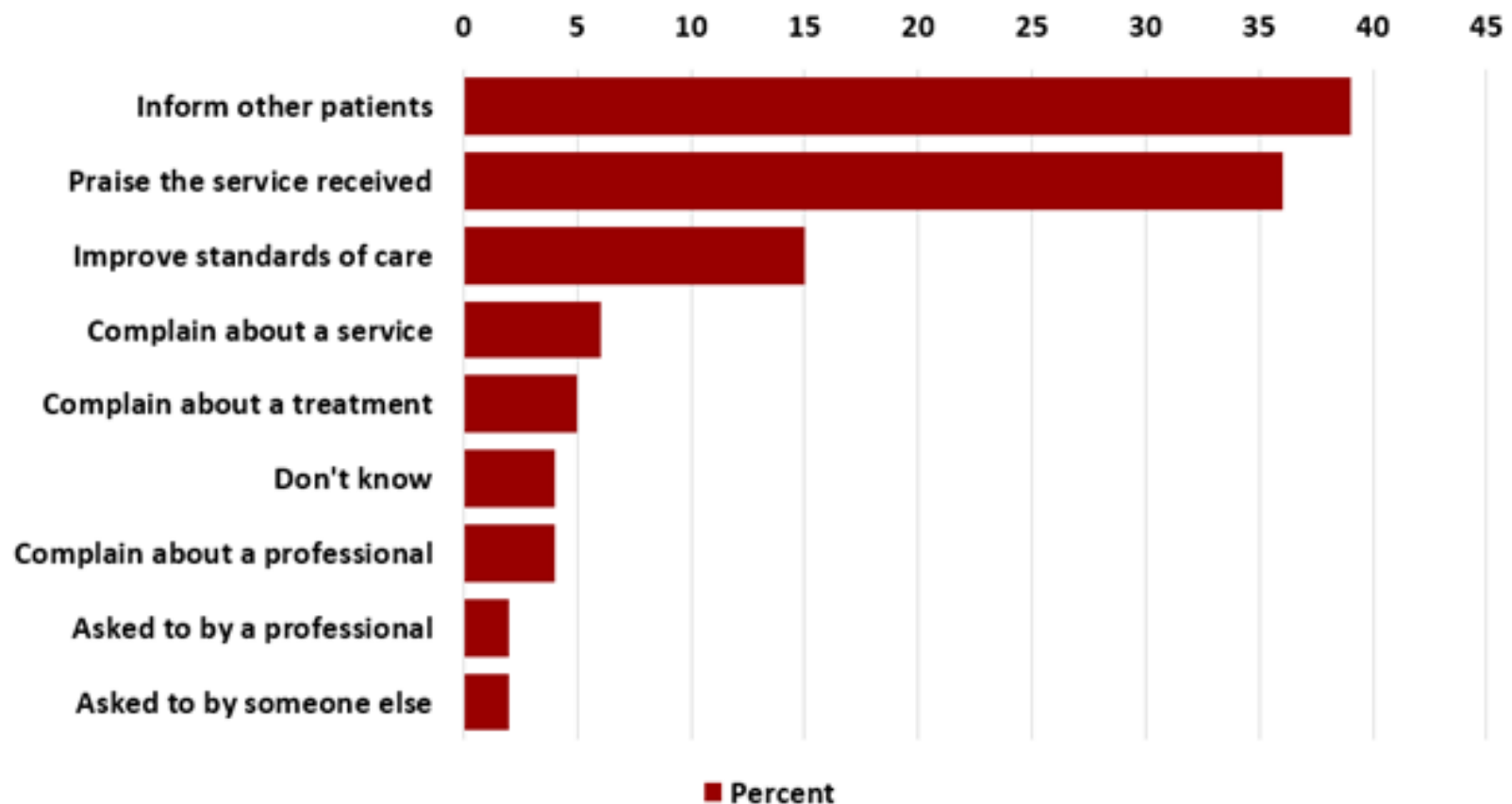
Transparency

Inclusivity

Positivity

Humanity

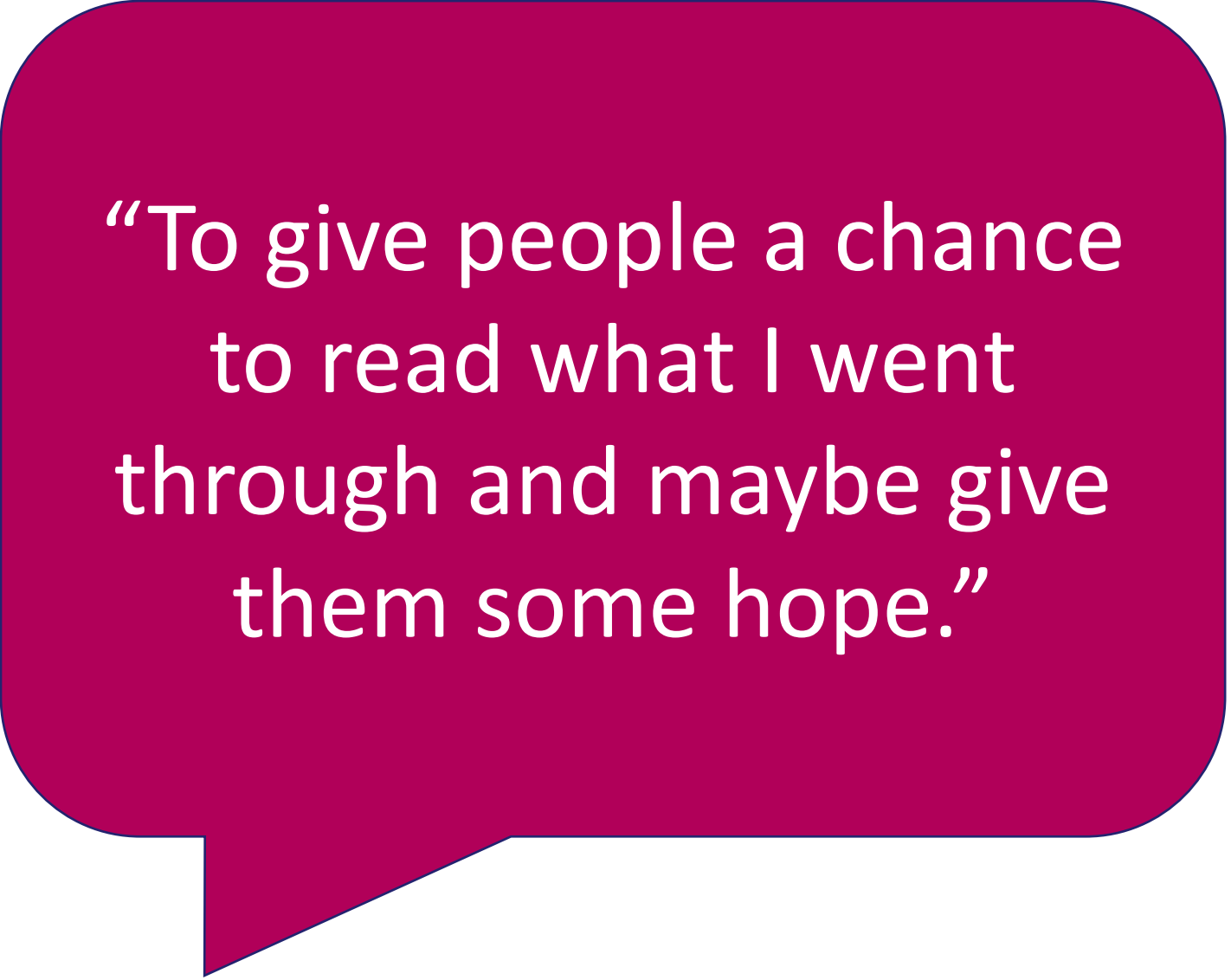
Why do people post feedback online?



Source: van Velthoven et al, 2018

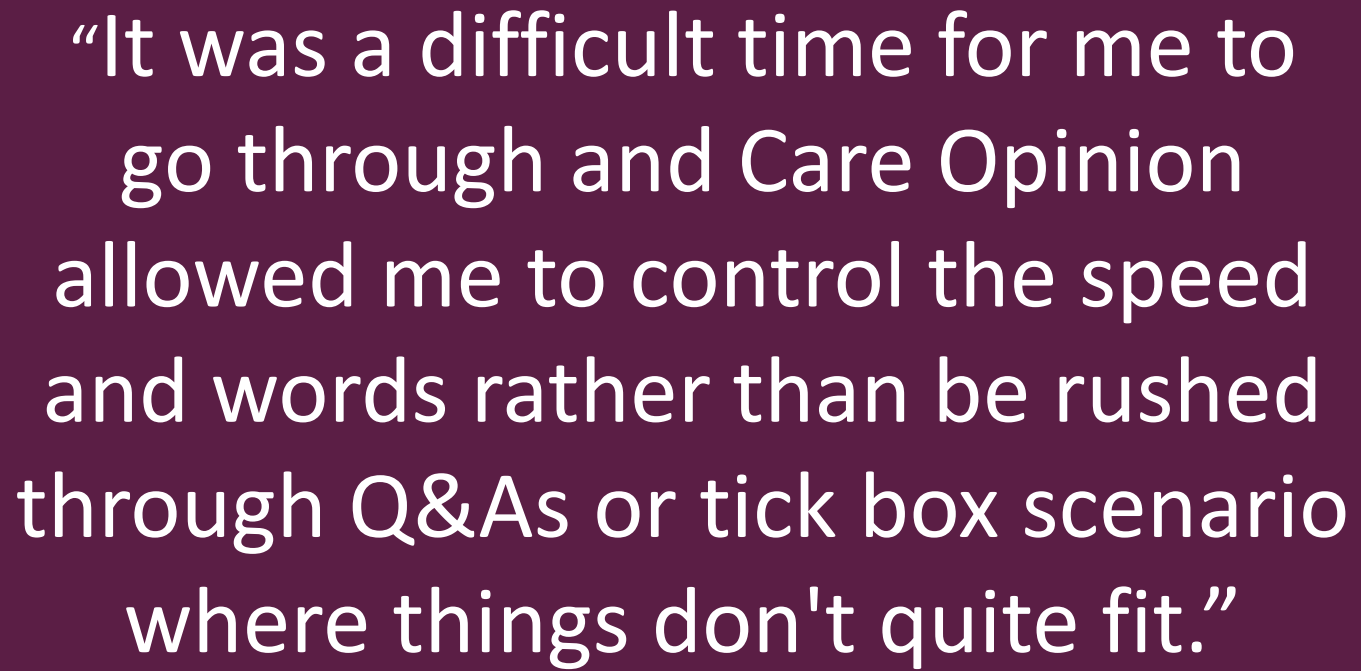


“People need to know
how valuable this care is”



“To give people a chance
to read what I went
through and maybe give
them some hope.”

“To highlight the problem without making a formal complaint and to thank the staff for excellent care”



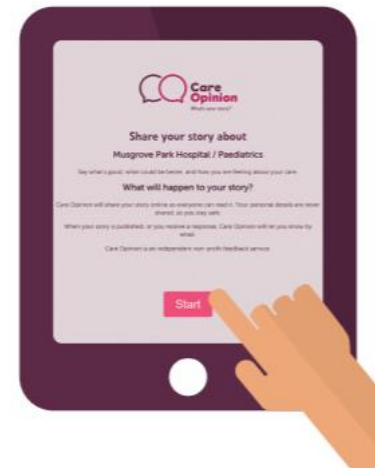
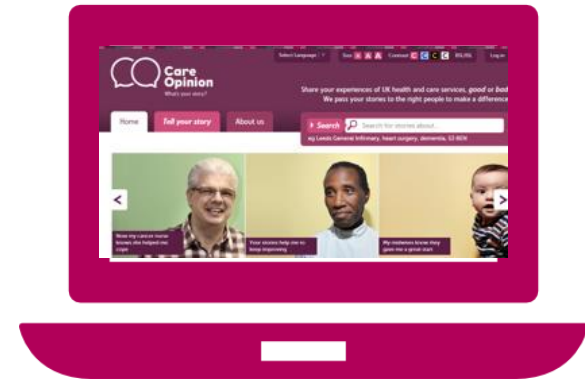
“It was a difficult time for me to go through and Care Opinion allowed me to control the speed and words rather than be rushed through Q&As or tick box scenario where things don't quite fit.”

Ways to share a story with Care Opinion

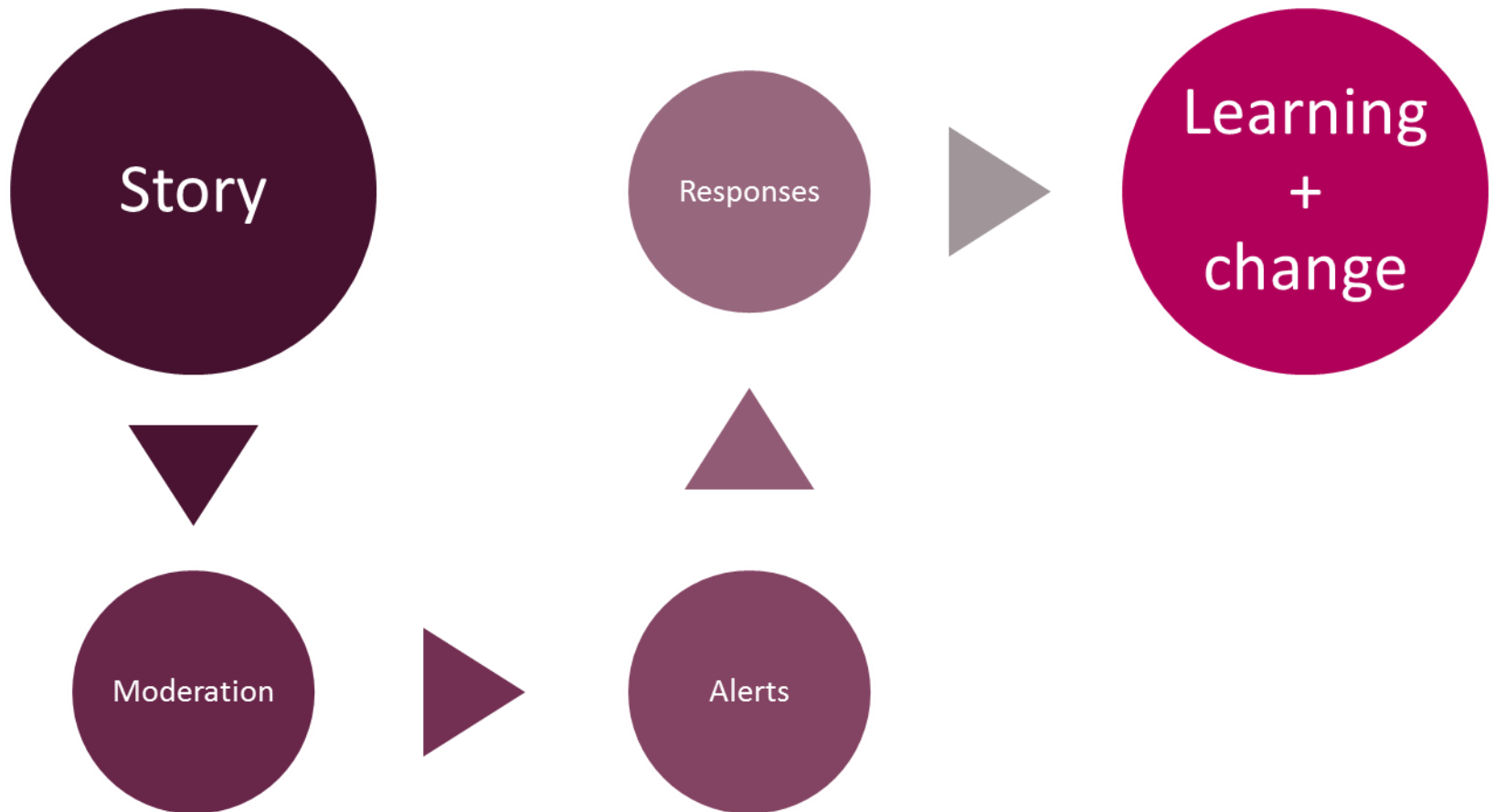
- Online careopinion.org.uk or careopinion.ie
- Freephone **0800 122 3135 (UK only)**
- Freepost leaflets
- From an invitation link
- With support from Volunteers
- Using picture tiles

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

All story authors are kept **anonymous**.



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



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.

" I felt so looked after "



CHANGE MADE



This story led to a [change](#)

About: Sidwell Street Clinic / Exeter Sexual Health

Posted by [robinpr53](#) (as a service user), 5 months ago

I was concerned and needed a check up - the phone line was frustrating, as it said to call the same number I was already calling, and wouldn't let me book an appointment over the phone or connect me with a member of staff. However, when I went in, staff on reception said they were changing systems, which is understandable.



That said, the level of speed, care and efficiency I received from all of the staff could not have been better once I was there. I felt so looked after, and competently cared for. Besides swiftly receiving the tests I wanted, I was told about extra levels of care available - and was quickly then given them. I felt absolutely honoured and blessed to live in a country where I could access care of that quality for free - it was genuinely amazing. I woke up this morning feeling quite anxious, and have gone to bed feeling fully reassured, and extra safe.

I am not exaggerating in any way here at all. The staff at the Exeter clinic, and the care i received could not have been better, hence why I am taking the time to write this review - very well deserved.

My sincere thanks to the Exeter clinic - you are a model for all to follow, epitomising professionalism. Please know that your hard work really is valued by people, well it certainly was by myself today.

Story summary

What was good?

communication efficient level of care
speed staff

What could be improved?

phone system

How did you feel?

cared for looked after reassured
safe thankful


Activity

10 staff members have read this story

Who has Care Opinion told about this story?



Response from April Brooks, Lead Nurse - Sexual Health, Devon Sexual Health, Royal Devon University Healthcare NHS Foundation Trust 5 months ago

 We are preparing to make a change

▶ Response is public



Hi robinpr53,

Thank you so much for taking the time to provide this feedback about your experience at the clinic. We are aware there are issues with the telephone lines, often due to the high volume of calls experienced in the Exeter clinic. We are trying to change how the phone system is managed as we do appreciate it is frustrating and annoying not being able to get through. I apologise for the difficulties you had on this occasion.

Despite the above, I am really grateful that once you got through the door, you had a very positive experience in clinic, and were well looked after by the team. Indeed, we are very lucky to be able to offer a high degree of care, including preventative measures to keep people healthy and safe in future - some examples include offering vaccines, PrEP, free condoms and on-going contraception, where indicated. We always aim to provide this in a friendly, informative and non-judgemental way.

Sometimes working in the NHS is challenging, but seeing feedback like yours is a perfect reminder why we do what we do, and why we love helping our patients. So thank you for making my day - I will be passing this on to the team too!

Best wishes,


April Brooks

1 person thinks this response is helpful

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



Response from April Brooks, Lead Nurse - Sexual Health, Devon Sexual Health, Royal Devon University Healthcare NHS Foundation Trust 3 months ago

 We have made a change

▶ Response is **public**



Hi robinpr53,

I just wanted to let you know that since you left feedback 2 months ago, we have made changes to our phone system in Exeter and also launched an online booking system: <https://www.devonsexualhealth.nhs.uk/our-clinics/myphr/>

We have noticed that there is now less pressure on our phone lines, which means for people who do not want to book online, or for patients who wish to talk to a member of our reception team, it is easier to get through. The online booking system has been very popular, and if you need our service again in the future, I'd recommend seeing if it works for you?

We are always keen to hear what patients think about their experience in clinic, and I wanted you to know that your feedback was taken on board and we have hopefully improved things.

Best wishes,

April

1 person thinks this response is helpful

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

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 multi-step workflow for telling a story. At the top, a progress bar consists of five chevron-shaped buttons: 'Your story' (dark purple), 'About you' (medium purple), 'Services' (light purple), 'Tags' (very light purple), and 'Sign off' (white with purple border). The 'Your story' step is currently active.

Below the progress bar, the form contains the following elements:

- A question: "What is your story about?" with a help icon (question mark in a circle).
- A 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 purple banner with a right-pointing arrow and the text: "Use one or more pictures to tell your story". To the right of the banner are three small icons representing 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 white button with a left arrow and "Back" text, and a purple button with a right arrow and "Next" text.

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:

- 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
- Add your own survey link at the end



Tell us your experience of our service

Mental Health for Older Adults

East & South

Your story matters and could help bring about positive change to meet the needs of our patients and their families.

Scan here to share your story:

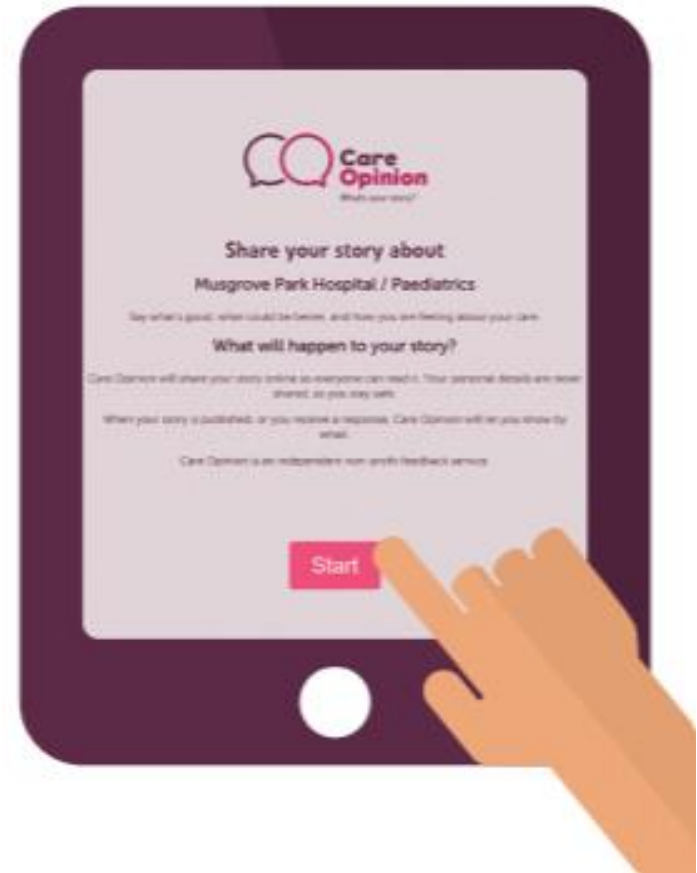
SCAN ME



visit:

<https://www.careopinion.org.uk/799/mhoa-east>

or freephone: 0800 122 3135



WHO CAN SEE FEEDBACK?



STAFF

- Immediate staff are alerted to the story, giving those with responder rights the opportunity to post a response
- Staff from other departments & SMT may also see these stories



THE PUBLIC

- By visiting departments and reading display boards
- The public can also come onto our website and scroll through, reading stories from their areas, or elsewhere
- Social media is a great way to heighten public engagement



GOVERNING BODIES

- The Scottish/ UK Government
- MSP's/ MP's
- Care Quality Commissioner (CQC)
- Scottish Public Services Ombudsman (SPSO)



STUDENTS & RESEARCHERS

- Students researching Care Opinion for use in their academic studies
- Researchers investigating complaints & Feedback, and the place in which Care Opinion occupies within this field

How do I find out who else has been alerted to this story?

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

Nottinghamshire Healthcare	20 told	✓ 3 read	✓ responded
NHS Foundation Trust			



**Accessing
the site**

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



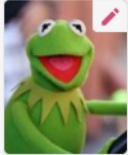
Explain to people
what you do



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
Fictional NHS Organisation
kermit@example.com

User details

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

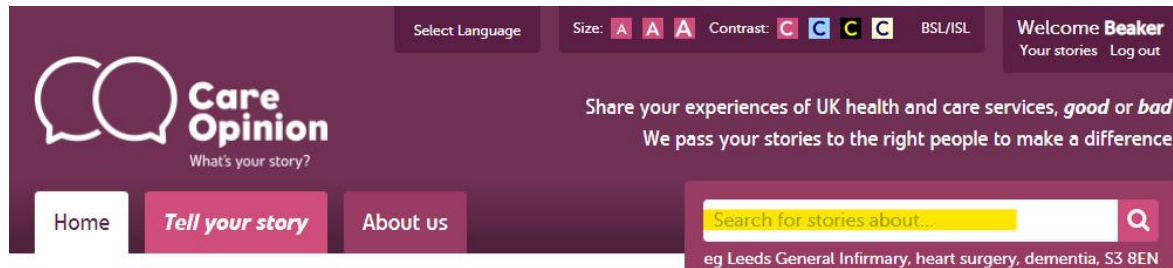
Quick links

- 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 cards. The first card shows a woman smiling and has the text "I made sure my mum could keep in touch". The second card shows a woman holding a young child and has the text "Now the staff know how they helped our family". The third card shows a man in a white lab coat and has 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

How to find help?

- **Help** button
- **Support** page
- Contacting your **lead within your organisation**
- Contacting your Care Opinion support lead
- Emailing: **info@careopinion.org.uk**



Care Opinion
What's your story?

THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

About us	FAQs	Subscribing	Help
Our mission	Accessibility	Features	Tell your story
Our team	Privacy	Support	Find stories
Contact us	Cookies	Education	Find services
Blog	Complaints	Research	API

[f Like](#) [Follow](#)



Live Site...

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

Blogs

Royal Devon University Healthcare NHS Foundation Trust

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

Inclusion – Sexual Health Services

[Celebrating 1st year of online feedback](#)

Nottinghamshire Healthcare

[Blog by MH service user](#)

GP in Hackney – The Lawson Practice

[Care Opinion within a GP setting](#)

Southern Health & Social Care Trust

[Care Opinion for in-patient mental health & learning disability service | Care Opinion](#)

[All blogs on Care Opinion | Care Opinion](#)

NHS
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

Share your story on
Care Opinion:
bit.ly/COstoryshare





**Thank
you**