



# Care Opinion Online Conference

21st October 2021



**The New Normal:  
How Online Feedback is  
Creating Change in Health  
and Care**

# **The New Normal: How online feedback is creating change in health and care**

## **An Introduction**

**Welcome to our Care Opinion Online Conference 2021! This program contains an agenda for the day, as well as all the information you need about our amazing sessions and inspiring speakers. We look forward to you joining us!**

# The New Normal: How Online Feedback is Creating Change in Health and Care

21st October 2021

## The Agenda

Session 1 Introduction to the Care Opinion Platform, site tour and introduction to new features

**9.30am - 10.00am**

Session 2 Feedback during a pandemic – what's changed, what can we learn and how can we use this to plan for the future?

**10.30am - 11.15am**

Session 3 Online patient feedback and the state of knowledge: what we know and what we don't

**11.45am - 12.30pm**

### **Lunchtime Film Launch**

Session 4 Mental health – Encouraging voices across services

**2.00pm - 2.45pm**

Session 5: Lessons learned from Implementing online feedback in healthcare settings session

**3.15pm - 4.00pm**

Session 6: Northern Ireland – A system wide approach – One year on

**4.30pm - 5.00pm**

# The day's events in detail

## **Introduction to the Care Opinion Online Conference 2021:**

A short video will be shared with participants before the live event and will introduce how the online conference will operate. There will also be welcomes and hellos from our CEO Dr. James Munro and our Executive Director & Head of Scotland Fraser Gilmore.

## **Session 1: Introduction to the Care Opinion Platform, site tour and introduction to new features**

**9.30am - 10.00am**

Whether you are new to Care Opinion or an old pro, this session is definitely for you. Lead by Sarah Ashurst our Associate Director, Subscriber Support Services, at this session you will get a guided tour of the Care Opinion platform, learn about all of the innovative tools and functionality of Care Opinion and all of the amazing new features that have been launched over the past year.

So, whether you are a current subscriber (new or old) or you are completely new to the model, Sarah will show you how the Care Opinion platform supports Health and care organisations to encourage and gather online feedback, engage with the public and demonstrate learning and change.

**Host: Sarah Ashurst - Associate Director, Subscriber Support Services**

## **Session 2: Feedback during a pandemic – what's changed, what can we learn and how can we use this to plan for the future?**

**10.30am - 11.15am**

What has changed or been different about feedback during the pandemic? And how can we use this feedback to help services learn and plan for the future in these challenging times? To help us answer these questions, Care Opinion has invited 3 guests from across the UK to share their experiences of how they have engaged in feedback during the pandemic, what lessons have been learned and how this has influenced their practice for the future.

**Hosts: Fraser Gilmore, Executive Director & Head of Scotland**

**Andrew Wells, Engagement & Support Officer**

**Guests: Nicole McInally, Project Manager PEPI Team - NHS Greater Glasgow & Clyde**

**Conor Campbell - Care Opinion Facilitator, South Eastern Health & Social Care Trust**

**Emma Rogers, Matron for Patient Experience, Stockport NHSFT**

## **Session 3: Online patient feedback and the state of knowledge: what we know and what we don't**

**11.45am - 12.30pm**

At Care Opinion we now have 16 years' experience with online patient feedback, and a growing body of academic research into processes, perceptions and outcomes.

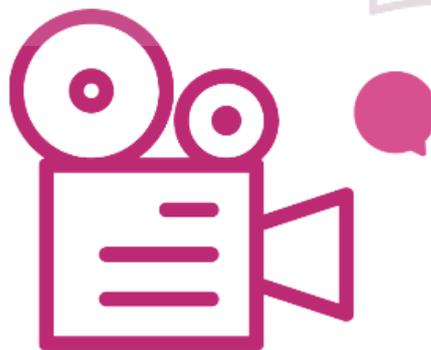
In this session our CEO James Munro will discuss the state of the evidence on online feedback with Professor Louise Locock and Dr Alex Gillespie, both active researchers in this field. They will consider questions such as what we think we know already, what we need to study next, and how we think online patient feedback could develop further to contribute more widely to safe, effective and high quality care. This session will include plenty of time for questions and comments from attendees.

**Hosts: Dr James Munro, CEO Care Opinion CIC**

**Dayle Goldie, Engagement & Support Officer, Care Opinion**

**Guests: Professor Louise Locock, Health Services Research Unit, University of Aberdeen**

**Dr Alex Gillespie, Associate Professor, Department of Psychological and Behavioural Science, London School of Economics and Political Science**



### **Lunchtime Film Launch**

How do staff working in health and care services share feedback with each other? How do you use feedback for learning and change? and how does receiving feedback make you feel? Care Opinion asked staff across the UK to share their experiences of receiving feedback and this video, which will be launched on the day of the conference is an amalgamation of what they shared.

#### **Session 4: Mental health – Encouraging voices across services**

**2.00pm - 2.45pm**

Care Opinion are bringing together guest speakers from both a Mental Health Trust and a 3rd sector community-based service, to talk about their experience of using online public feedback in health and care settings. There will be a focus on the process of encouraging feedback particularly in hard to reach areas, the impact on both front-line staff and the people accessing services.

**Hosts: Tim Hunt, Head of Safeguarding & Partnerships**

**Lisa Dendy, Engagement & Support Officer**

**Guests: Jane Danforth, Involvement & Experience Officer - Nottinghamshire Healthcare NHS Trust**

**Mark Frost, Clinical Lead, Thurrock IAPT Inclusion**

#### **Session 5: Lessons learned from Implementing online feedback in healthcare settings session**

**3.15pm - 4.00pm**

Care Opinion are bringing together 3 very different healthcare organisations in terms of location, size and practice, to talk about their experience of implementing online feedback. At this interactive session, you will have the opportunity to learn about why each of these organisations chose online feedback, what they have learned from the experience of implementing this across their services, how has this impacted on practice and what their plans are for the future.

**Hosts: Fraser Gilmore, Executive Director & Head of Scotland**

**Tracy Molloy, Senior Engagement & Support Officer**

**Guests: Leigh Morgan, Care Opinion Facilitator, Patient Experience – Northern Health & Social Care Trust**

**Mark Pryke, National Service User Involvement Lead – Change Grow Live**

**Dr Deirdre McCormick PhD BSc (Hons) RGN, RM, HV (Dip), Chief Nurse - East Renfrewshire Health & Social Care Partnership**

#### **Session 6: Northern Ireland – A system wide approach – One year on**

**4.30pm - 5.00pm**

Northern Ireland have been rolling out online public feedback across all health and social care trusts. This began as Covid19 was starting to impact all our lives. Linda Craig from the Public Health Agency will talk about the overall challenges, the successes and the lessons learnt. There will be a focus on the partnership working with Care Opinion using some of the new functionality of the platform to ensure the public have a voice through online feedback during these challenging times.

**Hosts: Tim Hunt - Head of Safeguarding & Partnerships**

**Lisa Dendy - Engagement & Support Officer**

**Guests: Linda Craig, Regional Lead for Patient, Client Experience – HSC Public Health Agency**

## Our Hosts and Guests

### Guests:

#### **Nicole McNally**

##### **Patient Experience and Public Involvement Project Manager, NHS Greater Glasgow and Clyde**

Nicole has worked in the Patient Experience and Public Involvement Team for 6 years. Since 2019, Nicole has been supporting services to implement and manage Care Opinion at a local level. This includes providing advice, support and training to staff and working closely with the Care Opinion Team.



#### **Louise Locock**

##### **Professor of Health Services Research, University of Aberdeen**

Louise Locock is a Professor of Health Services Research at the University of Aberdeen. Before taking up post she was Director of Applied Research at the Health Experiences Research Group, University of Oxford. Louise is a social scientist specialising in qualitative research, with interests in personal and family member experiences of health and illness, patient and public involvement and NHS quality improvement using patient experience evidence.



**Twitter: @LLocock**

#### **Alex Gillespie**

##### **Associate Professor, Department of Psychological and Behavioural Science, The London School of Economics and Politics**

Social psychology, for me, begins with recognizing that people and groups have different perspectives. Key questions include: How do we bridge these divergences of perspective and achieve our collective life? What can we learn from listening to each other? And, more pragmatically, what technologies can we develop to study and intervene in these interactions? I use a range of quantitative and qualitative methods from laboratory studies to fieldwork.



#### **Dr Deirdre McCormick PhD BSc (Hons) RGN, RM, HV (Dip), Chief Nurse, East Renfrewshire Health & Social Care Partnership**

Deirdre is currently the Chief Nurse for Inverclyde and East Renfrewshire Health and Social Care Partnerships within NHS Greater Glasgow and Clyde. Deirdre is a qualified nurse, midwife and health visitor and has held a range of clinical, managerial and professional advisory roles in both the acute and primary care setting, and within the Chief Nursing Officer Patient, Public and Health Professionals Directorate - Scottish Government. Deirdre has worked in various roles in Ireland, Scotland, England and Australia.



Deirdre is passionate about person centred care. In order to be more person-centred services need to know what is most important to people. Care Opinion provides an excellent online platform which enables us to listen to what people and their families have to say which include positive feedback and those areas requiring improvement.

## **Leigh Morgan**

### **Care Opinion Facilitator, Patient Experience, Northern Health & Social Care Trust**

Hello, My name is Leigh Morgan. I am the Patient Experience Facilitator in the Northern Health and Social Care Trust. I have supported the implementation of Care Opinion across the Northern Trust since September 2019. Prior to this I worked in a number of Surgical Assessment Units in England and Northern Ireland.

I trained as an Adult Nurse between 2007 and 2010 at Mid Staffordshire NHS Foundation Trust, and as a result of this I have a real passion for patient feedback and realise the true value of the patient voice. In collaboration with our service users, we as an organisation can learn from their experience and make improvements to our services where possible.

**Twitter: @NHSCTrust / @missjune1984**



## **Mark Frost**

### **Clinical Lead, Thurrock IAPT Inclusion**

Mark Frost is a geeky musical theatre nerd with a passion for psychological therapy, mental health, and using patient voices to drive education about therapy. Beginning his career in the Improving Access to Psychological Therapies programme in 2009 as a trainee psychological wellbeing practitioner, he progressed through roles as a PWP, qualified counsellor and high intensity CBT therapist. He has also undertaken additional training in EMDR and Clinical Hypnotherapy. In 2016, Mark secured the role of Clinical Lead of the Inclusion Thurrock IAPT service which over the past five years has grown to include a Recovery College, therapy support for the local Early Intervention in Psychosis service, IPS employment, and most recently a 'Step 4' service for more complex needs in primary care. Inclusion Thurrock have also been significantly involved in the development of the local At Risk Mental States (ARMS) service, and exploring support for disordered eating in primary care.

**Twitter: @inclusionThurk @markfrostpsych**



## **Linda Craig**

### **Regional Lead for Patient, Client Experience, HSC Public Health Agency**

Linda Craig is currently the Regional Lead for Patient Client Experience within the Public Health Agency covering a number of initiatives to ensure the voices of patients, clients, families and carers shapes the services across HSCNI. She is responsible for 10000 More Voices initiative and the new online user feedback system, Care Opinion. As a nurse Linda has always had an avid interest in quality improvement and has completed a masters in Advancing Healthcare through Open University. In her current role (and previous role as Lead Nurse in Emergency Care) Linda has experience in leading and embedding change into the culture of HSCNI and collaborates regularly with HSC Trusts, Department of Health, Patient Client Council, RQIA & Independent Sector.

**Twitter: @lcraig\_linda**



## Jane Danforth

### Involvement & Experience Officer, Nottinghamshire Healthcare NHS Trust

Jane has worked in the NHS for almost 27 years in a range of non-clinical roles across health services. Her role in the Involvement, Experience & Volunteering Team is varied and includes managing the Care Opinion subscription for Nottinghamshire Healthcare Trust. Since 2009, feedback has become embedded in the way they do things. Listening and acting on stories and feedback is vital. Jane supports teams to welcome and understand the culture of feedback with the goal of making improvements to services. Service users and carers can leave their feedback in the Trust feeling confident about being open and honest and without fear of stigma. As well as Care Opinion, all their feedback is published online this includes their patient surveys.

**Twitter:** @JaneDanforth @InvolveNottsHC

<https://involve.nottshc.nhs.uk/blog/experience/>



## Mark Pryke

### National Service User Involvement Lead, Change Grow Live

My role centers around providing national leadership and direction by connecting the 'user voice' to charitable objectives, strategy and priorities for services and people who access services. Facilitating connection and collaboration between people who are affected the most by what we do and organisational teams/ leaders is a key principle in my role.

**Twitter:** @MarkPryke2



## Emma Rogers

### Patient Experience, Stockport NHSFT

My name is Emma Rogers and I am the Matron for Patient Experience at Stockport NHSFT a role I have been doing for the past 4 years. My role is to lead the patient experience agenda ensuring that patients, their families and carers receive an experience that not only meets but exceeds their expectations of services at the Trust.

**Twitter:** @EmsrogersEmm



## Hosts:



**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.

**Twitter: @jamesfm55  
@careopinion**

**Fraser Gilmore**



### **Executive Director & Head of Scotland, Care Opinion**

Fraser joined the Care Opinion team to lead on the work in Scotland in 2020. He comes from a background of working in the third sector with disabled people, older people, homeless people and veterans. During Fraser's career, he has dedicated himself to working with some of the most vulnerable groups in our society and his practice has always been firmly entrenched in his egalitarian values.

**Twitter: @fraser\_gilmore  
@CareOpinionScot**



**Tim Hunt**

### **Head of Safeguarding & Partnerships, Care Opinion**

Originally a social worker, Tim has an extensive background working in and managing services across health and social care. This includes working as a PALS manager, medical social worker, voluntary sector manager and manager of support services for a local authority. In all his posts, he has been passionate about public involvement and feedback; and has certainly found a place to follow that passion at Care Opinion. He leads on all the mental health and social care work at Care Opinion, believing that the website platform offers the public a unique opportunity to feedback all their experiences of care, in one place.

**Twitter: @TimHunt59**



**Dayle Goldie**

**Support & Engagement Officer, Care Opinion**

Dayle joined the Care Opinion team in Scotland in November 2019. She comes from a background of working in mental health and social care as a nurse. Her role with Care Opinion sees her working alongside subscribing health boards, HSCP'S and other organisations and she is also part of the moderation team. Dayle feels it's important that everyone has a voice and access to fair and transparent, evolving health care. She believes undertaking her role at Care Opinion and supporting individuals to share their feedback is her way of helping towards achieving this.

**Tracy Molloy**



**Senior Support & Engagement officer, Care Opinion**

Tracy joined the team back in January 2019. Her background is mainly from 3rd Sector organisations with particular interest in substance misuse and mental health. Working for a community interest company is extremely important and being able to give people a voice is what Tracy is most passionate about. Tracy supports many subscribing organisation on a day to day basis to help them get the most out of the Care Opinion site and also is part of the moderation team.

**Twitter: @TracyMolloy4**



**Andrew Wells**

**Support & Engagement Officer, Care Opinion**

Andrew joined the team in November 2020 and works in Subscriber Support and Engagement with subscribers across the UK. He has a background in occupational benefit provision and a personal interest in giving vulnerable people in difficult circumstances a way to interact directly with their services in a positive way. He is also part of the moderation team.



**Sarah Ashurst**



**Associate Director, Subscriber Support Services, Care Opinion**

Sarah brings energy and enthusiasm to her role at Care Opinion. She is associate director of support services, Data Protection Lead and one of several senior moderators in the team and is responsible for keeping our moderation policy up to date, fair, and in keeping with current legal guidelines. This ensures Care Opinion can continue to publish amazing and often challenging patient stories, pushing the patient voice into the heart of services.

**Twitter: @sarahashurst08**



**Lisa Dendy**

**Support & Engagement Officer, Care Opinion**

Lisa joined Care Opinion in April 2021. Her background includes care and support for adults with learning disabilities, health and wellbeing therapies, teaching, business development and community engagement. As one of the Support and Engagement Officers, Lisa works alongside Patient Experience Teams in Scottish Health Boards and HSCPS to develop feedback and positive change within services. She is also part of the moderation team and strives to encourage all voices in health and social care to be listened to, respected and valued.

**More Guest Speakers to be Announced!**