

# Care Opinion Newsletter

## April 2024



**Welcome to our Spring 2024 newsletter, especially to services that have recently come on board, including Children's Integrated Therapies Service, Cardiology Rehabilitation, Diabetes Outpatient Clinics, Emergency Laparotomy Service, Colorectal Specialist Nurse Service, Photobiology, Gynaecology Services in Area 3, Ninewells, the Crisis Resolution Home Treatment Team, Oncology Single Point of Contact, the Patient Liaison Response Team, and within Dermatology: the Camouflage Clinic, Inpatient Services, Specialist Nurse Service, Dermatology Treatment Centre and Dermatology Surgery.**

*Care Opinion newsletters will now be produced quarterly and each newsletter will feature a Care Opinion Hero who's making a difference within their service by helping to encourage more patients to tell us their stories and responding in a person-centred way to the stories they receive.*

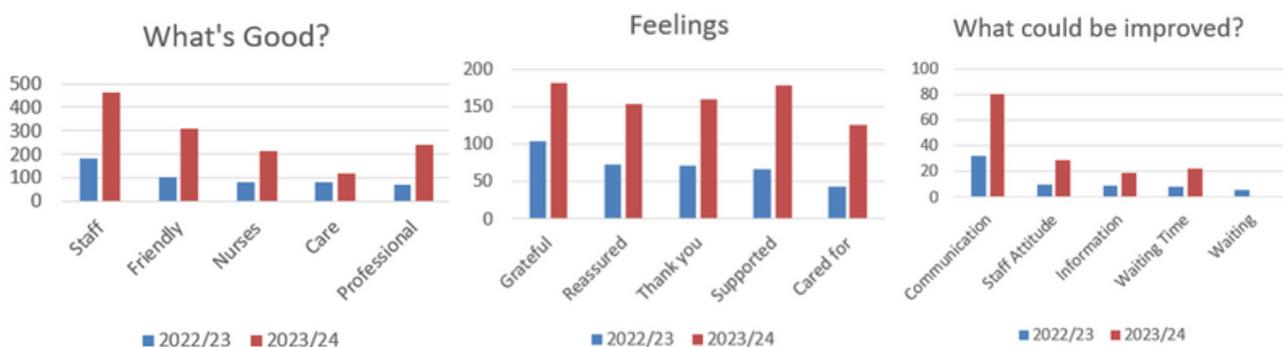


# NHS Tayside Care Opinion Annual Report 2023/24

Some of the highlights from the 2023/24 Care Opinion report include:

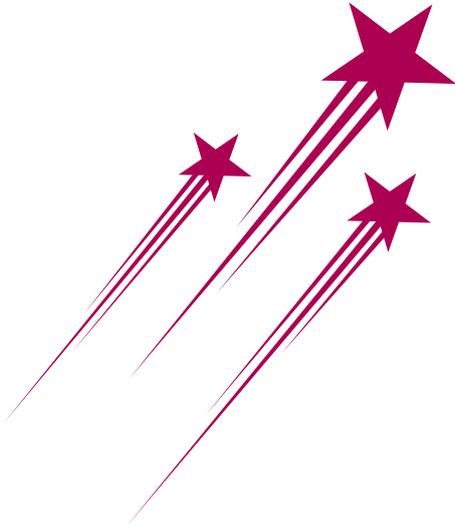
- In 2023/24 we received 1,506 stories, which is an increase of 148% from the 607 stories we received in 2022/23
- 79% of the stories we received in 2023/24 were entirely positive
- Over 80% of our stories were responded to within seven days
- NHS Tayside’s stories were read over 114,390 times during 2023/24
- At the time of writing the report, NHS Tayside had received the second highest number of stories in Health Boards in Scotland, and had the second highest number of responders in the UK
- The use of Kiosk mode has increased due to the number of volunteers now helping patients to provide their feedback through Care Opinion
- The use of freepost leaflets has increased thanks to funding received from Tayside Health Fund

Care Opinion was very pleased to highlight that since 2021/22, NHS Tayside has seen an increase of over 600% in patient stories, which is a fantastic achievement and can be attributed to the increased uptake of training and promotion across all areas of the Health Board, which means that we are all listening much more carefully to the collective voice of the patient. Thank you to each and every one of NHS Tayside’s responders and to everyone displaying posters, handing out cards and QR codes to actively seek the feedback we need to improve.



[Read the annual report responses here.](#)

# NHS Tayside's Spring 2024 Care Opinion Hero



Denise Marshall, Obstetrics & Gynaecology Outpatients Senior Charge Nurse, was chosen to be our very first NHS Tayside Care Opinion Hero! Care Opinion Heroes are responders who demonstrate exceptional dedication in their responses to stories by using empathy, kindness, personalisation, understanding, and are written in a clear and transparent way that encompass the attributes of person-centredness.

To date, Denise has responded to an incredible 57 Care Opinion stories, each with a bespoke response. Although the vast majority of stories received on Care Opinion are positive and praise the staff, Denise informed us that she also values the negative stories, considering them an opportunity to listen and learn from experiences, initiate changes and to improve services. Where required, Denise offers story authors the opportunity to contact her directly, to discuss and address their concerns.

Denise feels that, "patients are open and honest, and stories are often posted at times when they feel vulnerable and emotional, at times due to pregnancy loss or other health concerns. Being part of their hospital journey is important and may be a memory they will always remember".

Over the past five years, Denise has managed Gynaecology Outpatient Services, incorporating the Early Pregnancy Assessment Clinic, Gynaecology Clinics, and the Gynaecology Assessment Unit. Before this, Denise's role was as Complaints and Feedback Co-ordinator in the Patient Experience Team. She feels her background there has been beneficial in responding to stories on Care Opinion.

## Care Opinion Hero cont.

We asked Denise to tell us how Care Opinion is promoted within Obstetrics & Gynaecology: "There are posters in the waiting areas and in each consultation room with QR codes for patients to use. Staff encourage patients to use Care Opinion to tell us about their hospital journey. Cards and leaflets are also available, and staff all know about Care Opinion".

Given her background working with Complaints, Denise felt she was not in need of much training for her role in Care Opinion, but suggested other staff members may require some responder training. Denise told us she reads all the Care Opinion newsletters and that her colleagues enjoy them too, as they contain useful information and that the statistics are particularly informative.

We asked Denise her views on informing NHS Tayside staff about Care Opinion. She suggested this could be shared at ward staff meetings and by having regular drop-in information sessions.

Do you enjoy our newsletters? What suggestions do you have about how we can raise awareness and get more people involved? Keep encouraging, listening to and responding to the patient voice and you might be our NHS Tayside Summer 2024 Care Opinion Hero.

## Care Opinion Star Responder Awards

As a current member on a Care Opinion subscription, you can now nominate people who you think deserve a Star Responder Award!

These are people who you recognise as great responders, either when replying to a specific story on Care Opinion, or simply in general when replying to multiple stories. These people go above and beyond to reply to stories, and we think they deserve recognition for this.

Find out everything you need to know and **[Submit your nominations here](#)**. The closing date for this quarter's nominations is 30 June 2024.

For examples of previous Star Responders on Care Opinion, you can see our blog here: **[Star Responder Award Ceremony 2023 | Care Opinion](#)**.

## Care Opinion milestones

In March 2024, NHS Tayside hit the 3,000-story mark on Care Opinion. Staff came together to thank patients for telling us their stories in this video which featured on social media - watch it [here](#).

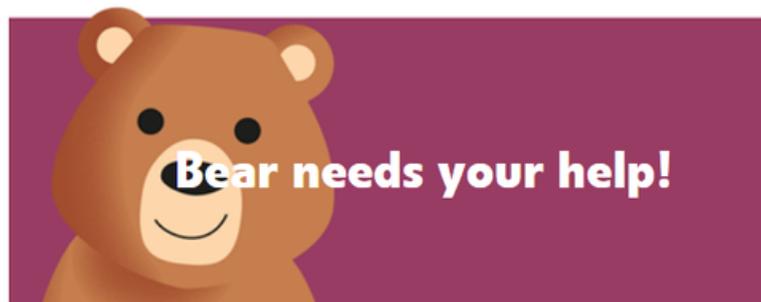


## Care Opinion Spring Conference

The Care Opinion Spring Conference took place on 2 May 2024. The theme was 'What happens when we start listening to each other'.

The big news for the Children's Service is that 'Care Opinion Bear' was announced as their new promotional character.

Tell your story with help from Bear



## Promotional Materials

We've recently received new stock of promotional materials! These include badges, pens, posters, postcards and credit cards. Please contact [tay.careopinion@nhs.scot](mailto:tay.careopinion@nhs.scot) to order new materials for your service.



## Understanding the Patient Journey

NHS Tayside's Cancer Management Team is currently carrying out some focused work on person-centredness and patient experience to ensure services and patient pathways are person-centred and meet the needs of the people using them. Part of this work is looking closely at the Care Opinion stories received throughout Cancer Services, and finding ways to encourage patients and their families / carers to tell us about their whole journey. The aim is to obtain a fuller picture and to share these stories with NHS Tayside's partners across primary care, Health & Social Care Partnerships and third sector organisations, who all fulfil vital roles within the wider remit of Cancer Services. The feedback will also be used to help shape how services are delivered by focussing on what is important to people affected by cancer, and what will have the greatest impact to them.



# NHS Tayside Featured in Specialist Cancer Charity Group Care Opinion Report

Care Opinion continues to provide effective ways to empower and support services to use the information gathered from the stories received to further refine and develop clinical involvement linked to local learning and quality improvement work. NHS Tayside was recently invited to feature within a **report published for the Specialist Cancer Charity Group (SCCG)**.

## Training and Support

The schedule for the next series of webinars has yet to be published by Care Opinion, however for anyone who is new to Care Opinion, or who may find it handy to refresh their knowledge, previously recorded webinars can be accessed at any time using this link: **Training and support webinars | Care Opinion**. These include webinars on:

- Introduction to Care Opinion
- Responding to Critical Stories
- Promoting Care Opinion
- How to Respond Well
- Keeping Track of Stories
- Designing new Promotional Materials
- Using Reports and Visualisations
- Involving Staff and Volunteers
- Framing the Ask
- Using Invitation Links for Revalidation
- Responding to Stories about Mental Health Services

## HSCP Subscription Newsletters

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 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](mailto:shona.burge@nhs.scot)

The most recent Perth & Kinross HSCP newsletter can be accessed here: [P&K HSCP Newsletter](#)  
For further information on the Perth & Kinross HSCP subscription, contact Geraldine Knight on [GeraldineKnight@pkc.gov.uk](mailto:GeraldineKnight@pkc.gov.uk).



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](mailto:tay.careopinion@nhs.scot).

Your story  
can make a  
difference