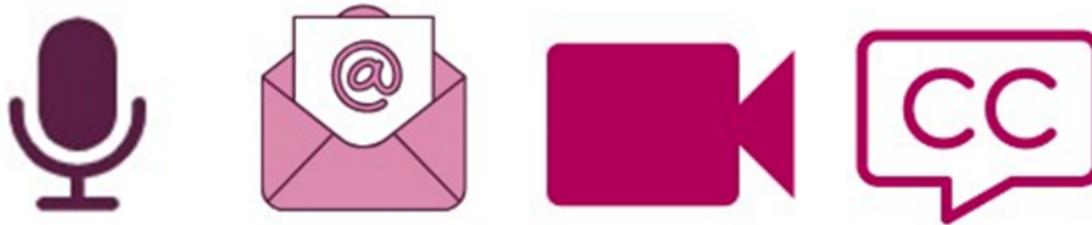


The background of the slide is a dark purple color with a repeating pattern of speech bubbles. Most of the speech bubbles are outlined in a bright magenta color. One speech bubble, located in the lower right quadrant, is outlined in white and contains the text "Introduction to Care Opinion".

**Introduction
to Care
Opinion**



Before we start...

- **Camera & Mic**
- **Recording**
- **Slides**
- **Post session
email**

Today we will have a look at:

- ✓ Who we are
- ✓ The process of a story and response
- ✓ Accessing the Care Opinion website
- ✓ Searching
- ✓ Site Navigation
- ✓ Where to find help

Share your experiences of UK health and care services, *good or bad*.
We pass your stories to the right people to make a difference.

Home

Tell your story

About us

Search for stories about...



eg Leeds General Infirmary, heart surgery, dementia, S3 8EN



Featured stories

[View latest stories](#)

"Made me feel *safe, reassured and empowered*"

**STORY HAS A
RESPONSE**

Care Opinion in one minute



Who are we?



Care Opinion is a non-profit social enterprise, based in Sheffield and Stirling.

We have been sharing people's experiences of health and care services online since 2005, and we have built a national and international reputation for our innovative and value-led approach to online feedback.

At Care Opinion we make it **safe** and **simple** to share your story online and see other people's stories too. You can see how stories are **leading to change**.

[How is Care Opinion funded? | Care Opinion](#)

[Meet the Care Opinion team | Care Opinion](#)

Mission, Vision & Values



Our vision

What do we want to see?

We want people to be able to share their experiences of health and care in ways which are safe, simple, and lead to learning and change.



Our mission

Our mission, in a nutshell, is to provide an online platform so that people can share **honest** feedback **easily** and **without fear**

Our values

How will we pursue our mission?

Innovation

Transparency

Inclusivity

Positivity

Humanity

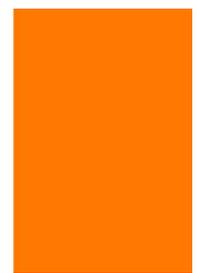
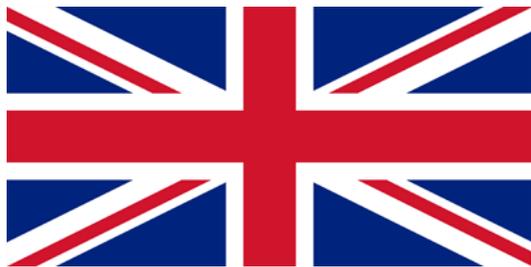
Who Uses Care Opinion?

[Care Opinion](#) is used by health and care services, and the public, across England, Scotland and Northern Ireland, as well as some services in Wales.

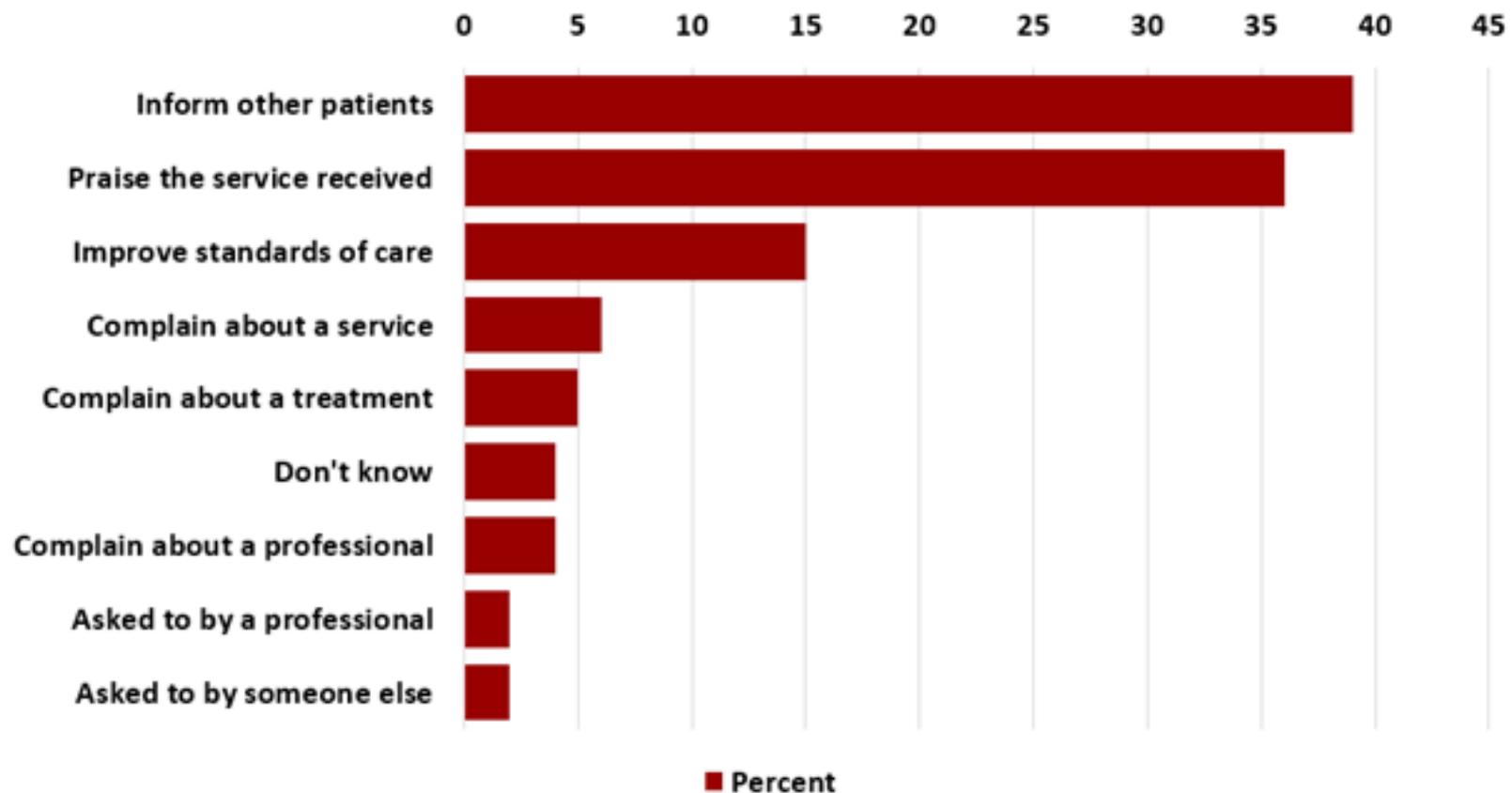
[Care Opinion Ireland](#)

[Care Opinion Australia](#)

[Care Opinion Canada](#)



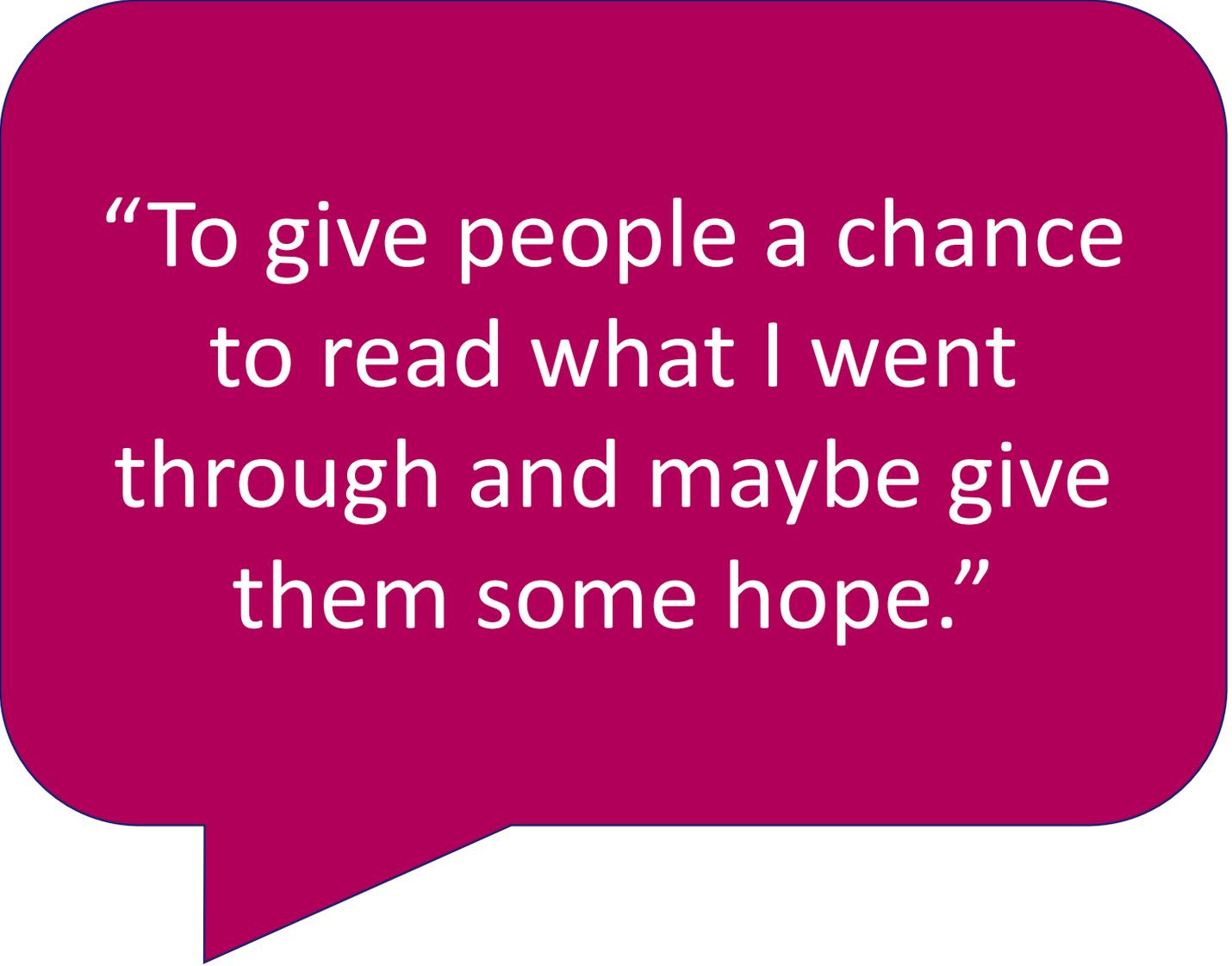
Why do people post feedback online?



Source: van Velthoven et al, 2018



“People need to know
how valuable this care is”



“To give people a chance
to read what I went
through and maybe give
them some hope.”

“To highlight the problem without making a formal complaint and to thank the staff for excellent care”

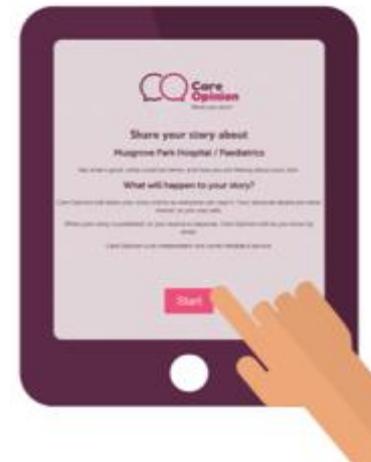
“It was a difficult time for me to go through, and Care Opinion allowed me to control the speed and words rather than be rushed through Q&As or tick box scenario where things don't quite fit.”

Ways to share a story with Care Opinion

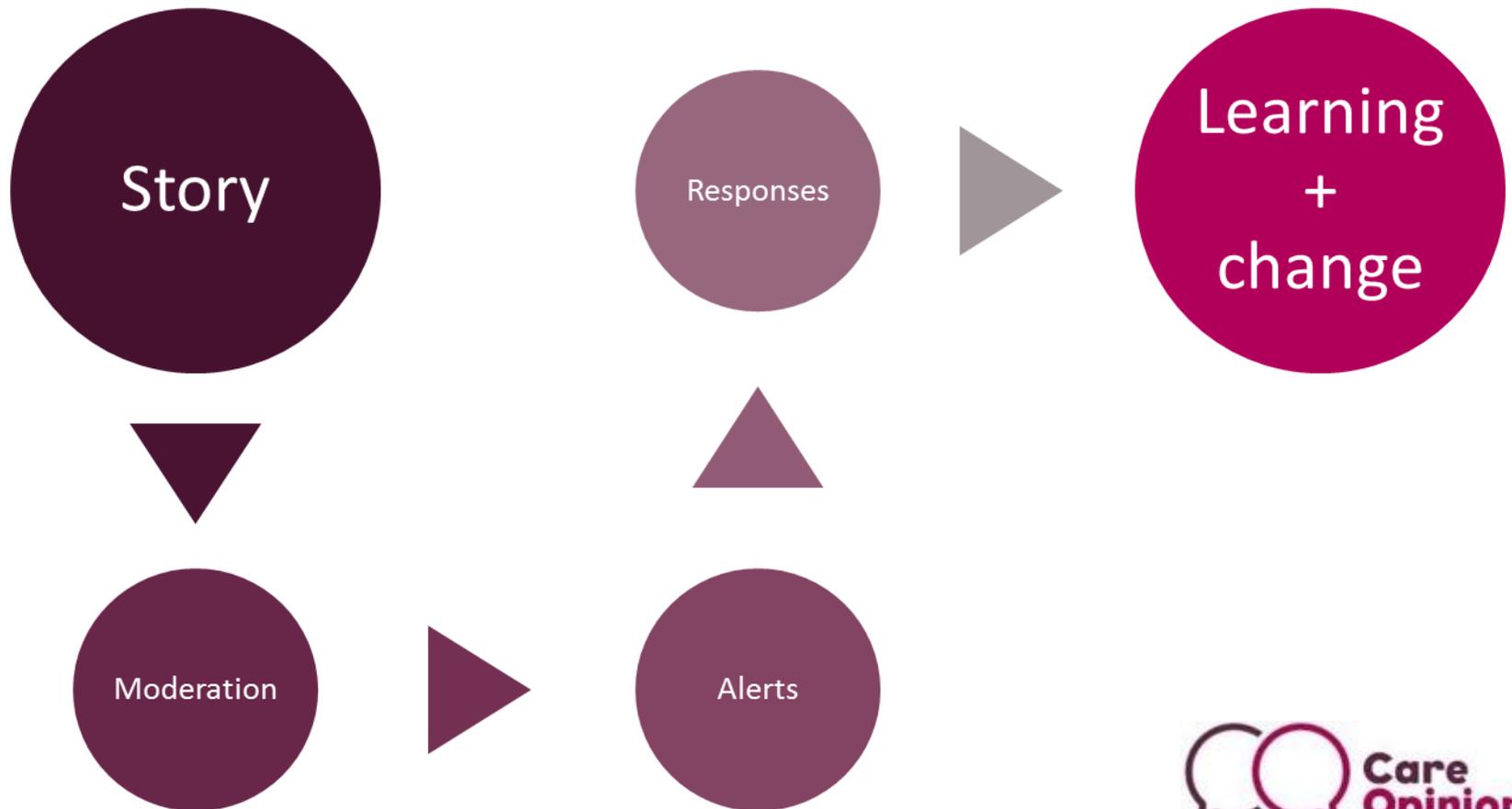
- Online careopinion.org.uk or careopinion.ie
- Freephone **0800 122 3135 (UK only)**
- Freepost leaflets
- From an invitation link
- With support from Volunteers
- Using picture tiles

All stories are subject to moderation and are uploaded to the website.

All story authors are kept **anonymous**.



The story-telling flow – it's about the conversation





Care Opinion

Wha



" The staff have been so amazing and helpful "



CHANGE MADE



This story led to a [change](#)

About: Addiction services / The Asha Centre

Posted by [deltabz38](#) (as a service user), 2 months ago

I was drinking everyday not realising it was a problem, accepting I am an alcoholic and being referred to Asha has been the best thing ever.



I have learnt a lot about myself and my addiction in Asha i was depressed and lonely in a dark place before and now after my 4 weeks completed in Asha i feel like a different person.

I have met people going through the same kind of situation as me which makes me feel I'm not alone, I hope to continue to do well in my recovery journey and will give it my all. The staff have been so amazing and helpful I would like to thank them so so much for everything, they could not provide a better service it is a fantastic place. The catering and domestic staff are great as well of course. Can I ask that the butter is changed as it is not nice.



Story summary

What was good?

amazing staff

catering staff

helpful

learning

meet others

staff

What could be improved?

butter

How did you feel?

not alone

thanks

[The staff have been so amazing and helpful](#)





Response from Eamonn Duffy, Asha Inpatients Ward Manager, Adult Mental Health Inpatients - Addictions Service, Western Health and Social Care Trust 2 months ago



We are preparing to make a change

Dear deltabz38,



I would like to personally thank you for your very kind piece of feedback in relation to the care you received whilst in Asha. Please be assured that I have passed your kind comments on to the entire Asha team, including our domestic and catering staff.

I acknowledge your comment regarding the recent changes to food options, specifically the butter/margarine. I wanted to provide an update in relation to this. This issue has been highlighted to our senior management team, who are currently seeking a solution to this issue.

On behalf of the entire Asha team, we would like to wish you all the best on your continued recovery.

1 person thinks this response is helpful

Was this response helpful? **Yes** | No



Response from Eamonn Duffy, Asha Inpatients Ward Manager, Adult Mental Health Inpatients - Addictions Service, Western Health and Social Care Trust last week



We have made a change

Dear deltabz38,



I just wanted to provide you with a quick update regarding your justifiably critical feedback about the butter being used in Asha.

I am now pleased to tell you our kitchen has now sourced Irish butter again and this situation has improved. Again, I want to personally thank you for your feedback, which enabled us to make such efforts towards improving the patient experience within Asha.

1 person thinks this response is helpful

Was this response helpful? [Yes](#) | [No](#)

The “tell your story” workflow is our full process on the website

- You can use picture tiles
- Give what was good/could be improved tags
- Provide optional demographic information, FFT and ratings.
- Tag story to multiple providers
- Formatted to work on mobile devices

The screenshot displays a five-step progress bar at the top: "Your story" (active), "About you", "Services", "Tags", and "Sign off". Below the progress bar, the form contains the following elements:

- A question: "What is your story about?" with a help icon and an empty text input field.
- A notification: "This story is being added by Sarah (Not you?)".
- A question: "What happened? How did you feel?" with a help icon and a large text area.
- A banner: "Use one or more pictures to tell your story" with a right-pointing arrow and a small image icon.
- A word count: "0 words (of 1000 allowed)".
- A question: "When did your story happen?" with a help icon and a dropdown menu currently set to "Today".
- Navigation buttons: a "Back" button with a left arrow and a "Next" button with a right arrow.

Inviting online feedback with an invitation link

The simplest way to invite people to share their experiences on Care Opinion is just to provide a link to the site.

Another way is to make an "**invitation link**" and provide that instead. They look like this <https://www.careopinion.org.uk/49/aah-ed>

What does an invitation link do?

An invitation link allows you to:

- customise various aspects of our story-telling workflow
- easily access widget codes, kiosk links or QR codes to share with people using services
- keep track of which stories came via which invitation links, and run reports and visualisations easily
- Add your own survey link at the end



Tell us your experience of our service

Mental Health for Older Adults

East & South

Your story matters and could help bring about positive change to meet the needs of our patients and their families.

Scan here to share your story:

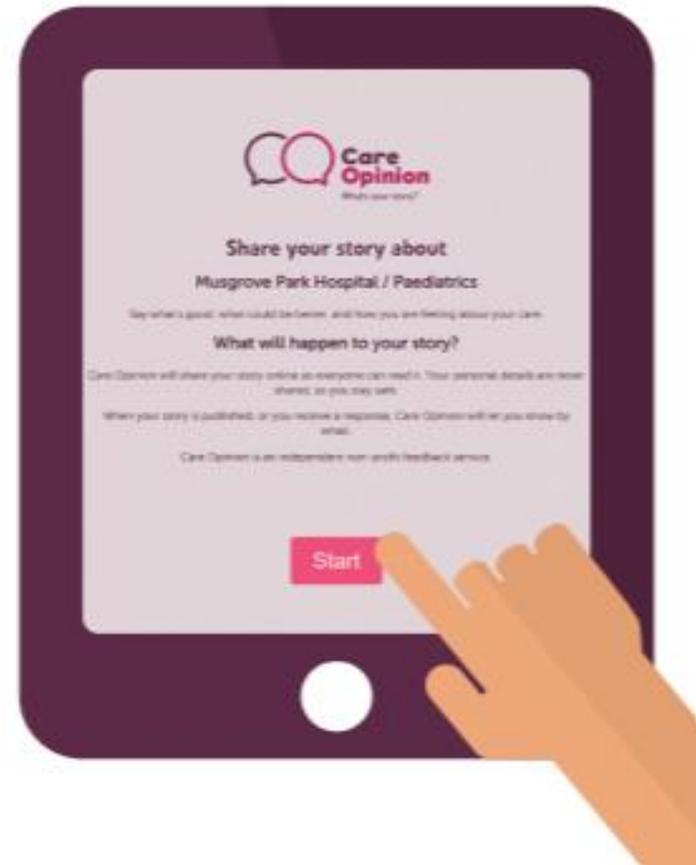
SCAN ME



visit:

<https://www.careopinion.org.uk/799/mhoa-east>

or freephone: 0800 122 3135



WHO CAN SEE FEEDBACK?



STAFF

- Immediate staff are alerted to the story, giving those with responder rights the opportunity to post a response
- Staff from other departments & SMT may also see these stories



THE PUBLIC

- By visiting departments and reading display boards
- The public can also come onto our website and scroll through, reading stories from their areas, or elsewhere
- Social media is a great way to heighten public engagement



GOVERNING BODIES

- The Scottish/ UK Government
- MSP's/ MP's
- Care Quality Commissioner (CQC)
- Scottish Public Services Ombudsman (SPSO)



STUDENTS & RESEARCHERS

- Students researching Care Opinion for use in their academic studies
- Researchers investigating complaints & Feedback, and the place in which Care Opinion occupies within this field

How do I find out who else has been alerted to this story?

Activity

4 staff members have read this story

[Who has Care Opinion told about this story?](#)

You can also find out who else in your subscription has been sent an email alert

Not only can you see who's been notified, but if anyone has read or responded to the story too

Who has Care Opinion told about this story?

We have told 2 members in your subscription

Fictional NHS Organisation

[John Demo-Responder](#)

Patient Experience Coordinator

[Kermit Example-Admin](#)

Head of Communications

[Nottinghamshire Healthcare](#) 20 told

✓ 3 read

✓ responded

[NHS Foundation Trust](#)



**Accessing
the site**

Getting started...

Start by updating your profile...



Make sure you're logged in!



Good afternoon Kermit!
Administrator of Fictional NHS Organisation
Subscriber view
Navigation
Stories
Saved things
Members
Tags
Invitation links
Reports archive
Visualisations gallery
Bookmarked stories
Blog
Notifications
Activity 2.4k
Recently read

Select Language Size: A A A Contrast: C C C C BSL/ISL **Welcome Kermit**
Your stories Log out

Care Opinion
What's your story?
Share your experiences of UK health and care services, *good or bad*.
We pass your stories to the right people to make a difference.

Home **Tell your story** About us
Search for stories about...
eg Leeds General Infirmary, heart surgery, dementia, S3 8EN

I made sure my mum could keep in touch
Now the staff know how they helped our family
Your stories help me to keep improving



You will find almost everything you need here in your menu

Ways to personalise your profile

Add a profile picture



Update your job title
& department



Explain to people
what you do



Home Tell your story About us

Search for stories about...
eg Leeds General Infirmary, heart surgery, dementia, S3 BEN

Fictional NHS Organisation / Kermit Example-Admin

 **Kermit Example-Admin** [User details](#)

Fictional NHS Organisation
kermit@example.com ⓘ

0 responses
0% rated helpful

Member details

Role
Administrator ⓘ

Job title
Head of Communications ⓘ

Department
(No department) ⓘ

Organisation
Fictional NHS Organisation ⓘ

Phone number
(No phone number) ⓘ

What I do
(No job description) ⓘ

Member From 23/06/2020

User admin

[Send forgot password email](#)

Quick links

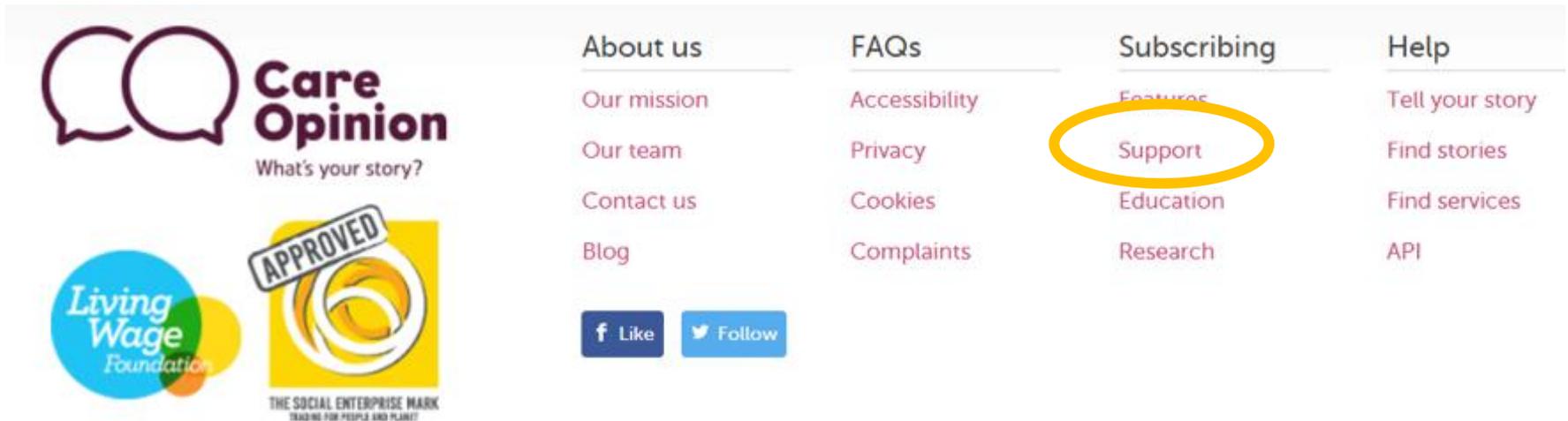
- [Alerts, searches and reports](#)
- [Bookmarked stories](#)
- [Email log](#)
- [Sent alerts](#)
- [Send test email](#)



Live Site...

How to find help?

- **Help** button
- **Support** page
- Contacting your **lead within your organisation**
- Contacting your Care Opinion support lead
- Emailing: **info@careopinion.org.uk**



Support, webinars, subscriber chats and events

Webinar - How to Respond well – Monday 23rd Feb 2pm

Other webinars

Sign up for and view webinar recordings on [This Page](#)

*Register
Now*

Know How Page

For all your support needs, you can find lots of information at this page:

[Subscriber know-how | Care Opinion](#)

Events

Find out about our upcoming Care Opinion events, including Subscriber Chats here: [Care Opinion Events | Care Opinion](#)

Register for our **Spring online Conference 2026!**



Contact us: info@careopinion.org.uk



Blogs

Royal Devon University Healthcare NHS Foundation Trust

[Our journey from single service to trust-wide subscription](#)

Inclusion – Sexual Health Services

[Celebrating 1st year of online feedback](#)

Nottinghamshire Healthcare

[Blog by MH service user](#)

GP in Hackney – The Lawson Practice

[Care Opinion within a GP setting](#)

Southern Health & Social Care Trust

[Care Opinion for in-patient mental health & learning disability service | Care Opinion](#)

[All blogs on Care Opinion | Care Opinion](#)







**Thank
you**