



Online Conference Scotland

28th October 2020

Programme



Introduction



Care Opinion Scotland is delighted to announce our first ever online conference on the 28th of October. The theme of our conference is “The power of online feedback in a post pandemic world.”

At this one day event, we will be bringing together the knowledge and experience of those working in the health and care sectors, academia, government, the third sector, some international friends and importantly the voice of those who have experienced health and

care services, to help us explore our theme based on the Care Opinion model.

Our online conference will feature presentations, interactive sessions and discussions on topics such as;

- The growing importance and uptake of online feedback in the current climate, over more traditional forms of engagement.
- Patient and service user engagement from an international perspective.
- How to encourage online feedback for health and care services.
- Using online feedback in the design and development of health and care services.
- How online feedback can and is being used in academia and the third sector to influence policy discussions.
- How should online feedback develop next in the service of truly person-centred care?

So if you are interested in the power of an online platform where people can share their experiences of health and care services to help make them better for everyone, whether or not you are already familiar with Care Opinion, then this is the conference for you!

Our conference will take place on an application called Crowdcast, you can sign up for the event by following this link: [COS Conference 2020](#)

Fraser Gilmore
Head of Scotland
Care Opinion



Agenda

Following is the Agenda for the day: -

9-9.30am - Introduction to Care Opinion

For those who are new to Care Opinion, this session will introduce the platform. *(if you are already a subscriber or have a good amount of knowledge about Care Opinion, you can go straight to the plenary).*

9.30-10.30am - Plenary

Hosted by Care Opinion's Head of Scotland, Fraser Gilmore and featuring special guests panelists (To be announced), we will interrogate the theme of the conference "The Power of online feedback in a post pandemic world" and field questions from the audience for our expert panel.

10.40-11.40am - Macmillan Cancer Support & Care Opinion

Led by Janice Malone, Engagement & Volunteering Manager for MacMillan in Scotland, this session will delve into how Macmillan have listened to the lived experience of people in Scotland with cancer who have shared their stories on Care Opinion.

11.50am-12.50pm - Mental Health Inclusion: Making use of online feedback to reduce stigma and discrimination in health and social care

Health and social care improvement advisor at See Me, Tom Scott's session will highlight how the knowledge exchange element of See Me's new resources have been hugely strengthened by their partnership with Care Opinion. This session will include an introduction to these resources as well as the screening of two films, one from a professional and the other from someone with lived experience.

1.50 - 2.50pm - 'I can't talk to Mr NHS because he doesn't exist'

Dr Fadhila Mazanderani's session will look at service users perspectives on providing online healthcare-related feedback in the UK. This session will be followed by a Q&A session hosted by Care Opinion's CEO Dr James Munro

3.00-3.45pm - The power of stories: a hospice perspective

Margaret Mary Cowan, Clinical Services Manager at Kilbryde Hospice will lead this session exploring the power of stories and feedback from the perspective of a Hospice. This session will include the launching of a new Case study video about Kilbryde Hospice and a Q&A hosted by Fraser Gilmore.



Speakers and special guests

We are delighted to have such a wide range of speakers and special guests taking part in our online conference and we would like to thank them all very much. You can learn more about them below.



Dr Deborah Baldie - NHS Tayside

Deborah is a Senior Nurse for Research and Development in NHS Tayside, Scotland with organisational responsibility for building capacity for practice development and research, implementing effective patient feedback systems, improving care experiences and improving person-centred nursing and midwifery leadership. As part of this she is currently the NHS Tayside operational lead for Care Opinion.

Deborah also occupies a NRS post-doctoral research fellow position, working with Queen Margaret University, Edinburgh. Her research is mainly qualitative and focused on person-centred care, practice development and how peoples' experiences of care can be used to inform and improve service provision. Deborah is very interested in measuring and gathering patient experience in inclusive ways and much of her research to date has been focused on understanding patients' experiences of care and evaluating how this is responded to and acted upon by clinical teams. Building our ability to learn from people whose voices are seldom heard is a current ambition of hers.



Margaret Mary Cowan - Clinical Services Manager, Kilbryde Hospice

Holding an MSc in Advanced Practice (Palliative Care) from King College London, Margaret initially trained as a nurse in 1985 and as a registered midwife in 1987. During her working life, she has lived and worked in Glasgow, Doha, Qatar, Western Isles and laterally in North West Kent. Her introduction to palliative care was in western isles where she delivered palliative care in Daliburgh Hospital, South Uist. Life then took Margaret to Kent for 17 years working for Ellenor Hospice where she ultimately worked as an Advanced Nurse Practitioner, predominantly in the community. She returned to her home town of East Kilbryde in April 2015 to take up the post of Clinical Services Manager and has never looked back.



Professor Paul Gray

Paul is an experienced executive leader at CEO level. He places a strong emphasis on ethical and compassionate leadership, transparency and collaborative working. Committed to public accountability, he is experienced in leading delivery and change.

From December 2013 to February 2019, Paul was Chief Executive NHS Scotland and Director General for Health and Social Care in the Scottish Government, responsible for the delivery of health and care services through 22 Health Boards, and partner organisations, with accountability for an annual budget of £13bn and a staffing complement of around 160,000. He joined the Civil Service in 1979.

Paul is currently an adviser to Care Opinion. He is also an honorary professor at the University of Glasgow, a senior faculty member at the Royal College of Physicians (Edinburgh), a non-executive director with the Care Inspectorate, a member of Council at the Open University, a consulting partner with strategic communications firm Charlotte Street Partners, and a coach and mentor to a number of senior executives.



Michael Greco - CEO, Care Opinion Australia

Michael is one of the founding Directors and Chief Executive of Care Opinion Australia which is a not-for-profit charitable organisation. He spent eight years in the UK where he was Patient Experience Director for the National Primary Care Development Team, and had a similar role with the NHS National Clinical Governance

Support Team. Having returned to Australia, he has served on a number of not-for-profit Boards including General Practice Queensland, Health Leaders Australia, and Change Day Australia.

His academic background focused on healthcare, evaluation and clinical pastoral education, and includes a PhD in medical education, a post-graduate teacher qualification, and a Bachelor of Theology. He holds a professorial post at the School of Medicine, Griffith University (Qld), and is an honorary senior research fellow at the School of Medicine, University of Exeter (UK).

He has a passion for involving consumers in the safety and quality of organisations, loves his cricket, and once thought about becoming a professional surfer.



Professor Louise Locock - University of Aberdeen

Louise is a Fellow of the Academy of Social Sciences. She joined the Health Services Research Unit in 2017, following 14 years in the Health Experiences Research Group, Nuffield Department of Primary Care Health Sciences, University of Oxford, where she was Director of Applied Research. She is a qualitative social science researcher interested in personal experience of health and illness; patient-centred quality improvement and co-design; and patient and family involvement in research and care. A major recent focus of

her work has been how we can better use different types of patient experience data to improve care.



Fadhila Mazanderani - University of Edinburgh

Fadhila Mazanderani is a medical sociologist whose research focuses on the social and cultural dimensions of health and illness. She has a particular interest in people's experiences of illness, narrative and storytelling, digital health, contested and controversial therapies and health-related activism. Fadhila is based at the University of Edinburgh in Science, Technology and Innovation Studies (STIS). Between 2015 and 2018, she was a member of the Improving NHS quality using internet ratings and experiences (INQUIRE) project, where, along with colleagues at the University of Oxford, she

explored people's experiences of providing and using online healthcare related feedback in the UK.



Janice Malone - Engagement & Volunteer Manager (Scotland), Macmillan

Janice has a background in public health and worked in various roles in the NHS, before developing an interest in supporting people with mental health issues early in her career and retraining in the field. For the past 15 years Janice has worked in the Third Sector, specifically in the cancer field. Most notably, Janice was responsible for the set up of Macmillan @ Glasgow Libraries which was Macmillan's first volunteer led cancer information and support service delivered across a local authority area via libraries. Its

success led to this model being adopted across Scotland. It was here that her passion for volunteering was ignited, she is now a passionate advocate for volunteering – and the benefits it brings to individuals, communities and organisations.

People and their stories sparked Janice's curiosity during this time, and she began to develop her understanding of how powerful it could be to pair peoples lived experience with the hard data that many rely on in making service development or funding decisions. By giving people the support and tools they need to effectively contribute based on their own experiences and passions, and by providing platforms and opportunities to really listen to people with lived experience can lead to enhanced learning and development for organisations and services.



James Munro - CEO, Care Opinion

James has been chief executive of Care Opinion since 2014. His background is clinical medicine, public health and health services research, and he has spent most of his time over the past 10 years overseeing the development of Care Opinion's online feedback platform. As CEO James focuses on sharing Care Opinion's mission with people in health and social care, and with health professionals in training, emphasising the importance of generosity, curiosity and reciprocity in our work.



Tom Scott - Healthcare & Social Care Improvement Advisor, See Me

Tom Scott is the Health and social care improvement advisor at See Me, having first been taken on as a Workplace Equality Consultant. His previous work takes in volunteering, evaluation, network leadership, governance and quality management, and communications. Outside of work, Tom has two children, Jayden 8 and Ryan 4, and a love of public speaking. He volunteers as National Education Director for the Association of Speakers Clubs UK.



Pennie Taylor - Journalist & Broadcaster

Pennie is an award-winning freelance journalist and broadcaster who specialises in health and care issues. Based in Glasgow, she was BBC Scotland's first Health Correspondent and has also worked on the news desks of national newspapers.

A former Head of Communications for the Lothian University Hospital Trust in Edinburgh, Pennie has inside knowledge of how public services work. She is a passionate advocate of public health involvement in health and care development - particularly post-COVID.