



All the latest news, views and reviews from the Patient Opinion team

Issue 18 - Spring 2015

GIVING MORE PEOPLE A VOICE with James Munro, Chief Executive

If you know what drives us, you'll know that we're always looking for ways to enable more people to share their experiences of the health and care services they rely on. The web offers us new ways to do that more safely, easily and perhaps for a wider range of people than ever before.

Patient Opinion is already an accessible website, with themes for people with different visual abilities, and translation provided by Google. But there is always more we can do.

This month we will be adding some British Sign Language videos to the site. Although a small number of deaf people have already posted stories, we want Patient Opinion to be a place which is clearly welcoming

of deaf people and their particular – and often difficult – experiences of care. We want to make sure that deaf people can see what Patient Opinion is all about, and why it might be useful. We think our BSL videos will also be helpful to others who prefer to watch or listen, rather than read.

At the same time, we are looking at how we can make it possible for people with dementia, brain injury or other cognitive impairment to share their own experiences of care. We are exploring the possibility with Talking Mats, an innovative social enterprise based in Scotland, which has developed a way of communicating views and experiences by placing picture tiles on mats.

We are hoping that by working together, we

can enable even more people – and people we almost never hear from – to share their stories online. Once a story is public, it becomes part of a unique public resource which anyone can use, in all kinds of ways, to help make care better.



Clinical Commissioning Group

SHEFFIELD CCG RESPIRATORY WORK

We are delighted to be working with NHS Sheffield CCG to develop a strategy for respiratory care across Sheffield.

The CCG is promoting Patient Opinion (using bespoke feedback cards) as a way for service users to express what they value in the current system and also to discover what could be improved. Because comments are public the benefit is twofold; the CCG is able to hear these comments and use them to inform future commissioning decisions. At the same time comments are fed back to those providing the services so they can respond and act on feedback in real time.

David Rowley, Commissioning Manager at the CCG, said: "Patient stories will help us to recognise what is working and the practices we need to ensure are provided consistently across the city when planning for the future."

You can read the [CCG blog here](#) and add a response if you like.

If you want to know more, or would like to be involved in any of this work, please get in touch with Sarah at:

sarah.ashurst@patientopinion.org.uk

DISCOVER PO

We place a lot of value in sharing the ways in which organisations make the most of working closely with us. As a result, we're excited to be launching the 'Discover PO' series, a collection of short, vibrant videos which show how organisations are creating impact with Patient Opinion.

In partnership with Sheffield Hallam film making students, we've travelled to services which are pioneering effective use of PO. Along the way we've spoken to clinicians, consultants and management who have all shared the way they integrate PO into their working day.

There are many challenges to be overcome, and we hope that these videos can inspire others to go above and beyond.

A huge thank you to each organisation for taking part – Heart of England NHS Foundation Trust, United Lincolnshire Hospitals NHS Trust, Nottinghamshire Healthcare Foundation Trust and Locala Community Partnerships.

We'd also like to extend a special thank you to the students – Jake Richardson, Chris Lowe, Josh Prentice and Kieran Woodhall for their professionalism, creativity and outstanding work ethic.

The first of the series, focusing on Heart of England Foundation Trust, has been released this week. You can view the video [here](#).

Keep your eyes peeled on our [Twitter account](#), where we'll be sharing the remaining videos in the near future with the hashtag #discoverPO.

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the UK's leading independent feedback platform.

Or call us during working hours (local rate):

0114 281 6256

THE GENUINE POWER OF PATIENT OPINION

Every day is a learning day in the Patient Opinion office.

On a daily basis we see stories showing how people and staff are connecting to make a difference. We have been acutely aware of the increase in traffic on the Patient Opinion and Care Opinion websites, particularly over the last few months, resulting in an upward trend in story volumes and an unprecedented number of enquiries about using the platforms to their its fullest potential.

Together, we are realising the power and potential of connections.

We are seeing more staff than ever reading stories: almost 4000 staff UK wide at latest count.

More stories than ever are now being responded to from services. On average

62% stories shared have now received a response. Across Scotland, where Patient Opinion (and now Care Opinion) is becoming an integral part of the feedback landscape, the response rate is a magnificent 97%.

We are seeing more stories than ever making a difference. Stories which encourage, share ideas, build relationships, drive improvements and change culture. One of our newest features helps authors and other readers to say if they think a response from services is helpful, and when it's not. This enables authors to really engage and to challenge services too.

Connecting people, building relationships and changing culture in a unique and transparent way demonstrates the genuine power of Patient Opinion. But you don't have to take our word for it, the stories, as always, speak for themselves!

Quote of the month

"I know these nurses are trained, but the connection Neill managed to make so quickly with my father was nothing short of miraculous!"
<https://www.patientopinion.org.uk/opinions/215659>

INTEGRATION: MORE THAN JUST A WORD

There is currently much talk about the integration of health and social care across the UK. In Scotland, health and social care integration legislation comes into effect in April. February's announcement of plans to devolve responsibility for health and social care to statutory organisations in Greater Manchester may lead to greater integration of services in England. And in January, the Welsh Assembly allocated an extra £20m to health and social care schemes to keep people in the community rather than be admitted to hospital.

Integration may be yet another word in the growing health and social care lexicon. But, if 'personalisation', 'person-centred care', and 'integrated care' are to mean anything, the voices of people using services on the brink of integration need to be heard loud and clear. And that's where the power of an integrated feedback platform can help: Patient Opinion and Care Opinion offer

people the opportunity to share their whole experience with all the services involved.

We received our first story [here](#) via Care Opinion in Scotland recently. What a positive example of person centred care and a response to match!

Care Opinion is currently being piloted in Fife and Ayrshire and Arran in Scotland, where Patient Opinion is already being well used. We expect the stories from people accessing care at home, day services, and care homes to reflect their experiences, good or bad, of the services that they use. These stories will offer valuable insight into what's working and what's not. This opportunity for learning and developing integrated services based on the experience of people using them, might just lead to the transformation of the health and social care sector through the prism of people's stories.

Meet the Team



Sheffield Hallam video students

My name is Jake. I'm studying film production at Sheffield Hallam and I've been shooting and editing the exemplar films for Patient Opinion.

I have a real passion for writing, directing and editing short films, and I'm always looking for new opportunities to build contacts, improve my skills and do what I love most.

As part of our production company, First Class Productions, I brought my close friends and course mates Chris, Josh and Kieran on to the project, and together with Ricky we filmed at a number of sites across the country.

It's been great to hear about Patient Opinion's impact from the wide range of staff we've met, and the project has been a valuable and enjoyable experience for all of us.

We wish everyone on the team the very best for the future, and we can't wait to get involved with more projects as part of First Class Productions!

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<https://twitter.com/FirstClassProUK>

Using patient storytelling in nurse education

<https://www.patientopinion.org.uk/info/using-patient-opinion-in-nurse-education>



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