

Care Opinion Newsletter

November 2023



Welcome to our November 2023 newsletter, especially to the services that have recently come on board to Care Opinion, including the Diabetes Prevention Framework, Diabetic Eye Screening, the Nuclear Medicine PET and CT Scan team, MRI at Ninewells and PRI, and the Intensive Home Treatment Team at Murray Royal Hospital.

Star Responder

Congratulations and well done to Senior Midwife Lee-Anne Abel who was chosen as one of Care Opinion's Star Responders at their very first Star Responder Awards Ceremony! The ceremony was held during their Autumn Conference, entitled 'Caring for Care: How online feedback is helping healthcare get better', which took place on 16 November.

Care Opinion reserves the Star Responder title for those who demonstrate exceptional dedication to responding to the stories we receive. Being a Care Opinion responder carries significant responsibility, but it is also an opportunity to connect with story authors in a truly meaningful way. Lee-Anne's response serves as a perfect example of empathy, understanding and being personal to the specific story and experience shared.



Lee-Anne says that 'to be recognised as a star responder via Care Opinion is an absolute honour and a privilege. Responding to stories is such an important part of my role as Senior Midwife and I feel the value Care Opinion brings us in service is not to be underestimated. It is so important to hear the voices of women and families accessing all of our services across women, children and families.'

The stories are so openly and honestly shared by women and families who are often vulnerable due to either pregnancy loss, pregnancy/birth or other health concerns. These stories are heartwarming, inspiring and full of rich narrative that allows us to listen to learn from their experience and improve services. Equally, the wonderful positive stories give our teams a great boost knowing that the work they are doing is making such a positive difference for so many.

I am touched to be recognised for what is a part of my role that I enjoy participating in but more so for the acknowledgement that the heart of my approach to care being person-centred and valuing every person as a human has been the key feature that has inspired this.

This is the Care Opinion story and response that secured Lee-Anne her Star Responder title: Early Miscarriage | Care Opinion.

Care Opinion's Autumn Conference 2023



Care Opinion held its online Autumn Conference on 16 November, which featured sessions designed to inspire, inform and connect. Exploring the topic, 'Hearing All Voices', NHS Tayside's Care Opinion Manager, Victoria Sullivan provided an overview of Tayside's Seldom Heard Voices, focusing on some of the patient groups we hear from less, and the many ways we are helping to ensure the voices of those who use BSL, speakers of other languages, children and young people, carers, people in rural communities, those who prefer not to use technology, and people with learning difficulties are being heard.

As well as the Star Responder Awards mentioned earlier, the Conference also featured a talk on research recently carried out on patient feedback and its impact on policy, and discussions from across the UK on responding to critical feedback. A blog about the Conference can be found using this link: [Care Opinion's Autumn Conference 2023 - Caring For Care | Care Opinion](#), where you can watch recordings and download the presentations and research papers. Care Opinion's conferences are well-subscribed and packed with inspiration and reflection so we would thoroughly recommend signing up to enjoy their 2024 Conferences live.

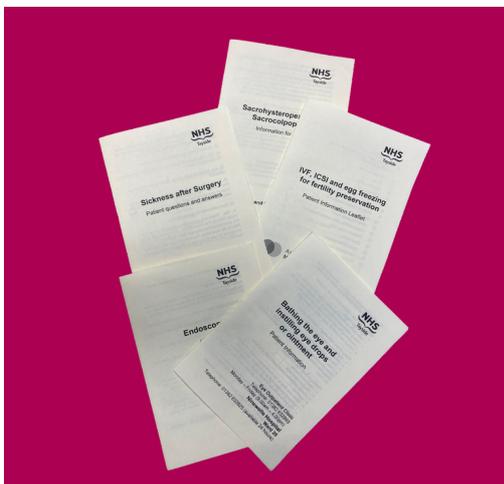
Milestone Achievements

Congratulations to the Endoscopy Unit in Ninewells for reaching the milestone of 100 patient stories! The service receives a steady flow of almost entirely positive stories, describing how the friendly and efficient staff there help patients relax throughout their procedures.

We are also very happy to announce that Perth Royal Infirmary has received over 500 stories from patients who have visited services across the site, describing the care and exceptional treatment received in outpatient clinics, wards, theatres and other areas throughout the hospital. Well done to PRI staff for helping to encourage more and more patients to use Care Opinion to let us hear their voices.



Working together to promote Care Opinion



Patient Safety, Clinical Governance & Risk Management colleagues are working closely with the Care Opinion team to ensure that Care Opinion is promoted at every opportunity by adding Care Opinion QR codes when reviewing Patient Information Leaflets. If your service's leaflet is due for review or you'd like to add your Care Opinion QR Code, please contact Lesley Montgomery on Lesley.montgomery3@nhs.scot or ext 13410.

Freepost Leaflets

We have a box of freepost Care Opinion leaflets, purchased using the grant we very kindly received from the Tayside Health Fund. Many of our elderly or younger patients may prefer to provide written feedback using the leaflets, so if you would like a supply of the freepost leaflets please email tay.careopinion@nhs.scot

Also, if you require any additional Care Opinion promotional items such as posters, cards, post-its, pens etc, please let us know. We presently have very limited stock, but your request will be added to the list for distribution when we receive more items in early 2024.



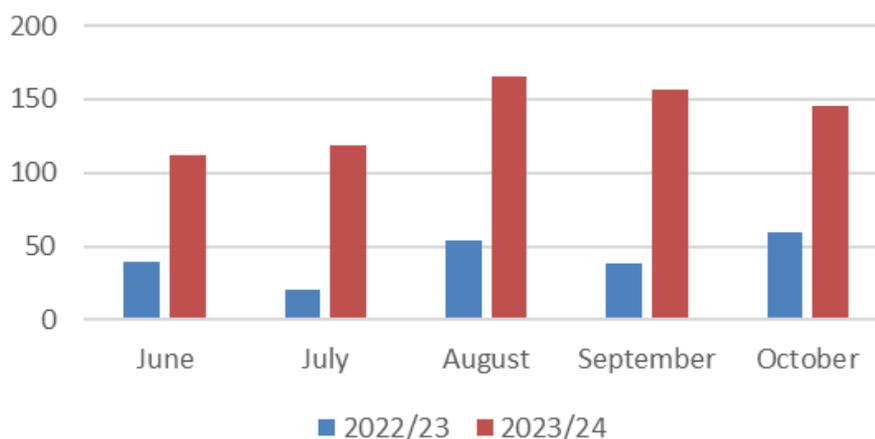
Ninewells Concourse Display



Have you seen our Care Opinion display in the Ninewells concourse? We hope patients passing the area will scan the large QR code there to give us more feedback. If you would like to create a display in your area featuring one of our new posters, please get in touch on tay.careopinion@nhs.scot.

Responding to stories

Did you know we are receiving more stories now than ever before, and that our average across NHS Tayside is approximately 150 patient stories per month? We are delighted to see how much our patients have embraced the use of Care Opinion to let us know how they feel about our services.



As our story numbers continue to grow we are unfortunately beginning to see an inevitable drop in our response rate. If your service is experiencing difficulty in having capacity to respond to Care Opinion stories, please contact us to add more responders within your service area so that we can maintain our healthy response record. Judging by the number of liked stories, we know that patients do appreciate it when they receive a response to their stories so please help us keep the response rate up.

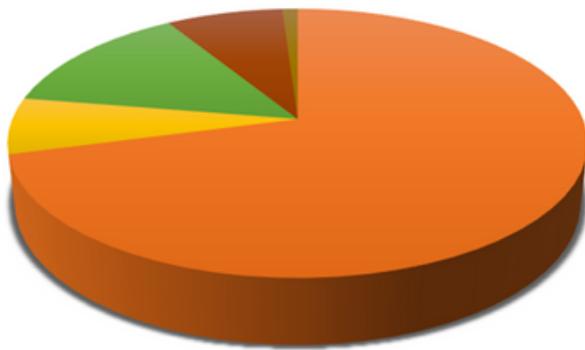
If you need some refresher training in responding to stories or in any other Care Opinion training topic, some of the upcoming Care Opinion webinars are listed below.

<p>*NEW* Introduction to the Care Opinion website</p>	<p>Wed 17 Jan 2024 @ 2pm</p>	<p>This webinar will include a brief introduction of who Care Opinion is and how the website works, including a live demo of the site! Learn how to log in to the site and update your profile details, navigate the site, and find stories relevant to the service you work in.</p>
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<p>Responding to critical stories on Care Opinion</p>	<p>Mon 22 Jan 2024 @ 2pm</p>	<p>In this session we will look at; responding to negative comments when you don't know who the user is, supporting teams to respond and act on feedback (and how to incorporate this into a reply), showing you have made a change and good practice in responding styles.</p>
<p>*NEW* Promoting Care Opinion & how to ask for feedback</p>	<p>Wed 7 Feb 2024 @ 10am</p>	<p>There are many ways to feedback on Care Opinion. This session aims to explain the different ways encouraging feedback and we share examples of best practice. We will also help you think about the best ways to ask for feedback in services.</p>
<p>How to respond well to stories</p>	<p>Wed 21 Feb 2024 @ 10am</p>	<p>In this webinar we will look at the research on what makes a good response and share the best practice framework to help you feel confident writing responses. Great if new to responding.</p>
<p>Keeping track of your stories using alerts & digests</p>	<p>Tues 27 Feb 2024 @ 2pm</p>	<p>This webinar will teach you how to create and manage your alerts, as well as digests, so you can keep track of stories relevant to you and your services on Care Opinion.</p>
<p>*NEW* Designing new promotional materials</p>	<p>Wed 6 Dec 2023 @ 10am Tues 12 Mar 2024 @ 10am</p>	<p>This session will explain Care Opinion brand guidelines and offer access to logos and also share good examples other services have already created. This session is 30 minutes.</p>
<p>Reports and Visualisations</p>	<p>Tues 12 Dec 2023 @ 2pm Wed 20 Mar 2024 @ 10am</p>	<p>Learn how to run reports and visualisations from the stories about your service. This session is great if you are responsible for showing how you drive quality improvement and providing evidence of how you listen and change because of feedback.</p>

<p>*NEW* Involving staff and volunteers with the 'assisted story telling process'</p>	<p>Tues 19 Dec 2023 @10 am Wed 27 Mar 2024 @ 2pm</p>	<p>This webinar is for you if you are involved in assisting patients and service users to share their stories if they need a little help. We will explain how this can be done and cover the best way to add stories to the site.</p>
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Story criticality



■ 0 Not critical
 ■ 1 Minimally critical
 ■ 2 Mildly critical
■ 3 Moderately critical
 ■ 4 Strongly critical
 ■ 5 Severely critical

Care Opinion measures its story negativity or positivity in terms of criticality. The vast majority of NHS Tayside stories continues to be positive, with our current criticality ratings as follows:

0 - Not critical	1 - Minimally critical	2 - Mildly critical	3 - Moderately critical	4 - Strongly critical	5 - Severely critical
70.8%	6.7%	13.6%	7.7%	1%	0%

HSCP Updates

NHS Tayside, Perth & Kinross HSCP and Angus HSCP each have separate Care Opinion subscriptions but that doesn't stop us working well together to help services the length and breadth of Tayside receive valuable feedback from all of our services. With many stories mentioning services in more than one subscription to describe their patient journeys, we work collaboratively to ensure the right responders are all on hand to thank story authors and use the feedback for service improvement.

Angus HSCP Update



Angus Health & Social Care Partnership newsletter can be accessed [here](#). For further information on the Angus HSCP subscription, contact Shona Burge on shona.burge@nhs.scot

Perth & Kinross HSCP Update

The most recent Perth & Kinross HSCP newsletter can be accessed here:

[P&K HSCP Newsletter - October 2023](#)

For further information on the Perth & Kinross HSCP subscription, contact Geraldine Knight on GeraldineKnight@pkc.gov.uk.





How to share your care experience with us



Ask for help

Volunteers, medical students and nursing staff can help you give your feedback.

Go to the website

Simply scan the QR code or visit careopinion.org.uk



Call

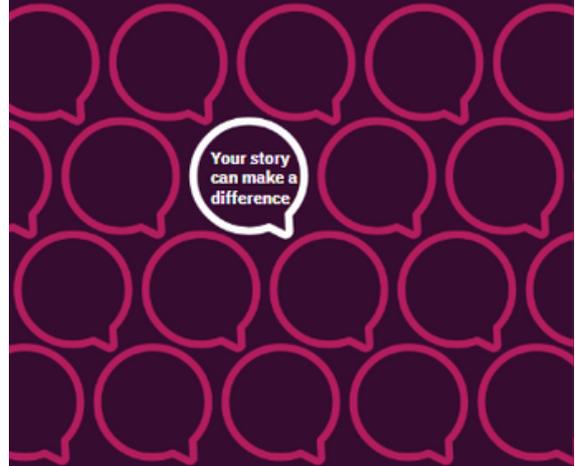
Call our Care Opinion team and share your story - 0800 122 3135

Write it down

Use a Care Opinion leaflet to handwrite your story and send it to Care Opinion's FREEPOST address



If you require any more Care Opinion posters or leaflets, please email tay.careopinion@nhs.scot.



See what others are saying and share your story at careopinion.org.uk or call us on 0800 122 3135



YOUR STORIES HELP ME TO KEEP IMPROVING



Please get in touch if you or any colleagues have changed roles and no longer require to be part of the Care Opinion subscription. Any services that could benefit from being part of the Care Opinion subscription can arrange for a chat or further information by contacting tay.careopinion@nhs.scot.

Your story
can make a
difference