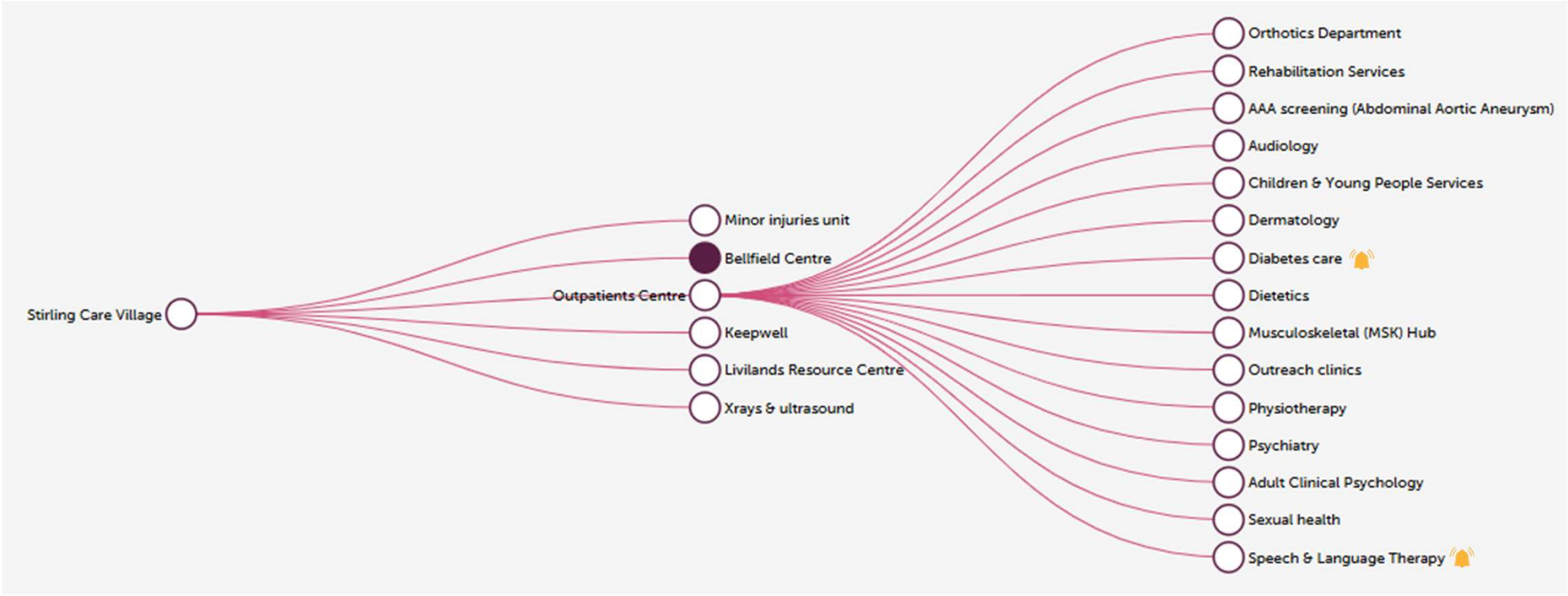


Support from Care Opinion

How does it work?

- Every subscription has its own **service tree**
- Users can opt to receive **email notifications** whenever a new story is published about their service
- Alerts can be set up across **multiple services**
- Fine-tune your alerts with **custom criteria**, such as highlighting stories that remain unanswered after a certain period of time



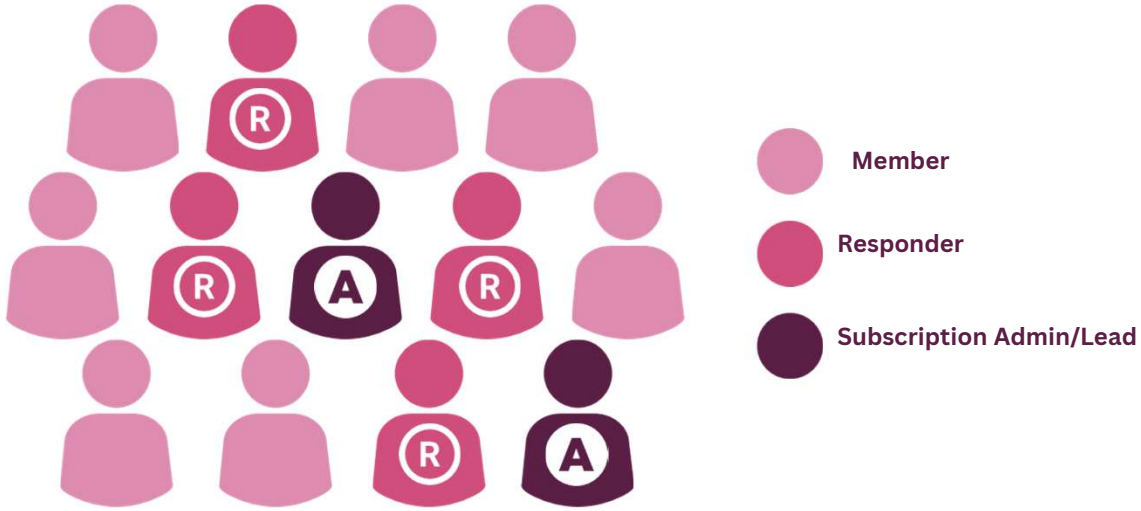

Stirling Care Village
Minor injuries unit
Bellfield Centre
Outpatients Centre
Keepwell
Livilands Resource Centre
Xrays & ultrasound
Orthotics Department
Rehabilitation Services
AAA screening (Abdominal Aortic Aneurysm)
Audiology
Children & Young People Services
Dermatology
Diabetes care
Dietetics
Musculoskeletal (MSK) Hub
Outreach clinics
Physiotherapy
Psychiatry
Adult Clinical Psychology
Sexual health
Speech & Language Therapy

A subscription is made up of:

Members - ‘Read only’ access. Can’t respond to stories but can create reports & visualisations

Responders - Can read and respond to stories. Can create their own invitation links

Administrators - Can do all of the above, but also manage the subscription

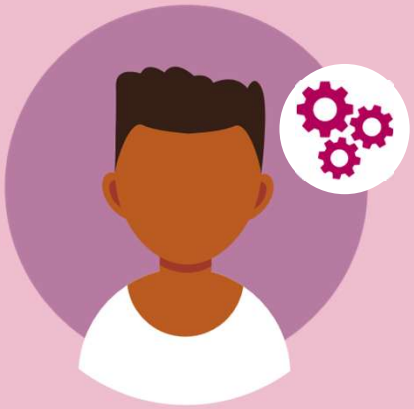




Named support lead

- Provide initial training and orientation to subscription administrators.
- Provide ongoing staff training through our webinar training programme
- Supports your Care Opinion implementation and staff engagement activities
- Provide support with responding to critical postings

Your Organisation



Operational Lead

Oversee the day to day Care Opinion activity across the organisation by promoting engagement, managing the service tree, coordinating training needs, ensuring timely responses to stories, handling promotional materials, and helping staff with their involvement.

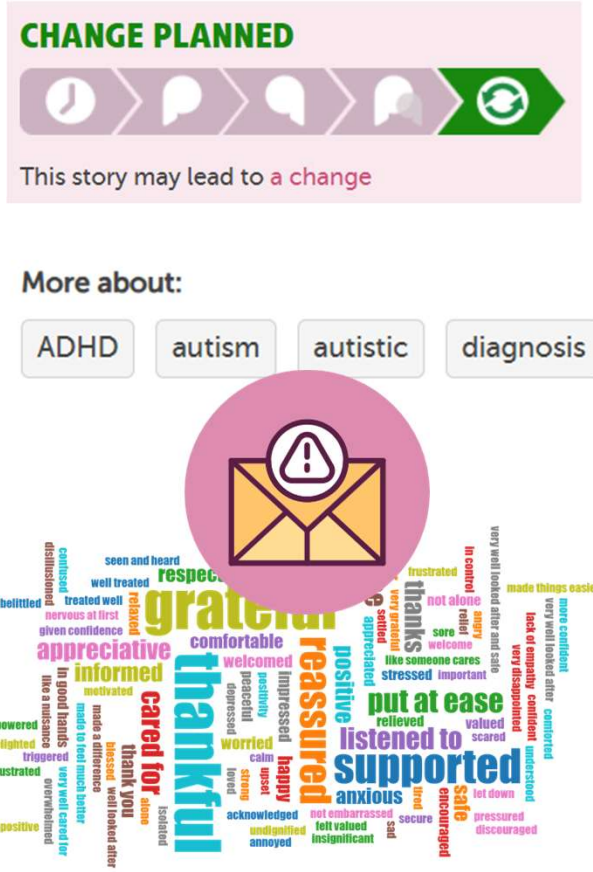


Executive Lead

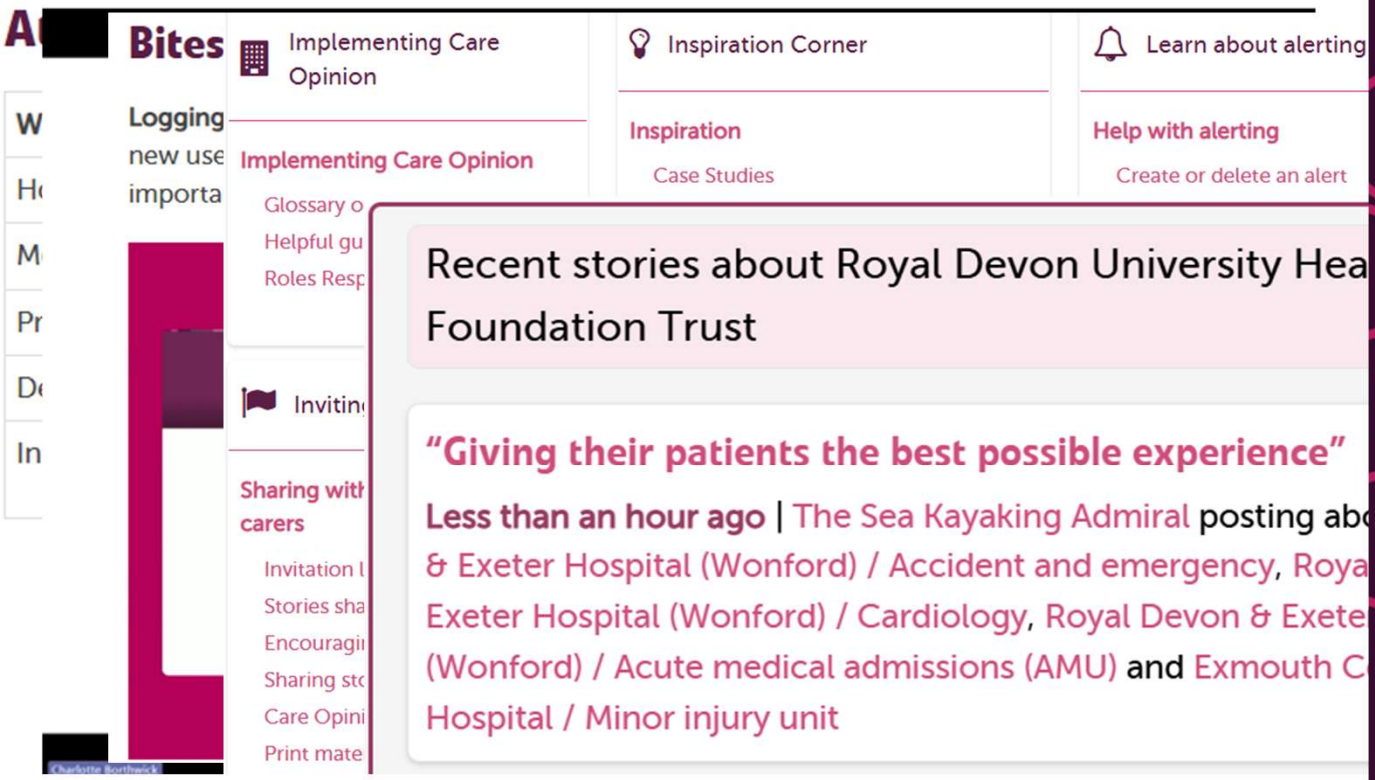
Lead on subscription and funding agreements, champion Care Opinion at a strategic level, and support the operational lead to embed it across the organisation. Ensures the organisation's continued use of Care Opinion throughout the contract length.

Subscription Features

- Create **reports and visualisations** using the feedback you receive. Schedule these to arrive on specific dates/times
- Create **personalised links** for your service, create **QR codes** and use **our logo suite** to design your own promotional materials
- Ongoing **webinar training program** for staff
- Regular **peer support sessions** to share learning & chat with other leads
- Use our **tag feature** to highlight key themes & trends in stories
- Use our **change feature** to record how you've acted on feedback



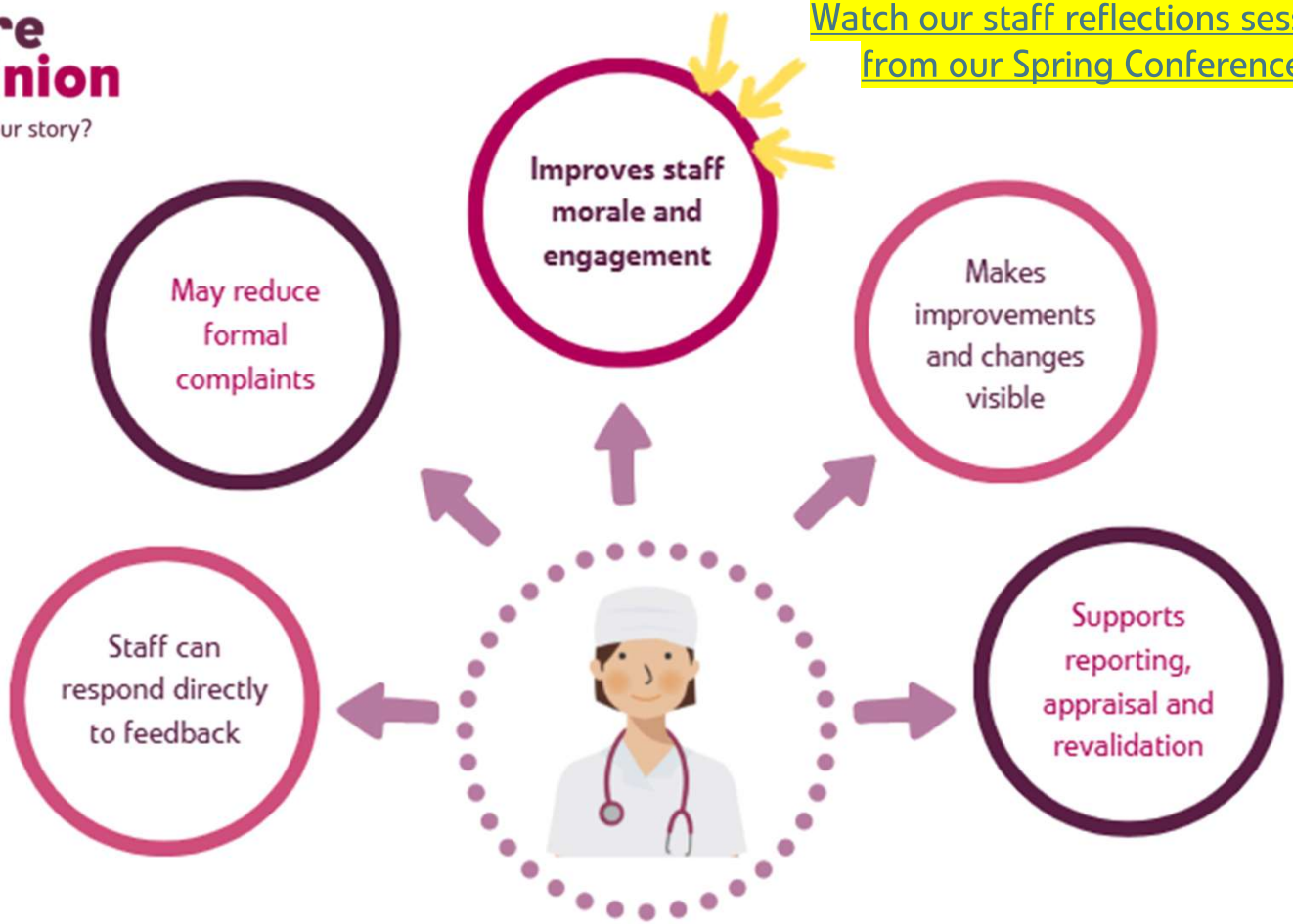
Training & Support





Care Opinion
What's your story?

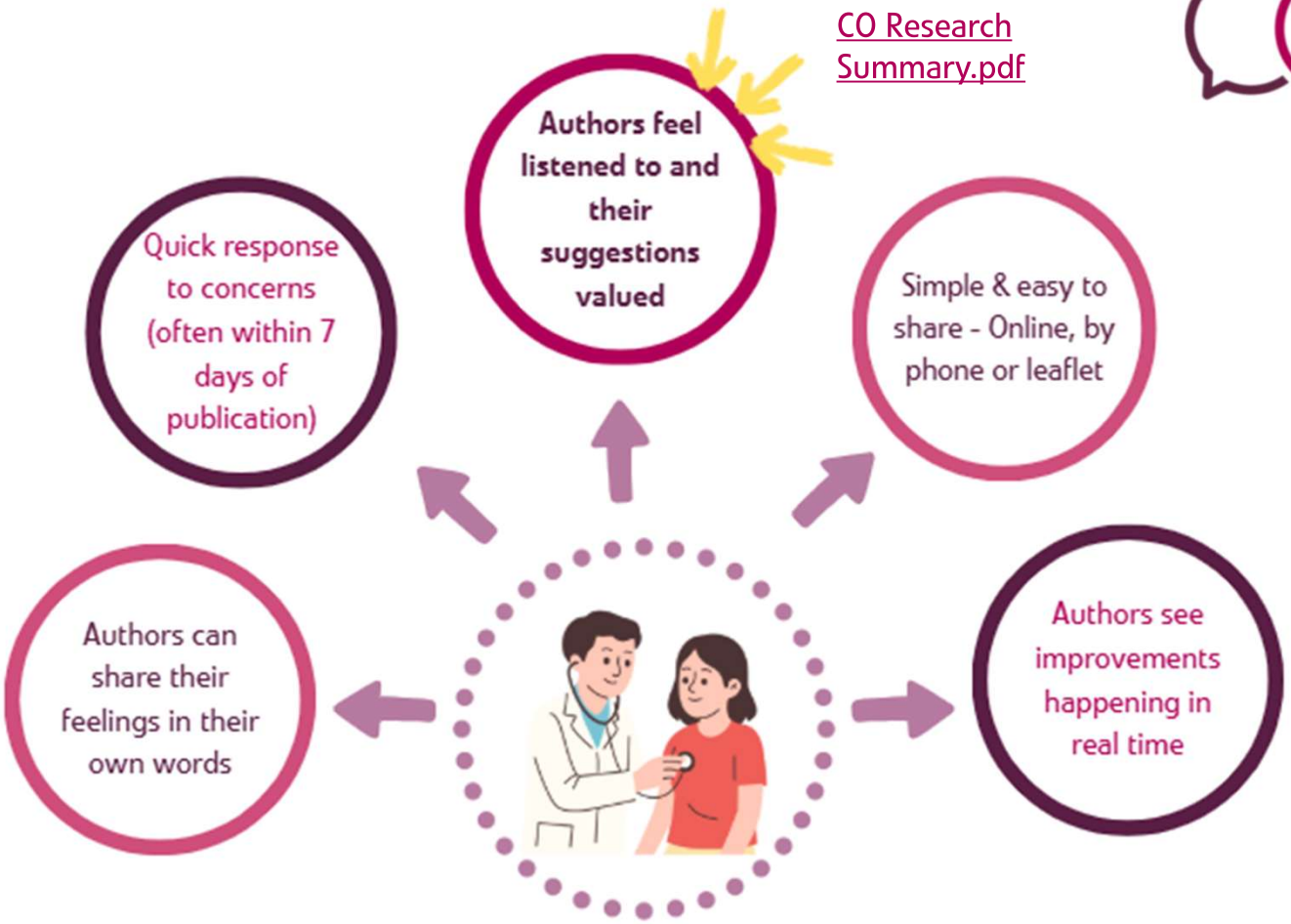
[Watch our staff reflections session from our Spring Conference]



Benefits of using Care Opinion for **staff & services**

CO Research Summary.pdf

Care Opinion
What's your story?



Benefits of using Care Opinion for **patients**



Story Moderation

Moderation Principles

We have **four aims** which guide our moderation on Care Opinion.

- Enable a clear, timely, public, constructive conversation about care
- Make giving feedback safe and easy for patients, service users and carers
- Encourage authentic feedback, based in personal experience
- Treat staff legally and fairly

These principles guide the decisions made by Care Opinion moderators



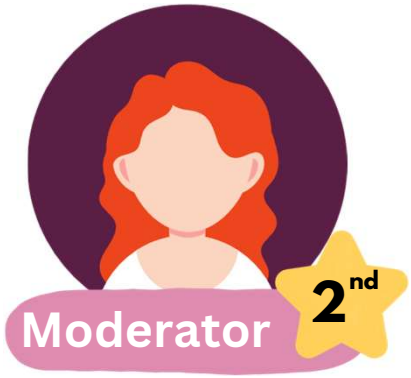
Moderation in practice



- Every story is **moderated by a real person**, not AI
- When staff are **mentioned positively** in stories, they will be referred to by first name only, or by professional title (e.g., “Dr Jones”).
- If staff are **mentioned in a critical context**, moderators will **remove any names**. Depending on the risk of identification, job titles may also be removed.
- Each story is assigned a **criticality rating** to help staff identify those that may require a **prompt response**. This score is used internally and is **not shared publicly.**

Who can moderation involve?

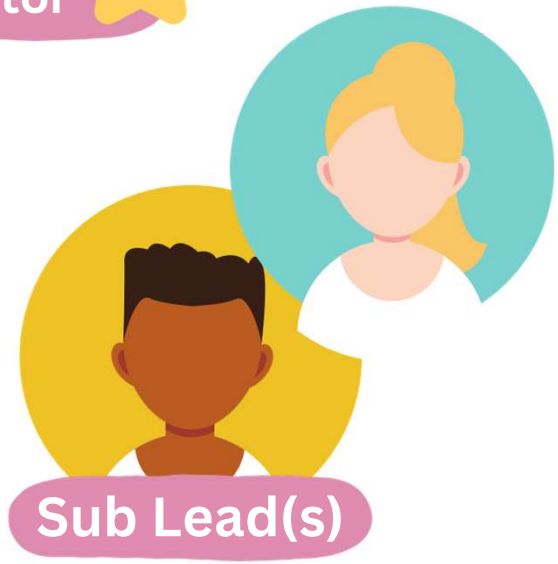












Moderation Timeline

Care Opinion
What's your story?

Story A



Story B