The background features a repeating pattern of speech bubbles. Most are dark red outlines, but one in the lower right is a white outline. The text is centered within this white bubble.

**How to
Respond
Well**



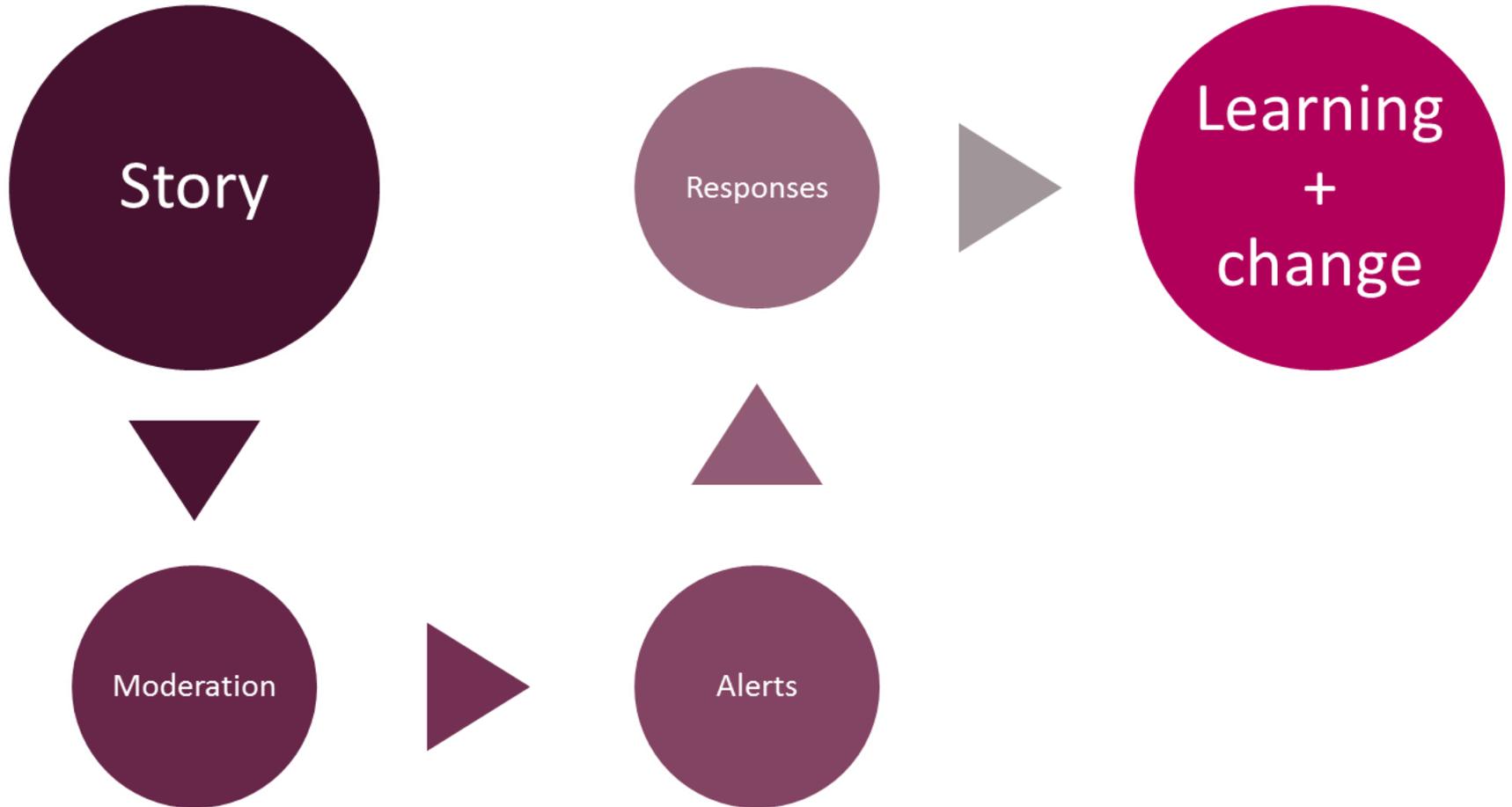
Before we start...

- **Recording**
- **Camera & Mic**
- **Live Captions**
- **PowerPoint Live**
- **Post session email**

In this session, you will learn...

- How to update your profile details and picture
- How to respond to stories on Care Opinion
- What makes a good response
- What authors might want in a response
- How to show you're planning or have made a change to your service, as a result of feedback

Stories – it's about the conversation



Good practice in responding

About you

- Your name, role and responsibilities
- Your picture
- Why you in particular are responding

Speed

- Within 7 days at most
- If slower, apologise and explain why

Content

- Personal and specific
- Thank author for feedback
- Apology and offer of help as needed
- Offer of follow up if wanted

Signposting

- Other relevant services, with contact details, times and a named person
- Offer more than one way to contact a service

Sign-off

- Polite and personal
- Would you be satisfied receiving this response?

Blog post : Link to [‘What makes a good response’](#)

Top Responding Tips!



You can respond **as many times** as you wish



You can respond to **any story in your subscription** as long as you are logged in!



Never ask an author to disclose their **personal information** on the website.



A **transparent, honest and safe** conversation on Care Opinion demonstrates that your service listens to feedback, resolves problems and works towards positive change.

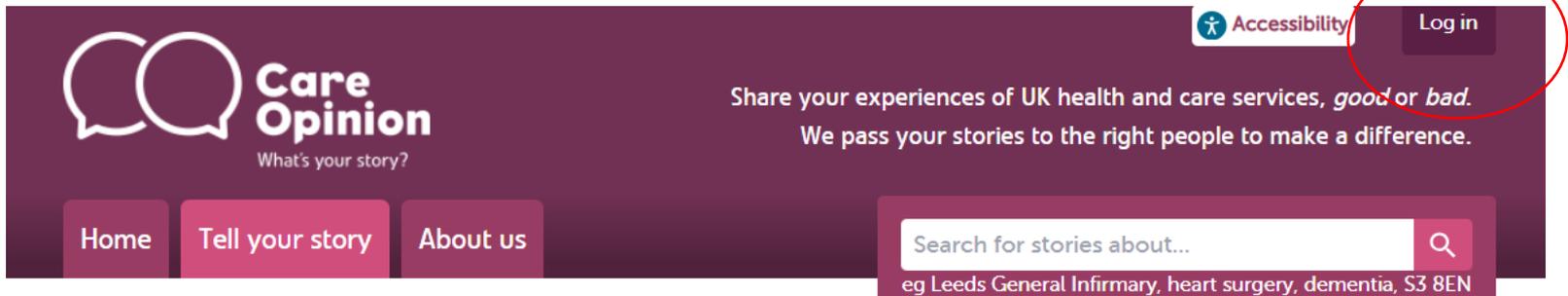
Why is it so important to update profile details?

- As a responder, when submitting a response you will be asked to 'sign off' your response, using your response signature. This information is pulled directly from your profile details, and so it is so important that this is as detailed as possible
- Having your name, job title, department and organization, along with your profile picture, helps authors to feel like they are speaking to another person, humanizing the whole process
- Updating this information is super easy and quick- here's how to do it!



How to update your profile details!

Step 1: Log in!



Step 2: Navigate to your profile!



Step 3: Click on the pencil to add/update info

Job title

Engagement and Support Officer



How to update your profile details!

Member details

Role

Administrator 

Job title

Engagement and Support Officer 

Department

Subscriber Support 

Organisation

Care Opinion 

Phone number

(No phone number) 

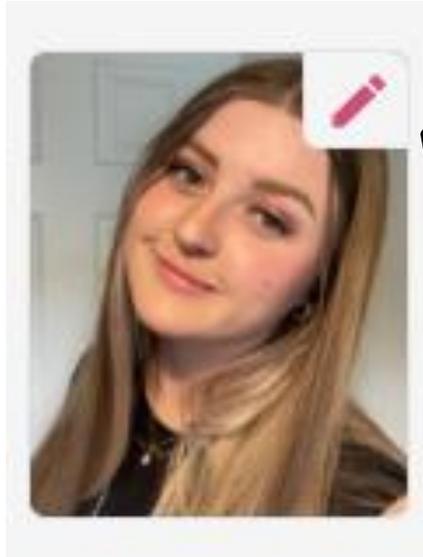
What I do

(No job description) 

★ Top Tip: Updating this 'what I do' section is super handy for explaining in layman's terms what it is that you do, helping to give people a better understanding if your job title is particularly complex ★



How to update your profile picture!



Click on the pencil icon, to upload a profile picture

Update profile picture

Close

Choose File No file chosen

Cancel



Upload

Then select 'choose file', select your file & upload!

Here you can see why this all matters!



Response from Charlotte Borthwick, Engagement and Support Officer,
Subscriber Support, Care Opinion 12 months ago



Response is **public**



- ✓ Full name
- ✓ Job title
- ✓ Department
- ✓ Organisation
- ✓ Profile picture

Response from Care Opinion CIC

Dear Bear

- ✓ Organisation

Thank you so much for sharing your positive experience using Care Opinion....

Write your reply

Preview

This response is from

Me

Another member

How would you like to sign your response?

Name, job title, organisation

Job title, organisation

Organisation

Write your response

[guidance on responding](#) | [responses people found helpful](#)

B *I*    

Type something

Are you planning a change in response? [More about changes](#)

Not at the moment

We're planning a change

We've made a change

Demonstrating you've made a change!

 We are preparing to make a change

 We have made a change

Are you planning a change in response? [More about changes](#)

Not at the moment

We're planning a change

We've made a change



When the editing period ends, your response will be read by a moderator before publication.

Your consent

I consent to my response being published on Care Opinion and shared online to help learning and change.



Consent and submit response

30 minutes
editing time
once
submitted



What constitutes a change?

- Must **affect the service and patients/service-users directly**.
- Can be **big or small**.
- Can be **planned for the future or made immediately** – update with a new response once the change has progressed or been made!
- Can be **updating staff training** or maybe seeking funding to make the change.
- Can be made on **positive and critical stories** e.g. good practice can be replicated or enhanced in other parts of a service/organisation.

CHANGE PLANNED



CHANGE MADE



Example of a change made

“We have relayed this to the team, who have since **updated the map** and will now ensure it is provided to patients in colour.”

Response from Andrea Bendowski, Clinical Nurse Manager, Planned Care, NHS Fife 6 days ago We have made a change

Response is public



Dear HK57,

Thank you for sharing your concerns with access to the NTC.

As a result of your feedback, we reviewed the maps provided to patients for directions. We agree that they were confusing and difficult to navigate. The map should have clearly indicated that there is no internal access to the NTC from the main hospital and that it can only be accessed from outside.

We have relayed this to the team, who have since updated the map and will now ensure it is provided to patients in colour. We appreciate you bringing this to our attention, as we hope this improvement will make navigation easier for patients in the future.

Thank you

Andrea Bendowski

1 person thinks this response is helpful Was this response helpful? Yes | No

5 elements of good responses:



- **Showing empathy and understanding**
- **Apologising sincerely**
- **Explaining what normally happens or why things happen a certain way**
- **Saying what you have done/will do with the feedback**
- **Saying what you will do to make an improvement**

What does a great response look like on Care Opinion?

Responses

Profile picture

Personal touch

Saying what you will do with the feedback

Sign off

Response from Louise Lawrie, Service Manager - Motherwell Locality, North Lanarkshire Health & Social Care Partnership 8 months ago



Hi Amy927,



Thank you for taking time to share your experience and feedback regarding our wonderful Team Leader Eileen. Receiving this news about your son is bound to be overwhelming and a daunting experience indeed. However, it is so amazing to hear that Eileen could support you and make this experience less lonely for both you and your son. We are so lucky to have Eileen as part of the service, bringing all of her skills and experience from over the years. She contributes hugely to supporting children and families like yourself and also supporting the wider team in delivering this high quality care. We agree - she is an absolute credit to the team/locality/organisation.

I will ensure Eileen gets your lovely feedback and her value is celebrated. I wish you and your son all the very best on the journey ahead. Thank you again.

Many thanks.

Louise Lawrie

Service Manager

Motherwell Locality

[Has went over and above for me and my son | Care Opinion](#)

Saying what you will do with the feedback

Let the author know what you've done/are planning to do with their feedback.

This makes authors feel listened to and encourages others to share their own experiences.



Response from Jessica Appleby, Senior Paediatric Staff Nurse (Northern Services), Caroline Thorpe Ward (Northern Services), Royal Devon University Healthcare NHS Foundation Trust last month



Thank you very much for taking the time to share such thoughtful feedback.



It is really heart-warming to hear that other departments within the hospital provide such high standards of care towards paediatric patients and take the extra time, care and attention in



Response from Samantha Ellaway, Dental Nurse, Maxillofacial & Orthodontics (Northern Services), Royal Devon University Healthcare NHS Foundation Trust last month



Thank you so much for taking the time to share your feedback. We're really pleased to hear that Mark was able



Update posted by [warmxp58](#) (a parent/guardian) last month

Thank you so much. Please do pass on our sincere thanks to Mark and the team. I don't think my daughter (or I!) will ever forget the kindness and compassion shown on what was a very difficult day for both of us.



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ng kind,
your
ass on
wish your

Click [here](#) to read full story

Responding to critical feedback

Remember, it's entirely normal to feel...



Angry



Upset



Frustrated

But your goal is to **improve the relationship**, not to prove who is right.

Show the author that you have listened to them.

And show that you genuinely care about the experience they've had.

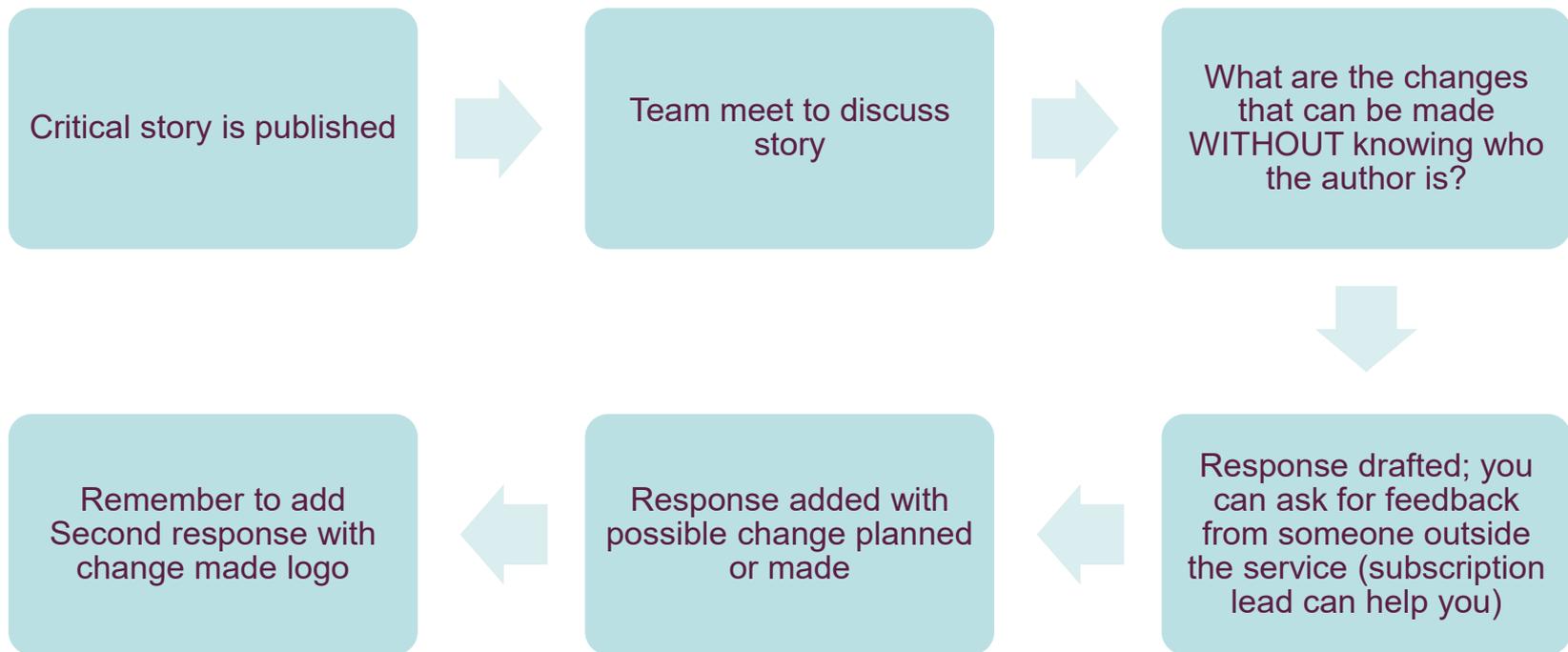
“You can't go back and make a new start, but you can start right now and make a brand new ending.” James R Sherman

Preparing yourself to respond...



- Take a deep breath
- Take your professional hat off
- Imagine it's you, what response would you expect?
- Try to understand and connect with the motivation of the author
- Control any inclination to defensiveness
- Walk away, reflect, get someone else's viewpoint
- Examine your own motivation –to learn, to improve, to protect, to defend

Responding to a critical story workflow



Remember...Changes can be planned and made from **positive** stories too!
E.G. Sharing best practice.

Responding to Critical feedback



Response from Louise Lawrie, Service Manager - Motherwell Locality, North Lanarkshire Health & Social Care Partnership 3 years ago

“I want to say, I can appreciate how difficult and worrying this must have been for you to try and navigate between services to get the right treatment and care for your mum”



ter and you
e to give us such a
y that you and
ng the referral
y team in Bellshill. I

want to say, I can appreciate how difficult and worrying this must have been for you to try and navigate between services to get the right treatment and care for your mum

“Your experience has highlighted issues around the referral process, the communication process and the response during an Out of Hours period. We would really like to look into this further as your journey has not followed what we would normally expect. Further detail would allow us to ensure learning outcomes and improvements for our District Nursing team and our wider Multi-disciplinary team”

Keeping the conversation



When something hasn't gone well, it can be tempting to want to take the conversation offline to investigate further.

Ask yourself: **Do you really need more detail?** Can you respond to the information you already have?

I appreciate the offer although Care Opinion is about anonymous feedback and I believe that I have given enough information in my original story.

I understand the need to want to engage with me but using this way of giving feedback gave me the opportunity to be open in a safe way. I just want my feedback to ensure that this behaviour of the staff at the main reception is improved and that staff won't ignore service users or be distracted by their phones while we are waiting.

Keeping the conversation



Why it's important to avoid taking things offline...

Puts the burden back on the author

They're asked to phone or email another team and repeat everything again, which can feel unfair - especially when they've already taken the time to share their experience in detail.

Can make the author feel like their original feedback wasn't enough

It sends a message that their story doesn't count unless they take further action.

Making the author do the follow-up work

Instead of the service taking responsibility to look into the issue, the author is expected to phone or email someone else. It shifts the effort away from the service and onto the person who's already potentially unhappy.



Pay attention to the 'How did you feel?' tags

" Support through being sectioned 3 times "



STORY HAS A RESPONSE



This story has had a response

About: Community Services (AMH) / CMHT North

Posted by [zoe66554](#) (as a service user), last week

Diagnosed as having bipolar the mental health team and hospitals have been amazing throughout from having psychotic episodes, been manic hallucinations auditory and visual. I was very ill indeed not only did they look after me during this time they have helped me rebuild my life after through the mht.



I have learnt how to look after myself and manage my illness I have a detailed care plan in place to recognise symptoms and know who to ring immediately so I can stay well and be home with my children where I belong thank you so much everyone involved with my care I'm sure they will remember me as I will them ❤️

Story summary

What was good?

care planning new skills staff support

How did you feel?

supported

How did you feel?

badly let down

burden

confused

Practical Tips to make responding easier!

The link **only**
logs you into
the site the
1st time



Sarah, we have published a story
relevant to you

If you have responding rights, you can post a response below the story.

[Complimentary Therapy](#)

This is your **personal link**. It will log you in the first time you use it.
After that it is safe to share with other people.

If the link above isn't working, please copy the address below and paste it into your browser:

<https://www.careopinion.org.uk/opinions/649337?t=2eqvpgec5z>

[Who else have we told about this story?](#)

Why did I get this email?

We've sent this email in line with alerts you have set on Care Opinion. You can change or pause emails you receive from us at any time.

Just log into [Care Opinion](#), and then [change your alerts](#).

Who else received an email alert?

Who has Care Opinion told about this story?

We have told 2 members in your subscription



Read



Responded



Helpful

Public Health Agency

1 told

Southern Health and Social
Care Trust

8 told

I've experienced this



Avoid standard/copy & paste responses

Dear Se

Thank y
Same D

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observa

As your
and Liai

16:30 h

PALS te
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The Pat

- **Doesn't feel personal**

It doesn't show that you have really listened and empathised with what the author went through.

- **Sounds very formal and distant**

Using phrases like "Service User" makes it feel less human. Signing off as "The Patient Experience Team", instead of personally, further emphasises this.

- **Puts the burden back on the author**

Asking them to contact PALS can feel like extra work when they've already shared their experience.

- **Doesn't explain what the service will actually do**

Saying it's been "escalated" is vague - there's no clear next step or reassurance of change.

oset

Las

Sometimes things go wrong...

... and that's ok!

Acknowledging staff
in your response,
when things haven't
gone to plan, is
great for improving
staff morale!



Response from Jill Green, Ward Manager, Emergency Department,
Craigavon Area Hospital, Medicine and Unscheduled Care Directorate,
Southern Health and Social Care Trust 2 months ago

Good evening.



Thank you for taking the time to post about your experience in ED and
apologies for the delay in responding.

I am delighted to hear that you received excellent care from all staff whilst in
our care. It is wonderful to hear these positive stories and a great reflection on
the care the staff are providing.

Yes the It outage was a very challenging situation and the staff were amazing
in their roles, I am so glad that this was seen by patients too like yourself.

I have shared your kind words with the ED nursing and medical team, feedback
like this is great for staff morale. Thank you again for posting and I hope you
are recovering well.

Sister Green

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
- Read and watch a recording from our recent workshop [Workshop: Showing impact through responding | Care Opinion](#)



Star Responder Awards!

Do you have someone within your organization who is a great responder?

We want to hear from you!

You can nominate a star responder here:

[Star Responder](#)





Questions/Comments?





**Thank
you**