

Frequently Asked Questions

UCLPartners Care Opinion pilot programme 2019

1. What is Care Opinion?

Care Opinion is the UK's leading online patient feedback platform for health and social care. Care Opinion offers patients and carers an easy mechanism through which they can anonymously and safely share their stories to those who provided their care. Healthcare staff then have the opportunity to listen, gain insight, respond, and act on the patient's feedback, leading to celebrations of what works well and improvements in patient experience.

2. How does it work?

Care Opinion is a user-friendly, person-centred platform. Patients submit their stories online, directly on the website. There is also a freepost leaflet version, as well as a telephone service, if this is the preferred method of providing feedback. Care Opinion then allows a number of nominated staff in the department/organisation to receive patient feedback in almost real-time.

Staff have the opportunity to respond directly to the patient and demonstrate on the Care Opinion website where a patient story has led to change. Other patients and the public can visit the website and read about patient experiences, as well as responses from staff and details of improvement work which has taken place as a result of the feedback provided.

Please watch this [short video](#) to learn more about how Care Opinion works.

3. Who can use Care Opinion?

Care Opinion has a number of accessibility features which make it easier for everyone to use. One of Care Opinion's values is inclusivity and they are regularly developing new ways for people to share stories and access the website:

- **Text size** – ability to make text bigger or smaller using the text size buttons at the top of each page.
 - **Colour and contrast** - The Care Opinion site is available in three colour/contrast themes apart from the default colours.
 - **British Sign language (BSL)** - Care Opinion have included [videos](#) explaining who Care Opinion is and how to tell your story.
 - **Picture stories** – Care Opinion have developed [picture stories](#) in partnership with [Talking Mats](#) supported by funding from [Life Changes Trust](#) (people affected by dementia programme), offering people the opportunity to share their stories in pictures and, or words to help more people to have a voice. Services can also respond to stories with a combination of words and picture tiles.
 - **Other Languages** - Care Opinion can be shown in a range of languages. You can choose a language from the "select language" link at the top of each page. The translations are done by computer and not by translators.
 - **Drawings** – Care Opinion feedback leaflets ask people to write or draw their experience of care. Any pictures are then scanned and uploaded as stories (subject to the Care Opinion moderation policy).
 - **Telephone stories** – People can leave feedback over the phone with Care Opinion using their freephone number. This is then added to the Care Opinion website.
 - **Easy read materials** – Care Opinion has a high contrast, easy read postcard directing people to give feedback online or call the freephone number.
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4. What is the difference between Care Opinion’s paid subscription model and the free version?

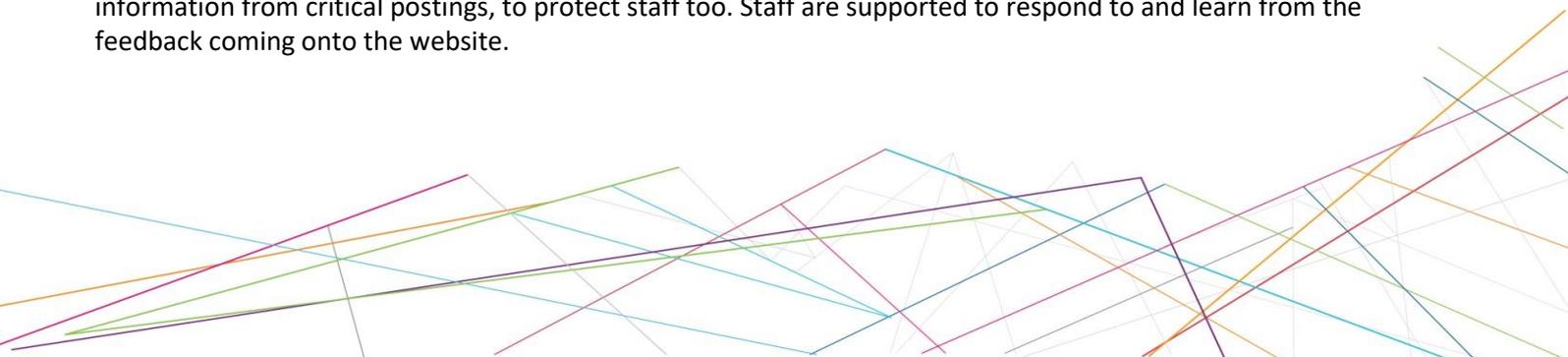
Care Opinion offers healthcare providers two models:

1. Free version
 - The free version model of Care opinion offers a very basic service whereby **two members of staff per organisation** receive log-in details in order to respond to patient feedback.
2. Paid subscription
 - The paid subscription model gives organisations access to a full range of online and offline training, as well as more advanced alerting systems when a patient provides feedback and reporting/data visualisation tools.
 - This model also allows your department/organisation to have an increased number of staff logins, ensuring patient feedback is directed to the right team.
 - Departments participating in the UCLPartners pilot will have access to a fully funded Care Opinion paid subscription for six months.

Additional resources and support available with the paid subscription model	
Increased number of staff logins	Increased number of staff logins to be able to respond to patient stories and access reporting functionalities. Departments participating in this pilot will have access to 10 staff logins.
Ability to set up smart alerts	This includes alerts to stories originally submitted to nhs.uk (formerly NHS Choices). Staff can receive a nudge when a story is still waiting for a reply after X number of days.
Story tagging	Add your own private tags and notes to stories to help manage replies and organise by themes.
Access to additional online features	Access to all online features of Care Opinion, such as alerting, responding, reporting, data visualisations, digests and blogging.
Training	Webinar training, support sessions as required. Onsite support will also be provided from UCLPartners during the pilot programme.
Social media support	Advice on using twitter and Facebook to share stories and responses.
Advanced reporting and visualisations	Pilot teams will have access to the full Care Opinion’s range of reports and visualisations.
Promotional material	Departments will receive a starter kit of materials to promote Care Opinion to patients, families and carers. This will include a supply of freepost feedback leaflets.
Hands-on support from the Care Opinion team	Implementation planning and fortnightly progress calls with the Care Opinion team for support and trouble shooting.

5. How is feedback presented on the website?

Care Opinion have a well-tested and highly developed moderation policy which has evolved to meet the needs of a range of Health and Social Care providers. Stories are moderated in line with their [policy](#) by the Care Opinion team to ensure timely, safe, respectful and constructive exchanges. The implementation of their moderation policy seeks to maintain the anonymity of the individual sharing the story and, by removing staff names and other identifying information from critical postings, to protect staff too. Staff are supported to respond to and learn from the feedback coming onto the website.



6. What kind of feedback do you typically get?

Many of the stories submitted to Care Opinion contain only positive comments, making it easier for teams to celebrate and maintain their success. In the case of critical feedback organisations have the opportunity to learn from, improve, and show via the website how the stories are leading to change. The Care Opinion team will be on hand to support and advice with responding and any related issues you experience.

7. How does Care Opinion work with other patient feedback platforms?

Care Opinion and NHS.uk

Care Opinion and NHS.uk share stories and responses across each site. This means as a public user you can see all the feedback in one place and as a service you can respond to all comments on one platform and this will be shared across both. Once registered on Care Opinion you can respond to comments from Care Opinion and NHS.uk on Care Opinion. Care Opinion will then send your replies to NHS.uk. Care Opinion also imports any responses to stories and displays them on Care Opinion.

Care Opinion and FFT

Care Opinion is not an FFT provider, but it does ask the FFT question at 2 potential points. After the author has submitted their story on Care Opinion, they are then asked some extra optional information including the FFT question. This happens every time someone submits a story. Alternatively, services can share a direct link with patients which takes them to a place on the site that asks the FFT question first and then people can leave some optional comments.

8. What are the benefits of using Care Opinion?

Benefits for patients, staff and organisations include:

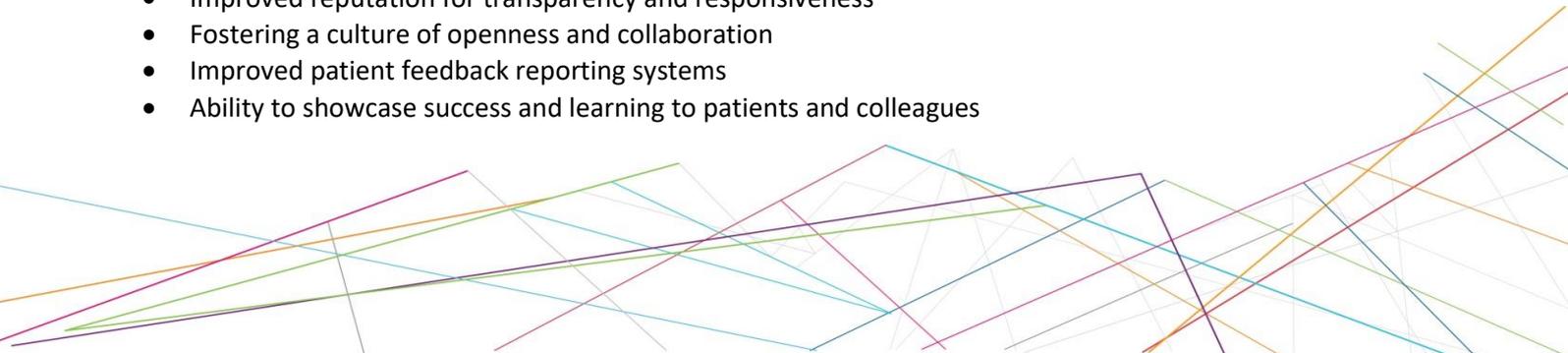
Benefits for the patient:

- Improvements in patient experience
- Resolution of issues before becoming complaints
- Changes to services which matter to patients and carers
- Receiving meaningful and real-time feedback from staff who provided the care
- Further opportunities for patient involvement

Benefits for staff:

- Learning and insight
- A deeper understanding of what matters to patients
- Increased staff engagement with quality improvement
- Greater ability for real-time resolution
- Avoidance of complaints
- Increase in staff morale
- Opportunities to share learning and impact

Benefits for the department:

- Improved reputation for transparency and responsiveness
 - Fostering a culture of openness and collaboration
 - Improved patient feedback reporting systems
 - Ability to showcase success and learning to patients and colleagues
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9. Who can apply?

This opportunity is open to all departments within a secondary care organisation from across the UCLPartners [region](#). We are keen to work with teams who will champion patient feedback and quality improvement in their department, who are committed and will make capacity for this work.

10. What is the timeline for applications and interviews?

The closing date for applications is **5pm on Friday 19th April**. Selection will be by application form and shortlisted applicants will be invited to interview. You will be notified by email by 5pm on 24th April whether your organisation will be invited for interview. Interviews will take place on **1st and 3rd May** and we would like the lead applicant and senior sponsor to attend. While we will do our best to accommodate you at a suitable time, unfortunately, there is no flexibility with these dates.

11. Where can I find more about how other departments are using Care Opinion?

We encourage you to find out more about Care Opinion if you are interested in applying to join the pilot. Please contact QI@uclpartners.com if you like to speak to our team about this opportunity. Alternatively, you can visit the [Care Opinion website](#) or explore the Care Opinion [blogs](#).

12. What financial investment is required?

UCLPartners will fully-fund the four successful departments with access to a Care Opinion subscription, as well as hands-on support, for the duration of the 6-month pilot. Each department will then have the opportunity to receive up to 50% funding to contribute towards an annual subscription, to continue their programmes thereafter. This funding will be awarded through a competitive process at the end of the pilot.

Care Opinion is a secure platform, tailored to each organisation. Depending on the level of support required, annual subscriptions for provider organisations are tiered according to the number of staff logins (ie number of staff who will receive log-in details in order to respond to patient feedback) and also the level of support required:

Tier	Cost of an annual subscription	No. staff logins per organisation
Level 1	Free	2
Level 2	£8,950 + VAT	250
Level 3	£11,950 + VAT	1,000

