



**How to
Respond
Well**



Before we start...

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

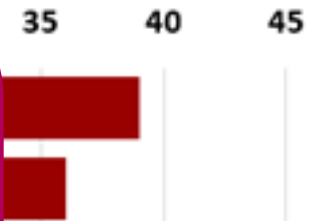
In this session, we'll help you...

- Learn how to respond using the Care Opinion site
- Understand what makes a good response
- Think about what the author might want from a response
- Think strategically about responding and how it can create change in services

Feedback online?

“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.

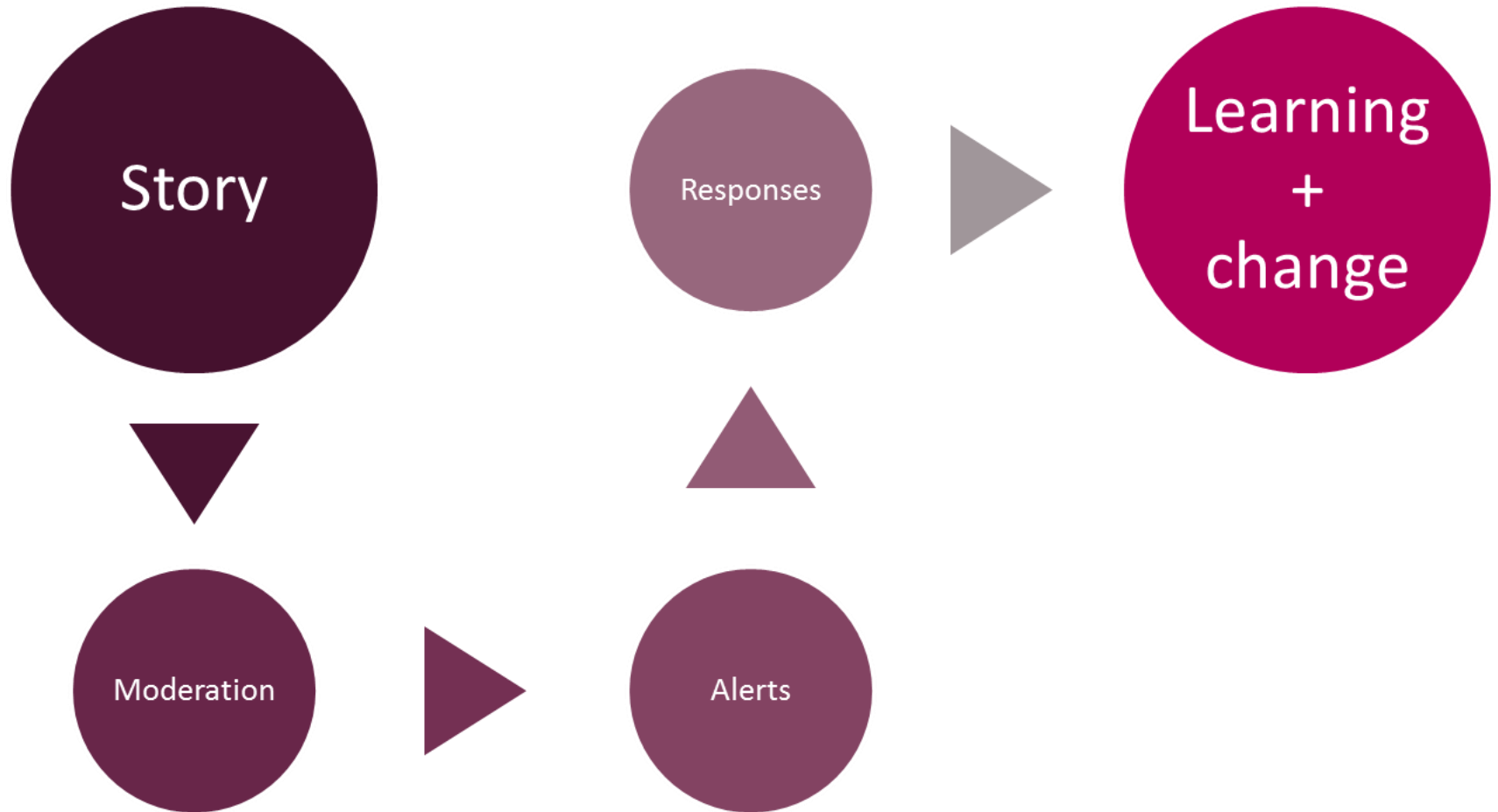
I would like it to make changes.”






■ Percent

Source: van Velthoven et al, 2018

Stories – it's about the conversation



Points before we start!

-  You, other responders and the author can respond to each other **as many times** as you wish
-  Never ask an author to disclose their **personal information** publicly – All responses are public once published on the website
-  By having a **transparent, honest and safe** conversation on Care Opinion, you can demonstrate to the public, how your service listens to feedback, resolves problems and works towards positive change

Practical Tip!

The link only
log's 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

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

" Bowel Cancer "



STORY READ



This story has been heard by a subscriber

About: North Devon District Hospital / Colorectal surgery & stoma care

Posted by *charaft59* (as a service user), 3 weeks ago

Numb best describes it ! As an ex NHS worker I felt quietly confident all would be well despite it being a substantial tumour .



More about:

bowel cancer

numb

tumour

Patient Experience Library

View reports on:

[bowel cancer, tumour](#)

Story summary

What was good?

referral speed

successful operation





What could be improved?

follow up care


How did you feel?


abandoned

confident

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>I</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.

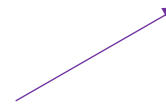
Your consent

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 does a really 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. 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](#)

Examples of great communication

Response from Shona Lawrence, Patient Experience Manager, NHS 24 last month

Response is public



Dear Anonymous life

Thank you for sharing your experience. I was sorry to learn how this made you feel. I'm pleased to see Jamie from NHS Fife is encouraging you to get in touch. I hope you make contact as experiences such as yours are a real opportunity to learn and improve.

I see from your story that you made a call to 111. I'm pleased you found our staff kind and that arrangements were made for your care to be passed to an Out of Hours Doctor. Please don't hesitate to contact NHS 24 on 111 if required. You can also access our Mental Health Hub 24 hours per day by calling 111 and pressing the mental health option. Breathing Space is also available in the evenings and all weekend. They can be contacted on 0800 83 85 87.

It's great to see your acknowledgement of the hardworking staff in outpatients admissions 1. Despite what you are going through, it's kind of you to acknowledge the positive impact their care had on you.

I'm so glad to see you went home feeling even a little happier. Take care meantime and I wish you all the best for the future.

Celebrate when things go well! Recognise not only your own colleagues, but those in other areas when mentioned

An opportunity to signpost or provide information that the person may find helpful moving forward

Preparing yourself for feedback...



- 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
- 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

How would you feel if you got this response?

Response from [redacted] NHS
Trust 7 years ago

Thank you for your comment. We are very sorry to hear that you have concerns and would like to speak to you; In order for us to look into this and investigate we need some further details. Can you please contact our PALs team who will be able to help you? You can contact them by phoning [redacted]
[redacted] Thank you.

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

Update posted [redacted]

I have observed that the practice of this NHS Trust is to generate a standard response, which can and does come across as being very disingenuous, therefore suggesting that patients and/or carers concerns are not being taken seriously.

Your choice of words can make all the difference...



“

Thank you for taking the time to tell us about your experience, we will ensure that the department receive your feedback as someone's experience always helps us to improve.

“

Hi zebra2ty,

My name is Danielle and I am one of the members of staff in the team. I'm sorry to hear that you had reason to visit us, but it's great that you had a positive experience and we managed to take your mind off the procedure.

Thank you so much for taking the time to tell us your story, I have shared it with the team who are equally delighted.

Best wishes for your ongoing recovery,

Danielle

”

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’](#)

Examples of good responses



- Empathy and understanding
- Apologising
- Explaining what normally happens or why things happen
- Saying what you will do with the feedback
- Saying what you will do to make an improvement

Responses

addiction" 



Response from Tasneem Mohamed, Communications & Marketing Student,
Communications & Marketing, Change Grow Live Birmingham 3 months ago

Hi MH7114,

Thank you for leaving
I'll make sure your kind

My name is Tasneem,
yours.

Firstly, thank you for b
you felt like you lost e
must have been very c
I'm so glad that you re
acknowledge, and for

I'm also happy to hear
properly, and that eve

A huge well done to b
have made is amazing
inspiring to people.

It's also great that you met some supportive people along your journey and that you're still in contact with some of them.

Another thank you for saying such nice things about KIKIT, and I personally agree that with the right help, it is possible. You're an example of this and it's great to see your progress up till now. Hearing that you're soon starting up your company is amazing!

Most importantly though, I'm so happy knowing that you believe your life is better and that you're more self aware. That is so positive and inspiring!

I wish you all the best in the future.

Kind regards,

Tasneem

1 person thinks this response is helpful

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

[Click here to read full story](#)

Empathy and Responses

Posted by *A-n1* (as a relative)

My mum has slowly been de
now non existent.

The Lawson Practice, Dr Rau
given respite care, home car

Even though I'm not a patient
practical.

I couldn't imagine looking at



Response from Deborah Colvin, GP, The Lawson Practice, The Lawson Practice 2 years ago

How difficult that must be for you, your mum's dementia. It is a really painful and hard thing to have to face.



We are really pleased that the practice has been able to give you some support. We also hope that we will be able to continue to do this. If you ever feel things are breaking down, please don't hesitate to let us know. Times ahead might be quite hard for you so you must tell us when you need more help.

Thank you for letting us know that things are working at the moment. It is greatly appreciated.

3 people think this response is helpful

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

Click [here](#) to read full story

Apologising

“I was in agony but was made to vacate the ambulance stretcher and sit in a wheelchair”

“I discharged with no pain medication... The pain was indescribable”

Click [here](#) to read full story

" Very poor and premature discharge from hospital. "



About: Intermediate and Transitional Care / Community Discharge Service Royal Victoria Hospital / Accident & Emergency

 Posted by *defenderhx43* (as the patient), last week

I was brought to the RVH hospital Belfast recently after a fall. I have fourth stage myeloma and previously broke my back twice and fractured a femur. I was in agony but was made to vacate the ambulance stretcher and sit in a wheelchair.



After bloods were taken I was wheeled to A and E where I spent three hours in agony. I told a nurse I needed to lie down and she brought me into Minors. A CT scan could not show any spinal damage due to much osteoporosis and damage caused by myeloma. I was in agony.

The physio pronounced me fit to go home after three assessments. I had the greatest of trouble walking and was taking strong pain relief. I was discharged with no pain medication and was told there were no carers or respite or care home to go to. I had to climb 26 steps in my house to get to bed which took thirty minutes. The pain was indescribable. One staff member commented that I'm only 59, so why don't I just go home? I was very upset and afraid and no one was interested in my well being. I never wish to go to hospital again.

I was assessed by physios from the community. They were so kind and professional.

I am bed ridden and need continual care.

Apologising

Responses



Response from Gillian McElhinney, Community Discharge Service, Belfast Health and Social Care Trust 4 hours ago

Thank you for your very frank, and clearly articulated, account of your experience while in RVH. As manager for the physio who followed up in the community after discharge, I am aware of your journey and how much distress and anxiety this has caused and am truly sorry this has been the case.



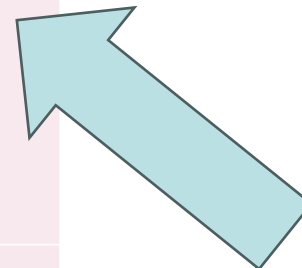
I would like to assure you that I have passed on a detailed account of your experience to the teams and professionals directly involved while you were in RVH. Your story on this platform has also been shared with the ED department.

Your feedback will be used for learning and improvement and, if any additional responses are received by myself directly, I will try to ensure this is shared with you.

I am pleased to hear that your experience of our community team has been positive and I hope you continue to feel supported by them as your journey to recovery continues.

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

“I am aware of your journey and how much distress and anxiety this has caused and am truly sorry”



Click [here](#) to read full story

Explaining what normally happens or why things happen

" Excellent service with a negative name "



About: Bedfordshire Community Health Services / Heart Failure

Posted by [James654](#) (as the patient), last week

I'd like to share feedback about the Bedfordshire heart failure service.



The service has been absolutely excellent, especially the amount of time allocated to each patient for an effective and sympathetic consultation. I've had three appointments now, all of a high quality. I was very impressed with the time allocated for the initial appointment, in which I was allocated over an hour and a half, which is great compared to what you hear in the media about other appointments and how short they are etc, where you can't really put your case across in the time you've got, so this is absolutely superb in comparison.

The only thing I'm not keen on is the fact that it's called heart failure, i.e. having "heart failure" in the service name because I'm quite a positive person. Your heart isn't working as well as it should, but the word "failure" seems to convey the message that there's no hope. What they are trying to do is manage your condition for optimal health WITH the condition. So I feel like using words such as "condition management" in the service name instead would be more suitable.

Click [here](#) to read full story

“This has previously been highlighted and was recognised by the service team; as a result, they conducted surveys to gather feedback from service users”.

Click [here](#) to read full story

Response from Kiran Paul, East London NHS Foundation Trust last week

Dear James654,



Thank you for sharing your feedback about the Bedfordshire Heart Failure Service. I'm glad to hear that you have had an excellent experience overall and that the consultations have been effective and sympathetic. It's wonderful that you received a generous amount of time for each appointment, allowing you to express your concerns and needs more thoroughly. Additionally, it's commendable that the administrative team in the service was efficient and provided excellent customer service. A well-functioning administrative team can contribute to a smoother healthcare experience and it pleases me to share this feedback with them.

I understand your point about the name "heart failure" and how it may carry a negative connotation. It's important for individuals to feel positive and hopeful about their health, even when managing a condition. This has previously been highlighted and was recognised by the service team; as a result they conducted surveys to gather feedback from service users. While some suggested alternative names, the surveys revealed that the majority of service users surveyed still felt that "Heart Failure" best described the service. A second survey was also undertaken to consider other names however the outcome was the same and therefore the service name remains the same.

Thank you again for sharing your feedback and for being an active participant in improving the service. Your input is valuable. If you have any further questions or concerns, please don't hesitate to reach out.

Kind Regards

Kiran Paul

Assistant Quality Assurance Coordinator

1 person thinks this response is helpful


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

Saying
what
you will
do
with the
feedback



Responses

Response from Paul Bagot, Operational Lead, Inclusion 2 years ago

Dear COAHTR 

I wanted to thank you ever so much for letting us know how you found, not only therapy but your journey into and through the service at Inclusion Thurrock.

It means a lot to us hearing that clients have gained knowledge and understanding in therapy and then applied it in their lives to reap the benefits.

I especially enjoyed your mentioning how everyone else around you also notices changes too...!!

That's so important isn't it? Its part of that motivational cycle which gives you even more encouragement to continue doing the work.

I have shared your story with the whole team at Inclusion Thurrock and can say from all of us, thank you and we wish you all the very best in your future.

Paul

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

Click [here](#) to read full story

Saying what you will do to make an improvement

Bone scan at Nuclear Medicine Department

Posted By Fresh Air Fan



Then the door the the xray room opened and another member of staff called me in. They introduced them self and then helped get me on to the machine.

I hadn't been told that I would be strapped onto the machine with big cloth swaddling that was velcroed together tightly. The staff member was talking to me telling me this was to keep me in the same position and so I wouldn't move. I was wearing a mask. They went on to explain that the camera was going to come very close to my face but wouldn't touch me. The camera began to move into position and I felt increasingly panicked. I felt claustrophobic, overheated and momentarily unable to cope.

I told the member of staff I didn't think I could cope. They asked me in what way do you think you can't cope? & they didnt want me to abandon the scan and I saw them look over their shoulder and wave a 'hang on a minute' wave to a colleague. I felt under pressure to get myself together. I took my time to breathe and asked for a bit of time. I said I suffered from menopausal anxiety. I asked if I could remove my t-shirt from under my gown, and the staff member said no because the scan had already started. I hadn't been told this. I then had to work out how to sort myself out, which I did.

Initial responses from people in the department about what should have happened and offering follow up, ending with....

I hope that information is helpful; I also wanted to let you know that I am meeting with senior colleagues from this department to go through your feedback and helpful suggestions in more detail. I will also be walking through the department to have a look at the patient journey to see if there is anything that can be improved. If you would like me to feedback to you directly following this please get in touch and provide your contact details. My email address is Nicky.Beecher@uhb.nhs.uk

Thank you again for taking the time to share your experience with us, we do value it very much and hope that we can use it to benefit future patients.


Click [here](#) to read full story

Making that **'Planned Change'**
into a
'Change made'

Several changes



Response from Nicky Beecher, Patient Experience Manager, University Hospitals Birmingham NHS Foundation Trust 8 months ago

 We have made a change

Update posted by **Fresh Air Fan** (the patient) 8 months ago

Really good to see that positive changes have been made in the department. I do think they will benefit people having scans.



Needing to have scans can produce anxiety anyway, aside from claustrophobia, so having relaxation materials / drinks as well as more detailed information leaflets available is really important. Most importantly staff being able to take more time to listen and talk to patients throughout the appointment will ensure a calm and positive experience.

Thank you for helping make these changes happen.

to do something different to be supportive during the scan. The changes to the leaflet are delayed slightly due to new scanning machines being installed. We are going to include a photograph of the scanning machine on the leaflet so that patients know what to expect, therefore we need to wait for the installation to take place so that the photos are accurate.

[Blog: Being a critical friend](#)

Responding to critical feedback

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



Angry



Upset



Frustrated

Your goal is to **improve the relationship**, not to prove who is right. Show the author that you have listened to them show that you genuinely care about the experience that they've had.

Responding to Critical feedback



Response from Louise Lawrie, Service Manager - Motherwell Locality, North Lanarkshire Health & Social Care Partnership 2 days ago

▶ Response is public



Sometimes we don't get things right and we need to ensure we learn from these occasions so we can improve our services going forward. I would really like the opportunity to look into this particular incident further so we can understand what happened and make improvements where needed. If

ct our patient

“I am aware I have been unable to offer you answers in relation to your assessment but I hope this response offers some reassurance that your feedback is very important to us”.

low me to

to your
that your

Thank you and best wishes to you for the future.

Louise Lawrie

Service Manager

Motherwell Locality

[ADHD adult assessments and waiting times | Care Opinion](#)

1 person thinks this response is helpful

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

time for you.

Responding to Critical feedback



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

▶ Response is **public**



“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”

reassurance that
e not to give
further detail we will look at the issues highlighted to ensure we put
improvements/learning in place. If you would like to provide further detail

“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”

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.

No

Responding to critical feedback



Response from Sarah Horan, Director of Nursing, Midwifery & Allied Health Professionals, NHS Borders last month

- Try not to be
- Don't be afraid
- Pay attention to what they noted
- Put yourself in their shoes
- Would you be the same if you were in their shoes?
- Avoid copy and paste

“

It's a tough place to be and at times, nurses and others break their usual professional ability to keep on going and we ask for understanding in these times but seek forgiveness when we get it wrong.

”



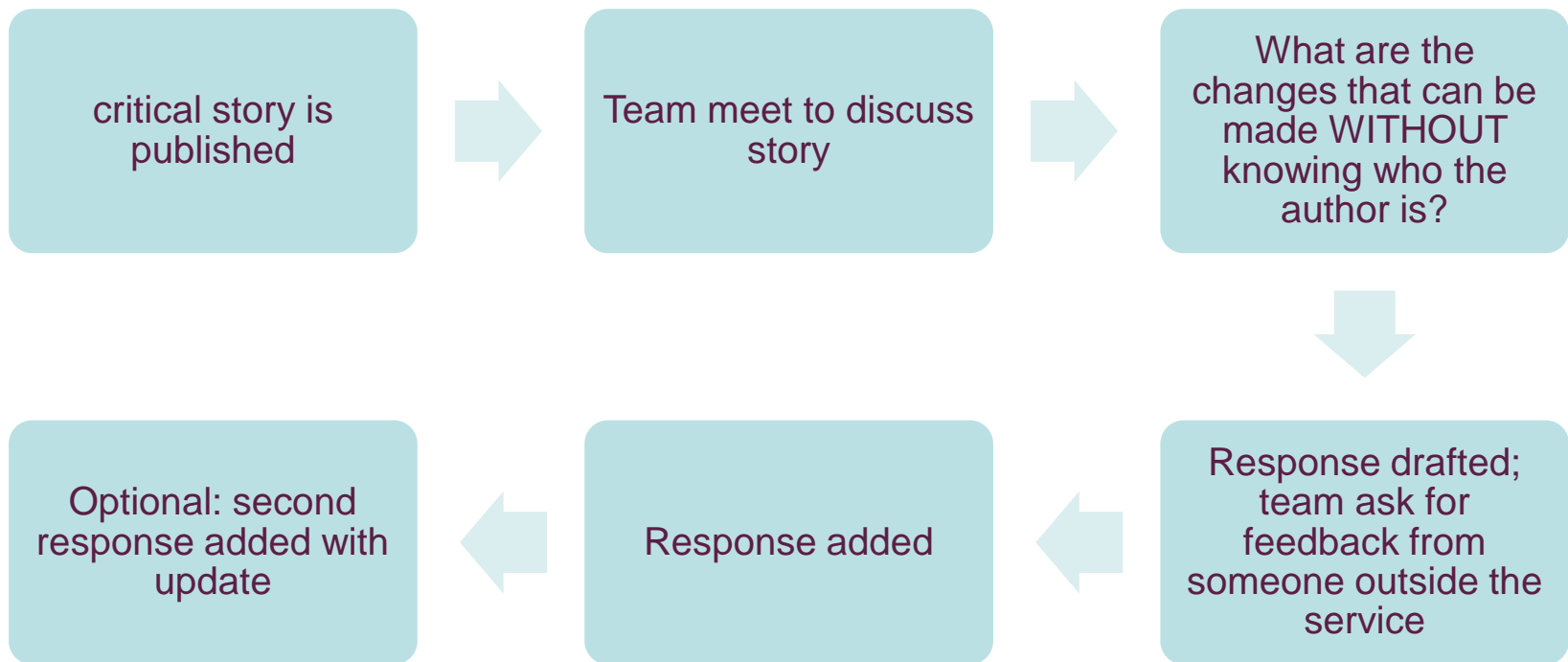
Apology

I hope you and your family are well following being in ED.

1 person thinks this response is helpful

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

Responding to a critical story workflow



And a little something different



" Wonderful Ward 3A "

About: The Ulster Hospital / Ward 3A

Posted by *PatientWard3A* (as a service user), last week

WARD 3A RAP

Ward 3A's the best and that's no lie,
The doctors and nurses will look in the eye.
Ask what you want, don't be shy,
You will get an answer, whether you're a girl or a guy.
They will tell you what's happening, the whole way through,
Every procedure and what they're gonna do.
When you go home feeling better,
Don't forget to send a thank you letter.

Responses



Response from Conor Campbell, Senior Manager, Assurance and Improvement, South Eastern Health & Social Care Trust last week



Hi there PatientWard3A

Glad you're well and home today

We humbly accept your appreciation

But hope you won't need a repeat vacation!

We aim to please, we aim to serve

To provide the quality that you deserve

It's been our privilege to provide your care

When you need us, we'll always be there!

Stay safe and well, my friend!

Best wishes

Conor

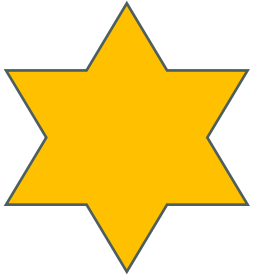


Responding Re-cap

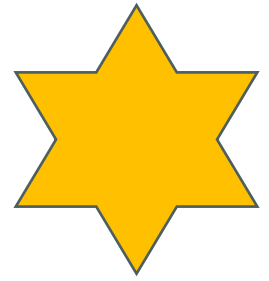
- Prepare yourself for the feedback, don't rush, ask for support from other staff if you need a 2nd opinion
- Take your professional hat off, put yourself in the authors shoes, what response would I be happy with?
- Try not to be defensive & apologise sincerely
- Use the 'Change' logos in your responses
- Sign off with full signature as often if you can
- Be personal but polite, no cut & paste generic responses

Questions/Comments?

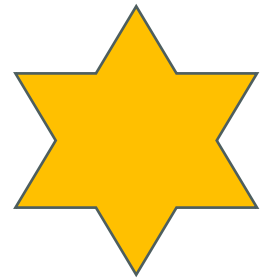
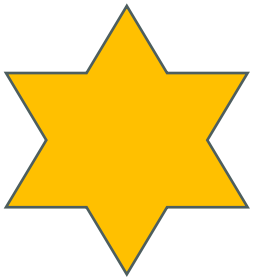
info@careopinion.org.uk



Nominate a Star Responder



- [Star Responder Award Ceremony 2023 | Care Opinion](#)
- [Star Responder | Care Opinion](#)





**Thank
you**