



Patient Opinion & the Third Sector

What is Patient Opinion?

Patient Opinion is a not-for-profit social enterprise, which uses the power of the web to carry the voices of patients and carers into the heart of health services.

Patient Opinion aims to make it quick, easy and safe for patients and carers to give feedback about their health care, and for health service providers to respond to and make use of feedback for service improvement.

Who set this up and who runs it?

Patient Opinion was founded in 2005 by Paul Hodgkin a GP in Sheffield who wanted to make the wisdom of patients available to the NHS. He devised Patient Opinion as a way for thousands of patients to share their experience, and help busy health service staff to improve. All at much lower cost. Patient Opinion has been taking feedback about Scottish services for over 5 years, and has been working with health services across Scotland intensively since 2010.

Patient Opinion is run by a great and enthusiastic team and has its own independent board. It is entirely separate from the NHS and is structured as a social enterprise, and all surplus goes back to improve our services.

What does Patient Opinion do?

Patient Opinion provides a website where anyone can share their recent experience of local health services, and see what others are saying. Stories can be submitted to the site online, or by post or telephone.

When a story is published on the site, Patient Opinion automatically tells relevant health service staff, who can then respond online. If this response shows that a change has been made to the service, Patient Opinion highlights this for everyone to see.

The result is short, public online exchanges, which show how patients are experiencing services, and how services are listening and responding to that experience.

All stories posted on Patient Opinion are read before publication, and any postings which are commercial, offensive or defamatory will not be published – though we publish 95% of the postings received.

How can the Third Sector get involved?

We offer Voluntary and Third Sector organisations a free basic registration to encourage their involvement in online conversations.

With Patient Opinion, you can:

- Get immediate access to the latest patient stories relating to your area of interest, eg stroke, diabetes, depression (these stories can also be selected by location);
- Use this feedback to inform discussions with your local health service providers;
- Identify emerging themes in stories related to your area of interest;
- Respond to stories online, putting across your view, raising your online profile and widening public understanding of your role;
- Keep track of which services are responding to and acting on feedback and which are not;
- Show you take feedback seriously by bringing real-time feedback onto your own site with our feeds or easy to use widget.

Want to know more?

If you want to know more about working with Patient Opinion in Scotland, please get in touch with Gina Alexander on:

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