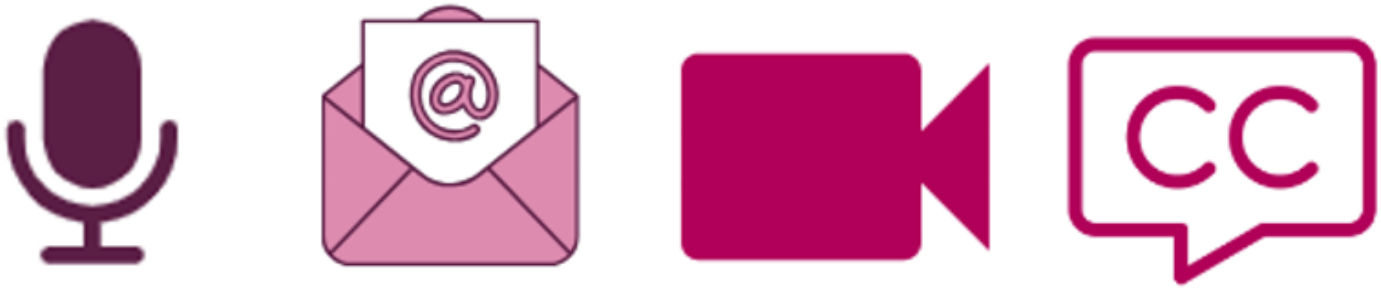
How to Respond Well



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



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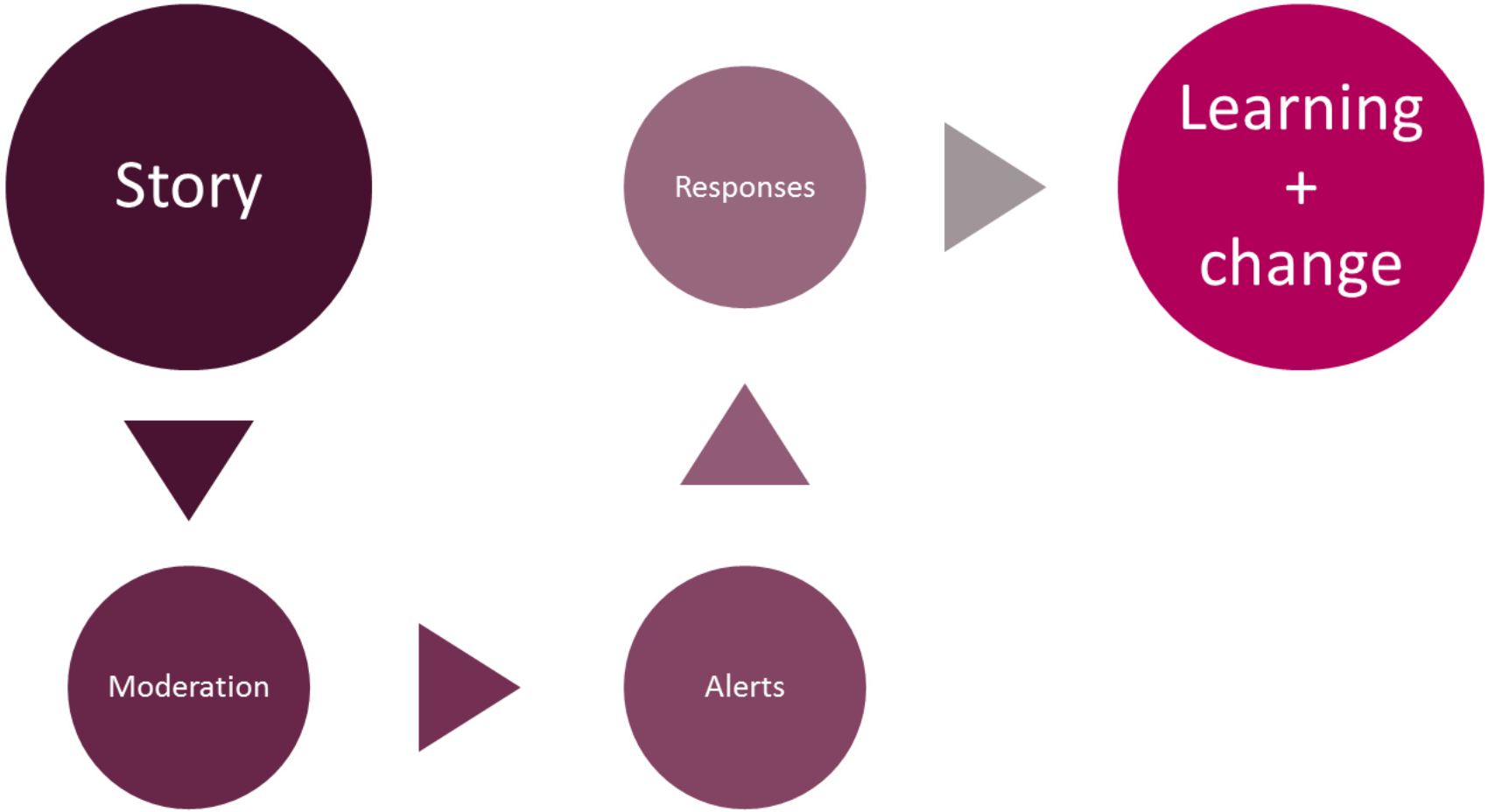
Com
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Asked to by someone

“The fact I did not have to give my name made it a lot easier to provide feedback. I find it hard to do it in person.

I would like it to make changes.”

Source: van Velthoven et al, 2018

Stories – it's about the conversation



Good practice in responding



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

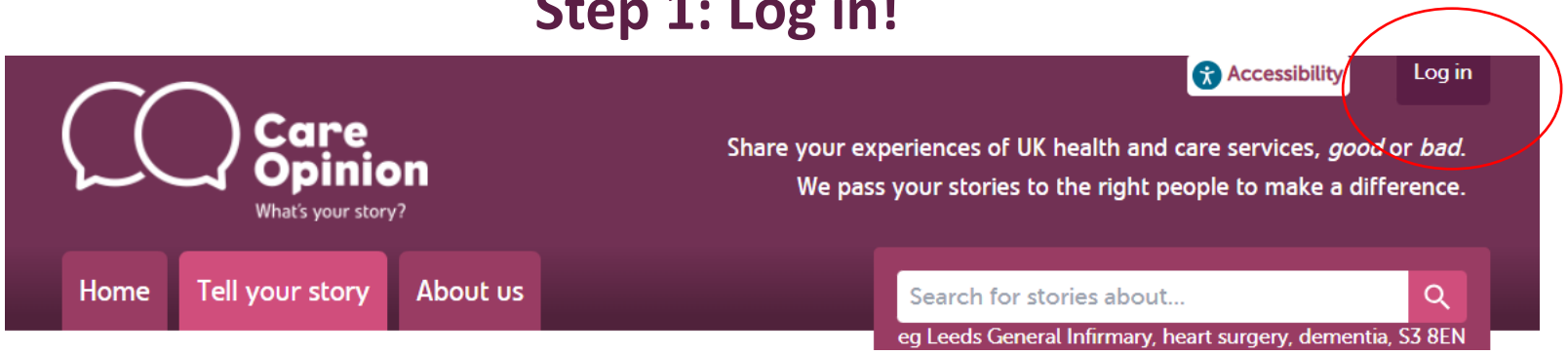
- Having your name, job title, department and organization, along with your profile picture, helps authors to feel like they are speaking to another person, humanizing the whole process

- Updating this information is super easy and quick- here’s how to do it!

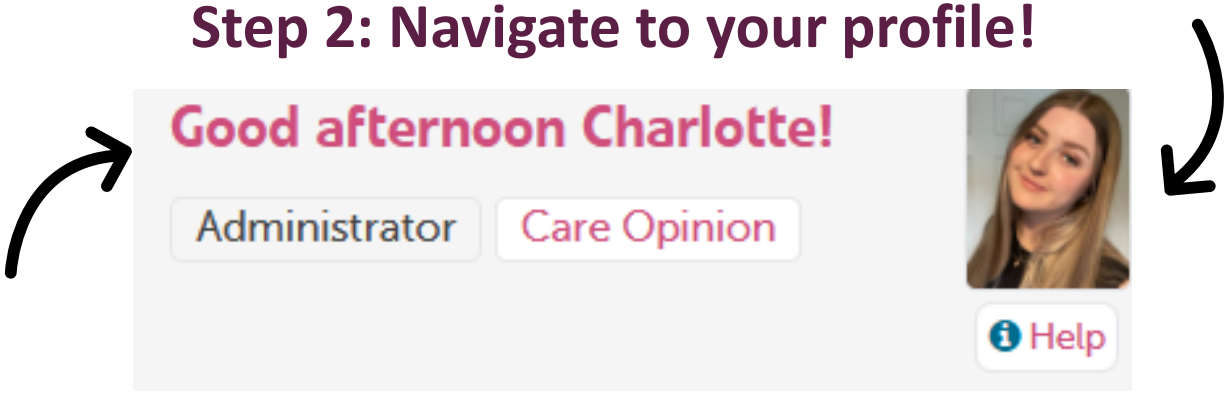


How to update your profile details!

Step 1: Log in!



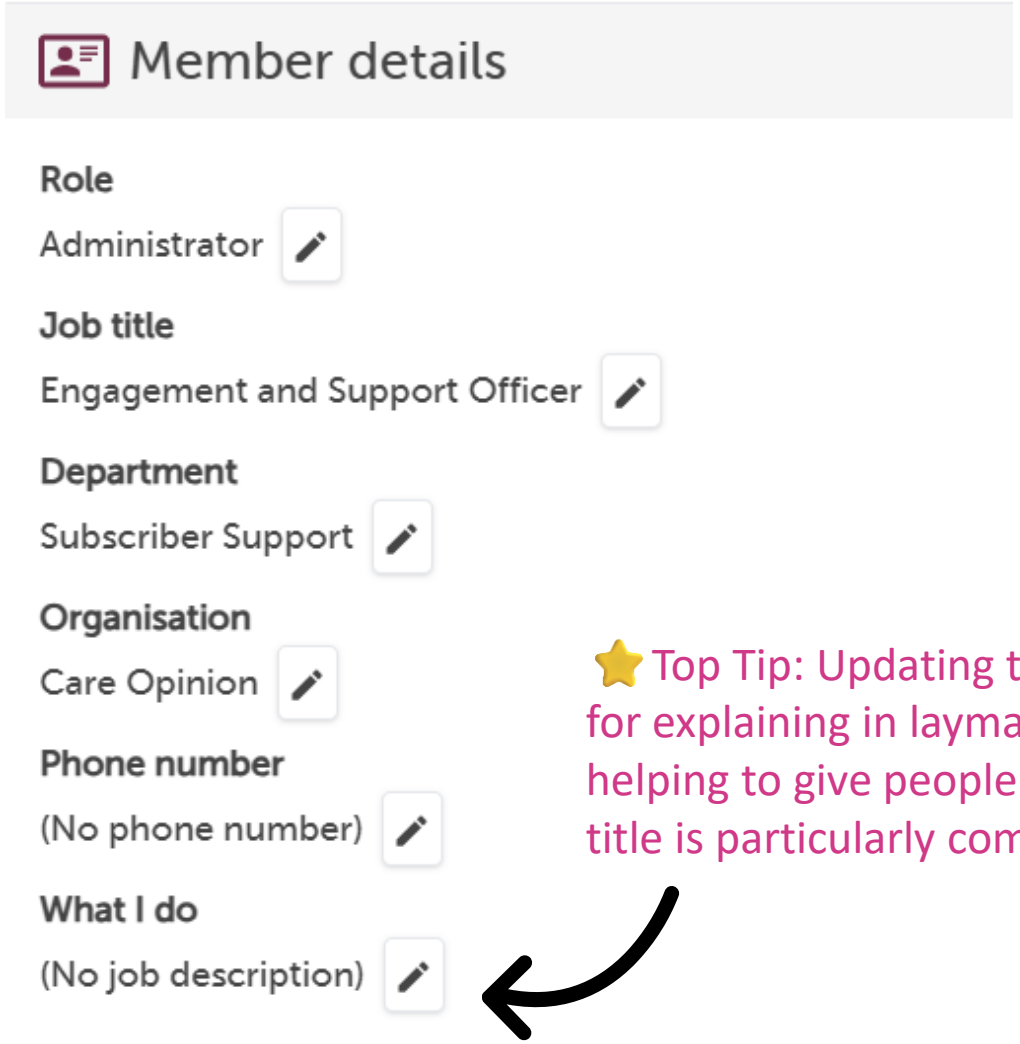
Step 2: Navigate to your profile!



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

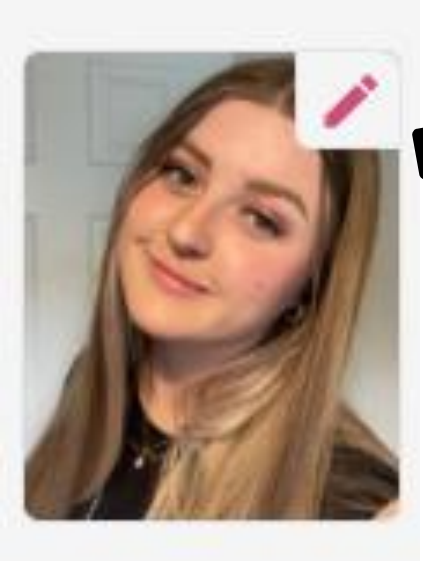


How to update your profile details!

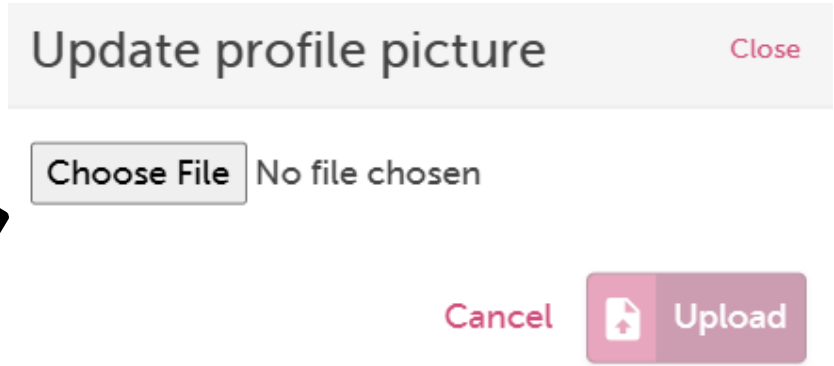


⭐ Top Tip: Updating this ‘what I do’ section is super handy for explaining in layman’s terms what it is that you do, helping to give people a better understanding if your job title is particularly complex ⭐

How to update your profile picture!



Click on the pencil icon, to upload a profile picture



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



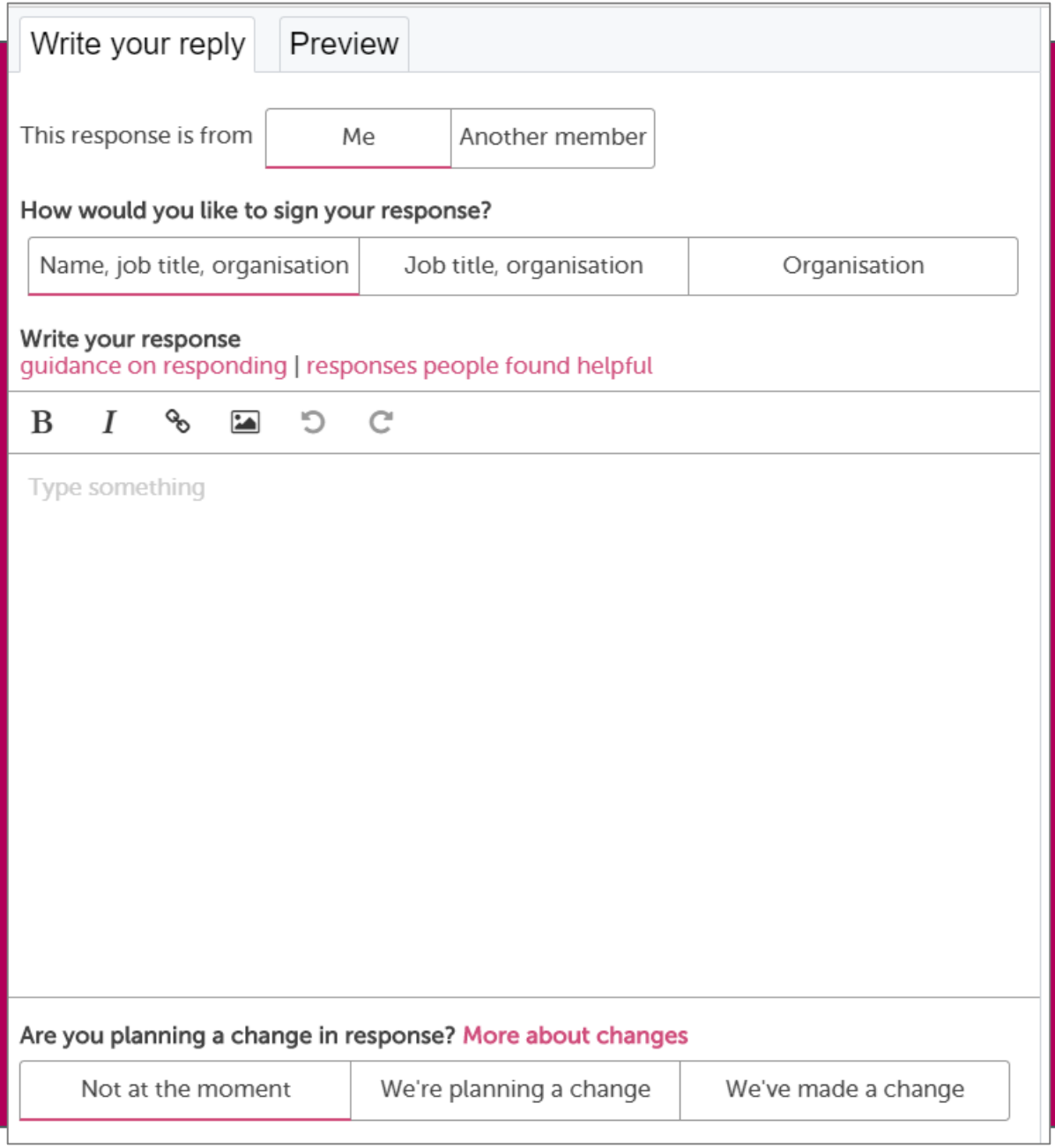
- ✓ Full name
- ✓ Job title
- ✓ Department
- ✓ Organisation
- ✓ Profile picture

Response from Care Opinion CIC

✓ Organisation

Dear Bear

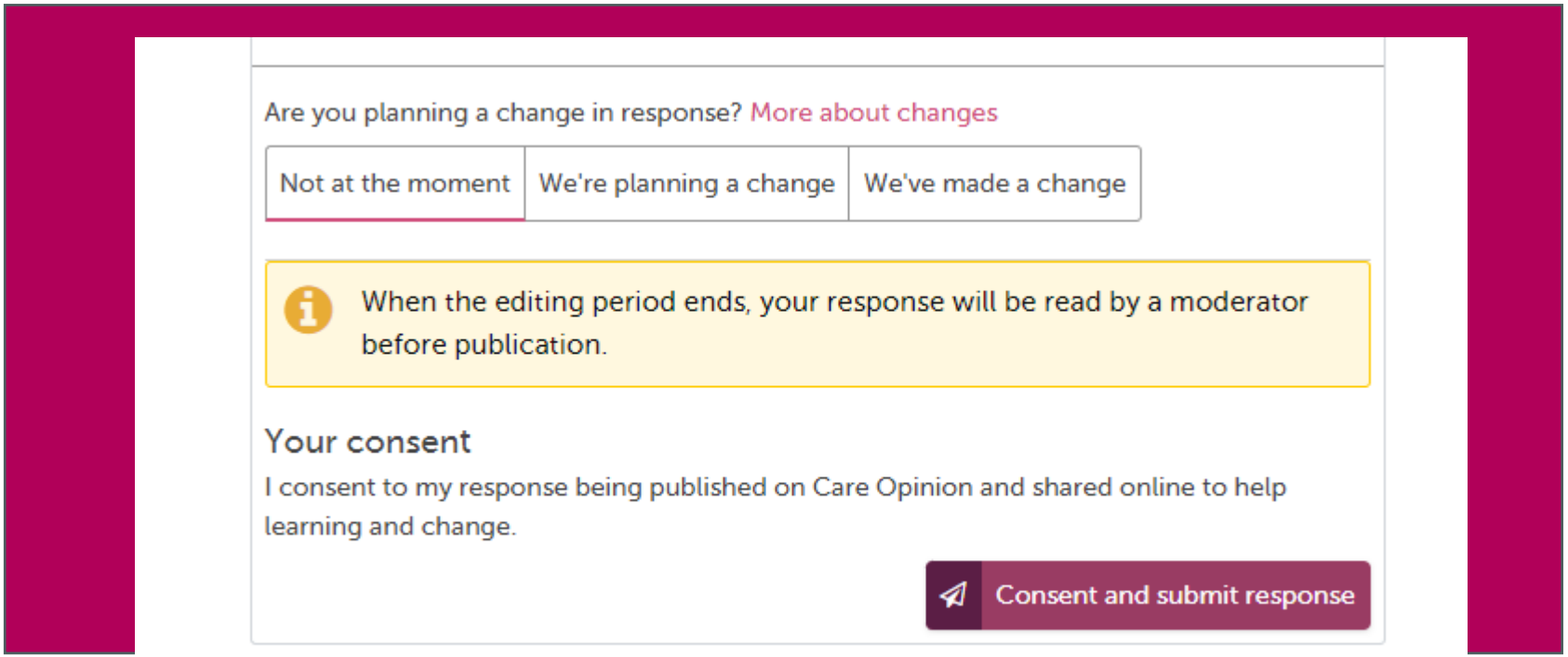
Thank you so much for sharing your positive experience using Care Opinion....


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
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



30 minutes editing time once submitted

What constitutes a change?





- Must **impact 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.

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

What makes a good response?

Care Opinion
What's your story?

- 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?

Profile picture

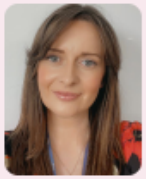
Personal touch

Saying what you will do with the feedback

Sign off

Responses

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. Recieving 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.

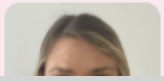
Response from Jessica Appleby, Senior Paediatric Staff Nurse (Northern Services), Caroline Thorpe Ward (Northern Services), Royal Devon University Healthcare NHS Foundation Trust last month



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

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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.

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 acknowledge and respond to the author's perspective, improve the relationship, not prove who is right.

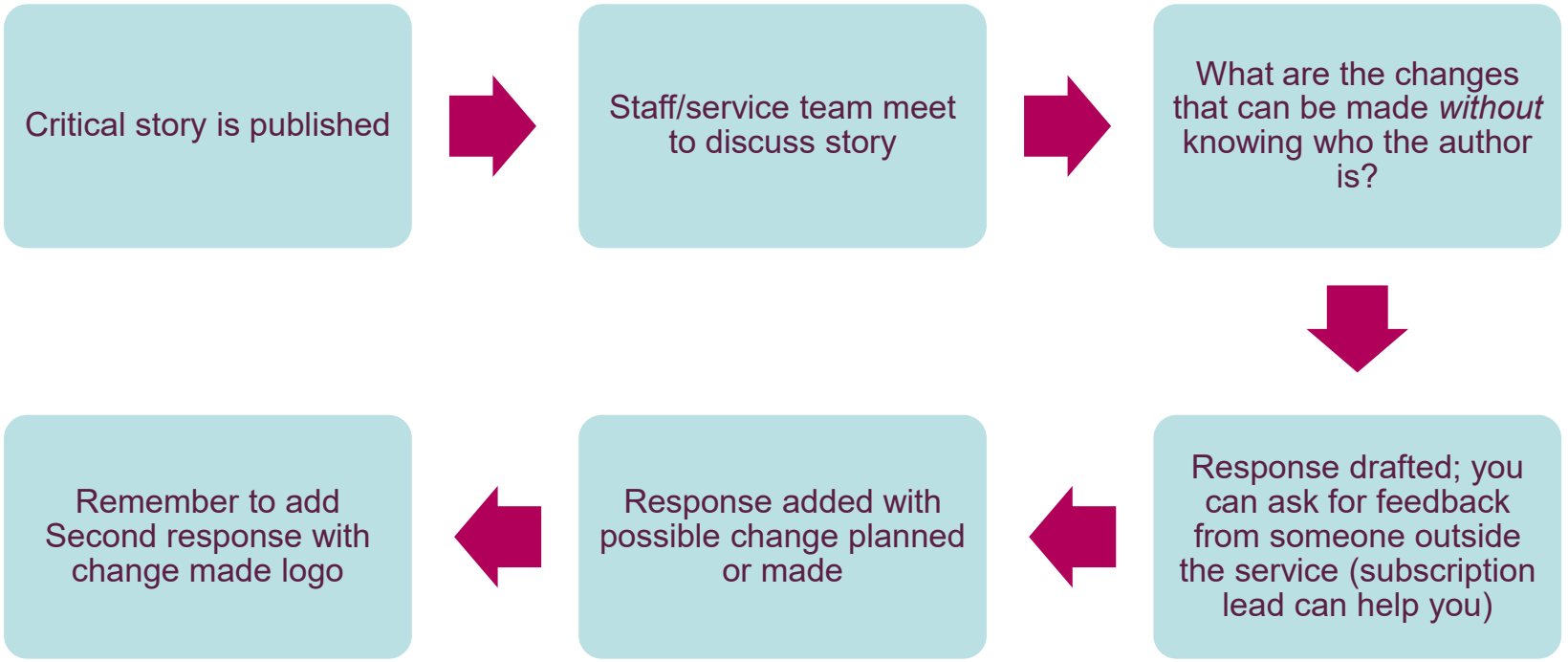
Show the author that you have listened to them.

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

Preparing yourself to respond…

- Pause and, for a moment, 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 defend
- 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



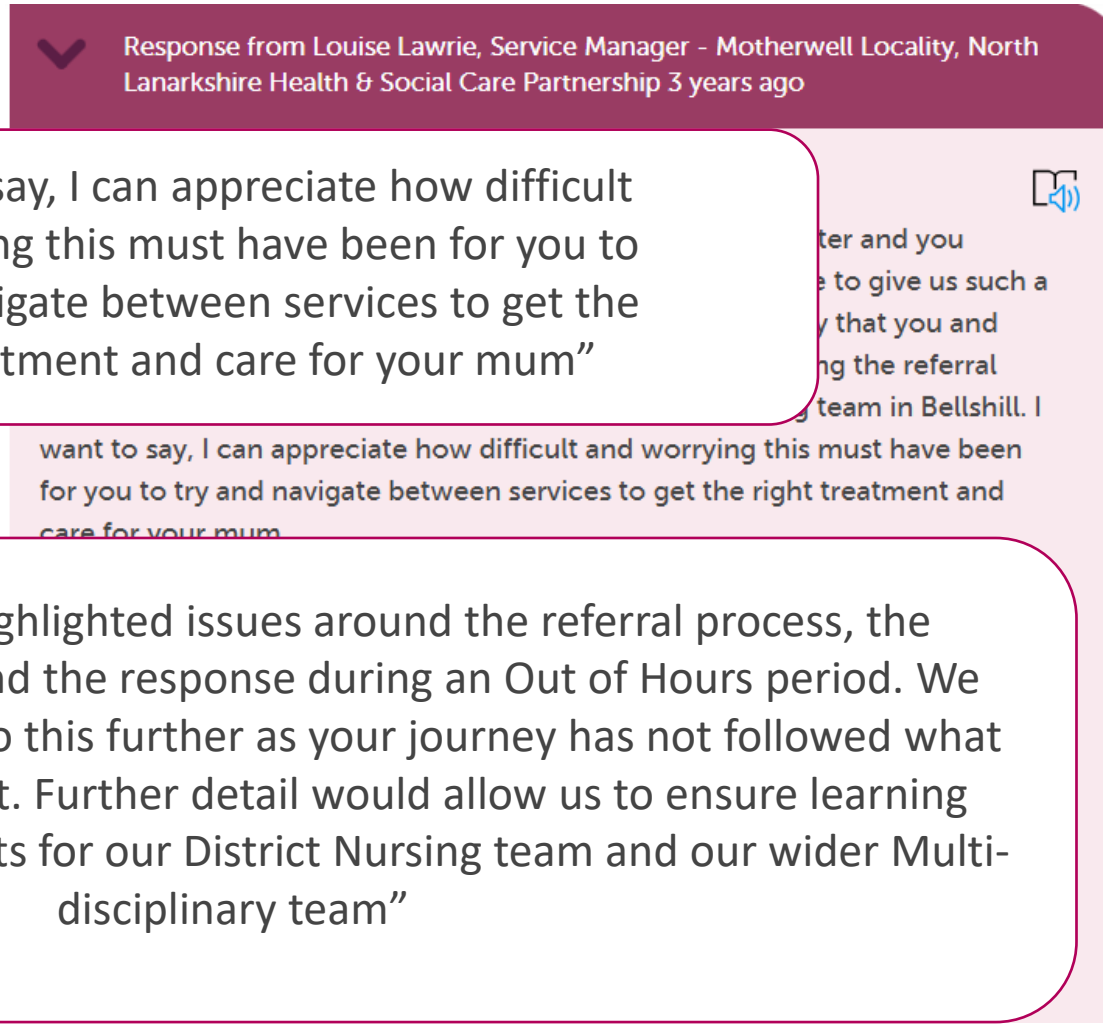
Remember…Changes can be planned and made from positive stories too!
E.G. Sharing best practice.

Remember!

Only respond to the content of the story:

- For many reasons you might think you know who has written the story
- It is important to maintain the author's anonymity
- Please don't include any of the author's details, specific appointment details that may identify them, or any other identifying points

Responding to Critical feedback



"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...

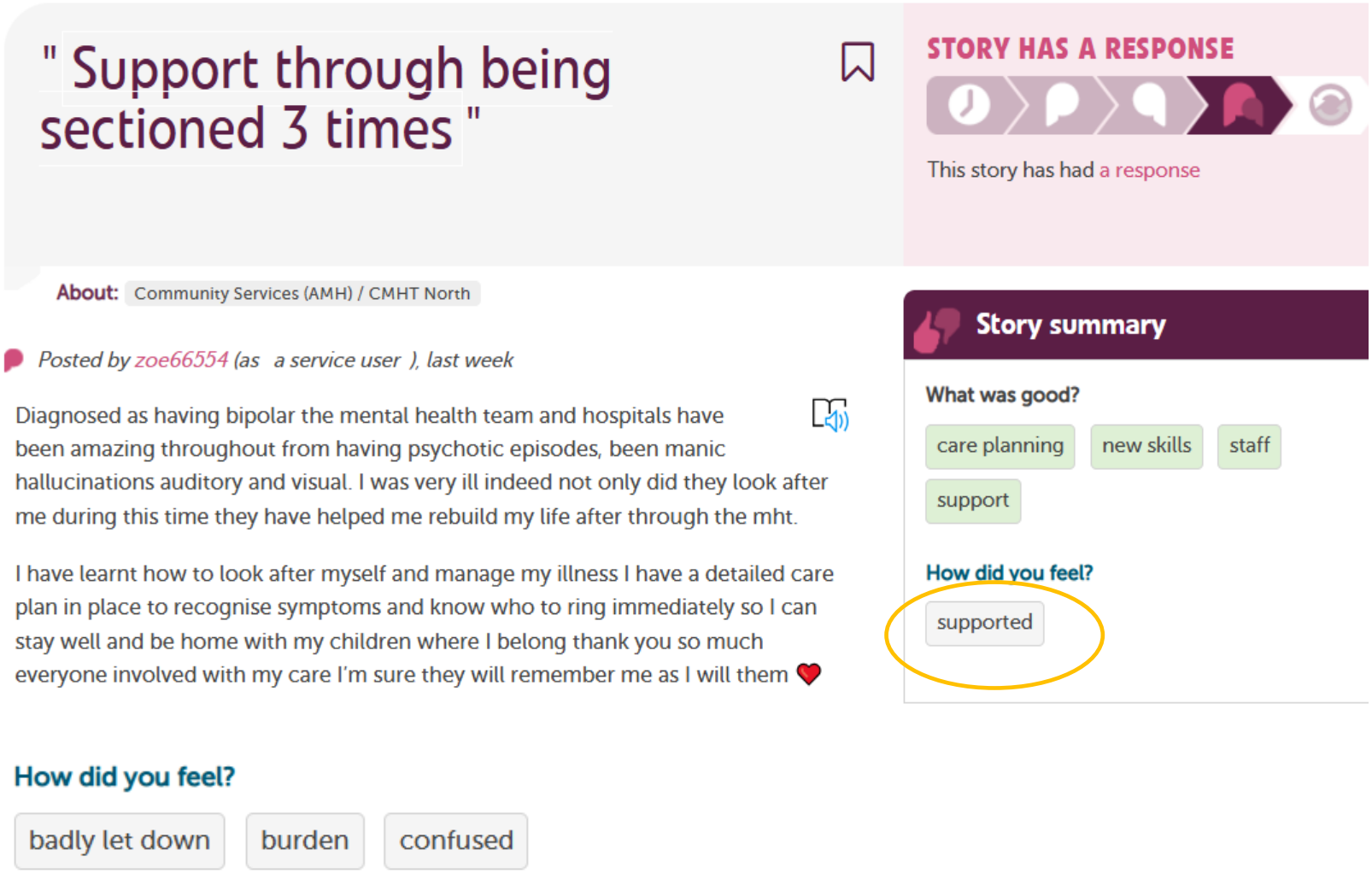
Puts the burden back on the author
They're asked to phone or email another team and repeat everything again, which can feel unfair - especially when they've already taken the time to share their experience in detail.

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.

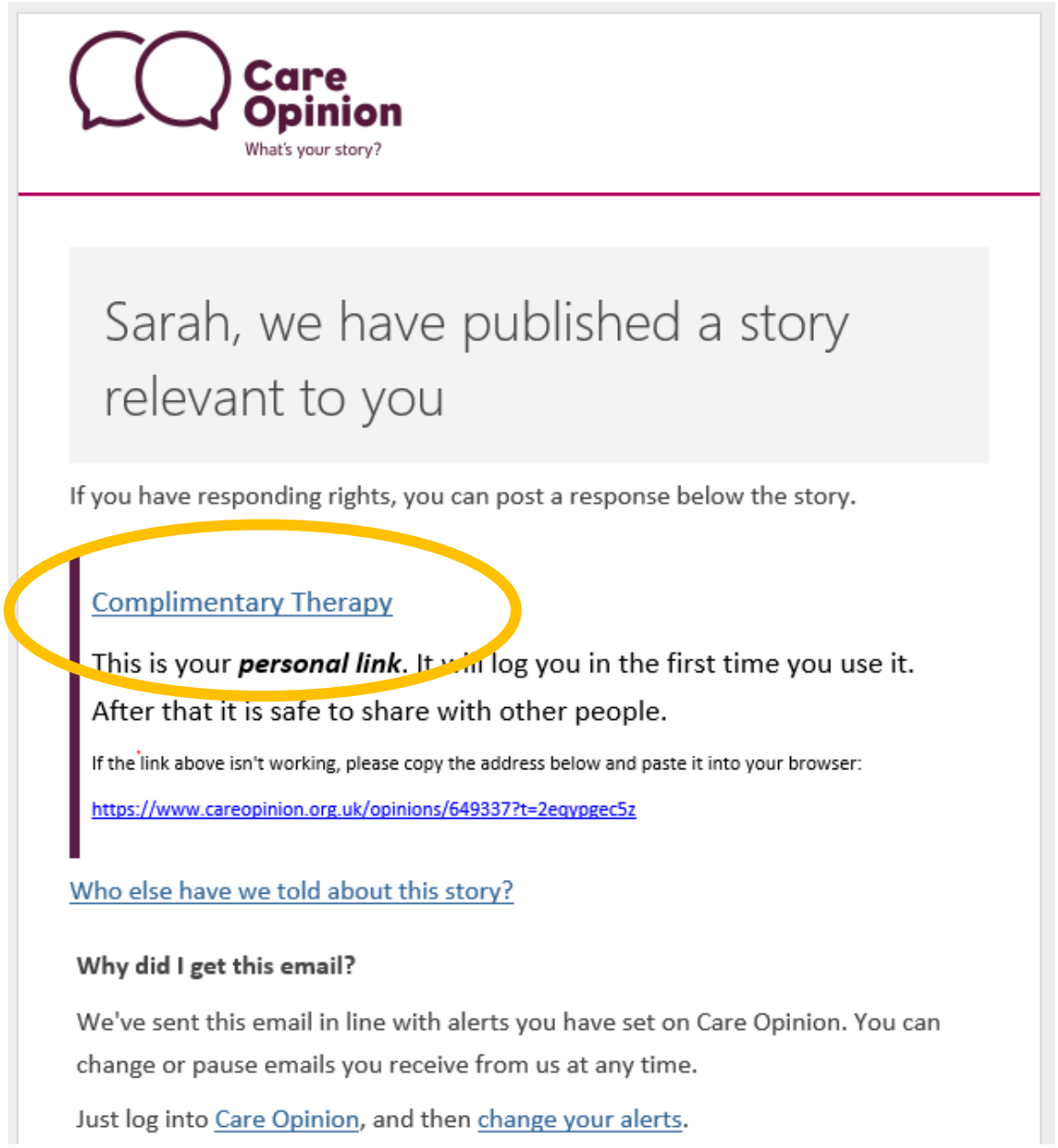

TOP
TIPS

Pay attention to the ‘How did you feel?’ tags



Practical Tips to make responding easier!

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



Who else received an email alert?





Avoid standard/copy & paste responses

- **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.

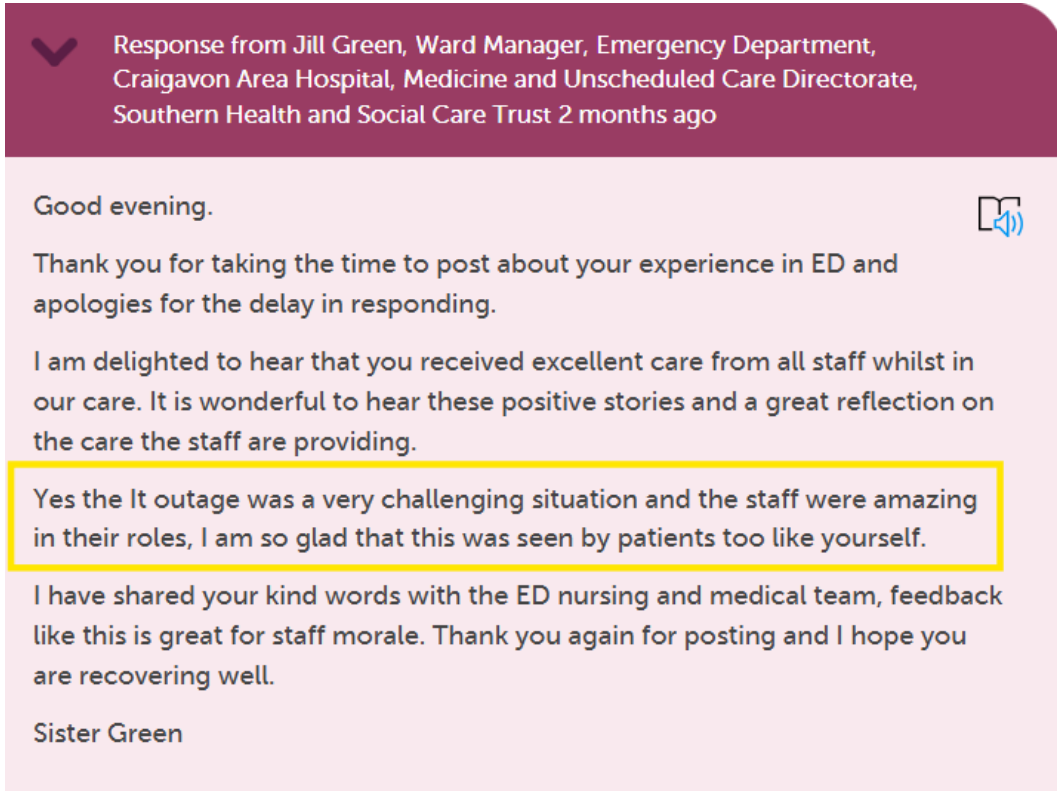
- **Puts the burden back on the author**
  Asking them to contact PALS can feel like extra work when they've already shared their experience.

- **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.

Sometimes things go wrong…

… and that's ok!

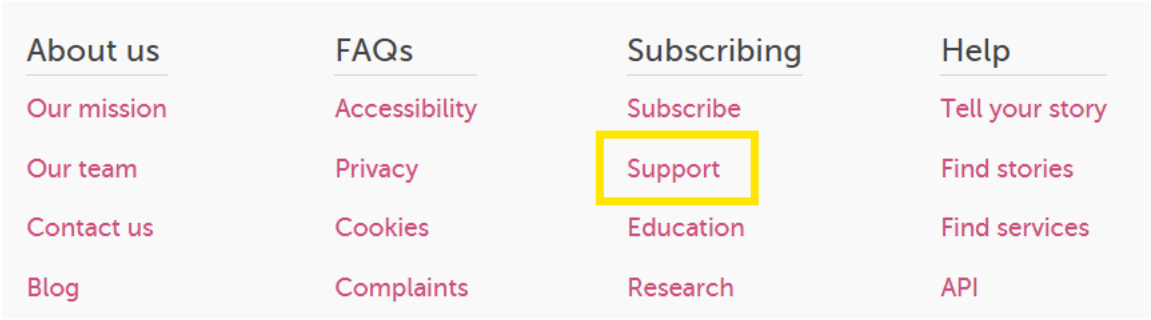
Acknowledging staff in your response, when things haven't gone to plan, is great for improving staff morale!



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