0:0:0.0 --> 0:0:27.360  
Tracy Molloy  
Lovely. Thanks, Emma. OK. So in this session, we're going to help you learn how to respond using the care opinion site. We're going to have a little look at understanding what makes a good response to online feedback. And we're also going to have a think about what the author might want from a response to their feedback. And then finally, thinking a bit more strategically about responding and how it can create those all important changes within services.

0:0:30.360 --> 0:0:44.480  
Tracy Molloy  
OK. So we are going to have a little poll to start with. So this is exciting. Now I'm not using PowerPoint live though. I can't see the poll, so I don't know if you can. Emma, can you see the poll in the section?

0:0:50.30 --> 0:0:51.510  
Tracy Molloy  
Oh, I'll tell you what then let's.

0:0:53.270 --> 0:1:3.750  
Tracy Molloy  
We'll end the slideshow there for a second, and I'll just stop sharing. OK, we're going to have a little poll. Sorry. Bear with us on this one.

0:1:3.870 --> 0:1:22.350  
Tracy Molloy  
OK, so the first poll question fingers up to the ready. I'm launching now. I want to know, have you ever responded to a story on care opinion before? If you want to pop your answers in there, you've got no, I am new to responding. Yes, I have responded a few times.

0:1:22.690 --> 0:1:25.290  
Tracy Molloy  
Oh yes, I am an old hand at responding.

0:1:29.160 --> 0:1:30.800  
Tracy Molloy  
See what your answers are.

0:1:36.230 --> 0:1:41.670  
Tracy Molloy  
Oh, so it looks like thank you very much. We've got. Oh, it's changing.

0:1:43.150 --> 0:1:48.470  
Tracy Molloy  
38% of you are completely new to responding, so welcome.

0:1:50.70 --> 0:2:7.150  
Tracy Molloy  
50% of you have responded a few times and we've got 13% who are old hands, so maybe we need to bring you in for your expertise as well. That's good to know. So we've got a nice spread, OK. And also one more.

0:2:9.120 --> 0:2:14.640  
Tracy Molloy  
Fun thing today, what? I just. I'm gonna launch the next word cloud.

0:2:15.880 --> 0:2:20.160  
Tracy Molloy  
On how you feel about when you thinking about coming to respond to online feedback?

0:2:21.720 --> 0:2:27.960  
Tracy Molloy  
So when that e-mail kind of drops into your inbox, how do you feel when you have to start thinking about?

0:2:29.360 --> 0:2:41.0  
Tracy Molloy  
Responding to online feedback for your service, if you just want to pop in one or two words about how you feel about the whole process of responding to a patient or service user feedback.

0:2:42.260 --> 0:2:45.660  
Tracy Molloy  
Just to get a little sense of of what people think.

0:2:56.960 --> 0:2:58.760  
Tracy Molloy  
Let's give you a couple of seconds to do that.

0:3:0.850 --> 0:3:1.890  
Tracy Molloy  
Oh, excited.

0:3:3.170 --> 0:3:30.890  
Tracy Molloy  
Some words coming through fabulous. So we've got confident that's really good. That must be all the old hands there, confidence, excited, wanting to get it right for patients. Yeah, I know that can be can be a bit of a worry crowd. I really like that. That's really nice. Feeling proud about being a responder for your service. Absolutely. And then we've got a few people feeling anxious completely again understandable.

0:3:31.410 --> 0:3:33.890  
Tracy Molloy  
Awkward. Yeah, it can be.

0:3:35.840 --> 0:3:52.720  
Tracy Molloy  
Careful, unsure at times, worried a bit anxious. Apprehensive. OK, so we've got a few apprehensions, a few people feeling a little bit anxious. So hopefully after today's session, hopefully you'll feel in a little bit more confident.

0:3:54.440 --> 0:3:57.960  
Tracy Molloy  
And maybe we'll, we'll have. We'll ask you how you're feeling at the end.

0:3:59.400 --> 0:4:3.480  
Tracy Molloy  
Really. And I might just take a little screen grab of that just before we move on.

0:4:6.380 --> 0:4:6.820  
Tracy Molloy  
OK.

0:4:9.940 --> 0:4:15.260  
Tracy Molloy  
I'm going to go back and just re share the slides now, just bear with me a second.

0:4:22.40 --> 0:4:22.600  
Tracy Molloy  
OK.

0:4:24.840 --> 0:4:27.0  
Tracy Molloy  
Fabulous, OK.

0:4:28.640 --> 0:4:39.280  
Tracy Molloy  
So I think it's important to understand why people post feedback online in the 1st place and a few of you might have seen this this slide already.

0:4:40.640 --> 0:4:46.480  
Tracy Molloy  
If you've been to any of other other training or online conference that we had last week, so this was a study.

0:4:48.0 --> 0:4:54.80  
Tracy Molloy  
By van veldthoven. And this was why do people post feedback online? So not necessarily on care opinion.

0:4:55.440 --> 0:4:58.760  
Tracy Molloy  
And I think a lot of times we hear people talking about.

0:5:0.800 --> 0:5:24.40  
Tracy Molloy  
When they're opening themselves up for feedback, sometimes staff can feel a little bit worried or anxious that they're going to be inundated with negative feedback. And this is just research really to back up the fact that that in reality doesn't actually happen. What we actually see are the top two reasons for people wanting to give feedback online is to inform other patients and to praise the service that they've received.

0:5:24.560 --> 0:5:36.520  
Tracy Molloy  
And then the third one obviously as well to improve the standard of care and the complain about the services is you know the 4th one down on the list, 4th and 5th. And actually we conducted our own.

0:5:38.440 --> 0:5:58.480  
Tracy Molloy  
Research with service users over in Northern Ireland and we actually got very similar results to this research as well. I think it was just the top two were flipped the other way around. So it does show that actually people what they really want to do is just inform other patients and actually say thank you. And they've had really great care.

0:5:58.930 --> 0:6:28.570  
Tracy Molloy  
And that's really nice to know. So hopefully that will help with easing the anxiety a little bit. So and knowing actually across all of care opinion stories, we actually sit around 65 to 70% entirely positive feedback. So it is a bit of a myth that actually if you're opening yourself up to feedback that you are going to get a lot of negative feedback, a lot of the time when you're actively seeking and asking patients and service users for feedback, you tend to get quite a lot of positive praise.

0:6:28.800 --> 0:6:37.920  
Tracy Molloy  
And staff leaving their names in, we leave their first names in positive stories. That's really nice as well for staff morale to be able to receive that positive feedback.

0:6:39.970 --> 0:6:50.570  
Tracy Molloy  
Here's a couple of quotes actually taken from some story authors and why they actually posted on care opinion. One person said it was therapeutic for in healing my soul.

0:6:51.970 --> 0:7:18.770  
Tracy Molloy  
Another person said it was a difficult time for me to go through and care. Opinion allowed me to control the speed and words rather than being rushed through Q&A's or tick box scenarios where things don't quite fit. So a lot of times, obviously we see services using questionnaires, surveys, which is absolutely fine and there's nothing wrong with that type of and we're not saying that care opinion is the be all and end all and end all by any means. They can sit very nicely side by side.

0:7:19.230 --> 0:7:25.990  
Tracy Molloy  
But on care opinion, obviously we're we're very much about people being able to say what's important to them in their own time.

0:7:27.350 --> 0:7:30.670  
Tracy Molloy  
And in their own words. And obviously this is how that author felt.

0:7:32.190 --> 0:7:50.30  
Tracy Molloy  
The fact that 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. So again thinking about those service improvements, a lot of the reasons why people want feedback is is to improve the service for others.

0:7:50.990 --> 0:8:0.150  
Tracy Molloy  
As well, and having the platform be anonymous, obviously it gives them that freedom to say and feel safe that they can share really honest feedback.

0:8:1.710 --> 0:8:29.270  
Tracy Molloy  
OK, so how does the process work? So there's lots of different ways that people can share their story on care, opinion. We are essentially a website, so of course people can find careopinion.org.uk dot IE if you're in Ireland and they can go to the tell your story tab and share their story online. If you're subscribing organisation, you will have some extra materials and promotional materials such as repose feedback leaflets.

0:8:30.150 --> 0:8:57.270  
Tracy Molloy  
Our oh 800 telephone number, which you can give to patients and along with all the other kind of more functional side of the site. So you can use the invitation links and create QR codes and we do run other sessions on how to how to promote care opinion within your service which might be worth looking at if you've not attended one of those before. So whichever way somebody decides to share their story, it comes through to the website.

0:8:58.290 --> 0:9:2.530  
Tracy Molloy  
And it comes through to our moderation queue and our moderation team.

0:9:4.210 --> 0:9:32.930  
Tracy Molloy  
And and our moderators read every single story, and we do that in order to keep both the author safe and also for you as staff in services as well. For example, if the story does have an A critical or negative element to it, we make sure that we remove all staff names and we would always go as far as removing anything that's potentially identifying as well. So maybe we would remove that person's that staff member's job title.

0:9:33.740 --> 0:9:59.420  
Tracy Molloy  
Or even their gender if we think that would identify them. So really trying to keep both the author and the staff safe, but we do leave, like I said, first names in positive stories. So once that story's been moderated and approved, we publish it on the site and we send the author an e-mail to let them know that their story's been published. And simultaneously, we send an e-mail to the relevant staff.

0:10:0.740 --> 0:10:3.660  
Tracy Molloy  
In that service to let them know they've got a story relevant to them.

0:10:4.160 --> 0:10:17.600  
Tracy Molloy  
And if they're on their subscription as a responder, we invite them to respond to that story. And hopefully those stories and responses can be used to create the all important learning and change.

0:10:19.320 --> 0:10:22.280  
Tracy Molloy  
OK, just a few points to consider before we start.

0:10:23.390 --> 0:10:47.470  
Tracy Molloy  
So you are the responders and the author can respond to each other as many times as you wish. It's very much about a meaningful conversation. Unlike some other services such as the NHS UK site in England, it used to be called choices. They only allow one response to each piece of feedback, whereas on care opinion.

0:10:49.110 --> 0:11:1.150  
Tracy Molloy  
You can reply to your author and you can even actually ask them some questions you might need to find out a bit more information and you can and they the author can respond to you so you can have that safe conversation online.

0:11:2.770 --> 0:11:35.970  
Tracy Molloy  
And never ask the author to disclose any personal information publicly. Obviously, they've shared their information anonymously, their story anonymously, so all the responses are public. Once published on the site. So we wouldn't want you to ever. Sometimes we see stuff asking if they can just let let us know which kind of service they've used or than any personal details. You can't do that. You can definitely hand out your details, but you wouldn't ask the author to disclose anything personal about themselves because that might identify them.

0:11:36.770 --> 0:11:51.930  
Tracy Molloy  
And then also 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 what works towards that positive change. So it's about being transparent as well.

0:11:52.520 --> 0:12:5.320  
Tracy Molloy  
And and and sharing those stories and responses publicly. So not only the author can hear your response to their feedback, but obviously the general public as well can read, read those stories and responses.

0:12:7.200 --> 0:12:37.240  
Tracy Molloy  
OK, So what does it look like once you receive your e-mail alert? It looks like this, so once there's been a story published about a service that you have got alerts set up for, you get an e-mail, it pops into your inbox and we let you know there's been a story published that's relevant to you. And there's a story title, this story's called complementary therapy. And then you could click on to that link and it will log you into the care opinion site, and you'll be able to post your response. Just a quick.

0:12:37.280 --> 0:12:38.360  
Tracy Molloy  
Practical tip the link here.

0:12:40.720 --> 0:13:0.840  
Tracy Molloy  
The title will only log you into the site the very first time and that's for security reasons. So if you come back to your e-mail a second time and you might have clicked on to it and then come away, come back the next day or a few hours later if you click on it again, you would have to log in separately to the care opinion site catches a few people out, so it's just to let you know.

0:13:2.480 --> 0:13:10.80  
Tracy Molloy  
It will only log you into the site that very first time. So if the response box is not showing when you've come to respond to the story, it probably.

0:13:10.400 --> 0:13:22.600  
Tracy Molloy  
Means that you're not logged into the site. Does look very similar to the the public site, so just be sure and you know you're logged in because it would say welcome it and your name top right hand side and you get the navigation panel down the left hand side of the screen.

0:13:25.550 --> 0:13:30.310  
Tracy Molloy  
We also let you know to the right hand side when you're looking at the story on the site.

0:13:32.270 --> 0:13:36.670  
Tracy Molloy  
Anything that's pink on the site, by the way, is clickable, so we always recommend to click on what you can.

0:13:38.190 --> 0:13:47.270  
Tracy Molloy  
If it's pink, it will have a function, so click on it and have a good play around. We let you know who care opinion has told about that story as well. Sometimes we receive.

0:13:48.750 --> 0:13:55.70  
Tracy Molloy  
Emails responding to those e-mail alerts that come back through to our info account. They say, oh, this this isn't for me, this is for.

0:13:56.660 --> 0:14:8.380  
Tracy Molloy  
Emma, who works in this other service, for example, but actually they a lot of people don't realise you can click on then see who else might have received that e-mail alert as well. So it's quite a handy little tip there.

0:14:10.440 --> 0:14:24.320  
Tracy Molloy  
And it lets you know. There you go. Here's an example of what that would look like when you click into it, whose read responded or more. If anybody's had their response marked as helpful. So it might be worth having a look at that next time you're looking at a story.

0:14:25.710 --> 0:14:50.150  
Tracy Molloy  
Another point point of the during somebody sharing their story on care opinion, like we said, we're not. We don't ask questions, we're not a survey, but we do ask what was good, what could be improved and how did you feel. So you often get quite a balanced review on care opinion a lot of times I think you know yourself if you've been and had any kind of healthcare, a lot of times it's been completely fine. Maybe the staff's been really friendly.

0:14:51.510 --> 0:14:55.830  
Tracy Molloy  
Maybe you had really great care, but actually it could be something as simple.

0:14:56.360 --> 0:15:9.800  
Tracy Molloy  
About I don't know, there was no refreshments available. The the chairs were complete. It could have been any little thing. Also, you know, people can say those things where actually this could have been a bit better. It would have made my experience a little bit better.

0:15:11.160 --> 0:15:24.440  
Tracy Molloy  
Also, just to pay attention to the how did you feel? Section in the story summary, these are the tags that are added by the both the author and enhanced by the Moderation team when they moderate a story.

0:15:24.870 --> 0:15:56.310  
Tracy Molloy  
And these are applicable as well. So you can track those themes coming through the story if the author might have talked about an entirely positive experience in the body of the story. But actually, if you pay attention to the feelings, you can often get a sense of how that person's feeling or if they don't give much away within their story. Again, that might give you a bit of a clue and help you in your when you're adding your response, for example, this person says they felt confident, but they also felt abandoned. So maybe within your response you could.

0:15:56.660 --> 0:16:7.380  
Tracy Molloy  
You could maybe try and tease out and and then just mention that that you know I noticed you've added A tag about feeling abandoned and try and get them to kind of tell you a little bit more about that.

0:16:9.660 --> 0:16:17.60  
Tracy Molloy  
OK, so once you've clicked on, you've had your e-mail alert, you've clicked on to the story you've come through. You've read your story, you get a little maroon.

0:16:18.980 --> 0:16:40.820  
Tracy Molloy  
Post your response box below the story, which I'm happy to show you on the live site at the end of the session if anybody if that. Would anybody find that helpful and then this response box pops up and you can sign the response off by yourself if you're an administrator on your subscription, you can actually choose to sign off the response from another member.

0:16:41.420 --> 0:17:3.700  
Tracy Molloy  
So you might manage the subscription and you might have got a response from a busy consultant or a front line member of staff who hasn't had time to come on and post the response themselves, but they've sent it to you, so if you're an administrator, you can actually add the response and publicly it will sign off. You can choose how it shows signed off from publicly on the site.

0:17:5.160 --> 0:17:15.680  
Tracy Molloy  
We advise that you sign off your response with a full signature and it does default to this, so that by what we mean by full is name, job title and organisation.

0:17:17.40 --> 0:17:23.440  
Tracy Molloy  
The site the site is very informal place. The Internet is very informal, so we encourage you to be informal as well.

0:17:25.160 --> 0:17:36.640  
Tracy Molloy  
And it sounds less corporate than signing off from the actual organisation names, but you can of course choose either of the options. Like I said before, anything that's pink is clickable.

0:17:37.250 --> 0:18:7.210  
Tracy Molloy  
So with this, some guidance on responding. If you want to have a click on there, it'll take you through to some guidance and also you can also click on the responses that people have found helpful. So you might want to have a bit of inspiration and read other people's other staff responses that people have found helpful and get a few tips. That way you can use the bold or italics you can link if you need to signpost anybody to any other service. You can also do that within your responses.

0:18:7.680 --> 0:18:8.920  
Tracy Molloy  
And then finally.

0:18:10.560 --> 0:18:23.600  
Tracy Molloy  
At the bottom there, what we're hoping like we mentioned earlier on that flow chart when you're getting the stories through, we're hoping that you can use them constructively to create those important service improvements and changes.

0:18:25.0 --> 0:18:35.800  
Tracy Molloy  
It defaults to, not at the moment, but if you can use the feedback and think actually we could create a change here, you can add a logo to your responses so this one is we are planning to make a change.

0:18:36.410 --> 0:19:6.10  
Tracy Molloy  
So you can talk about in your response. Actually thank you for your feedback. That was really useful. Useful. We'll take this back to our staff meeting and we will look at what we can do about that and then hopefully if we if you have added the we're planning a change logo because you can add more than one response on care opinion. We hope that you will come back later date and add a second response to update the author and of course on a put because it's public, everybody else on when you've been able to make that change as well.

0:19:6.710 --> 0:19:20.350  
Tracy Molloy  
So you would add a second response with that we've made a change and it's just closing that feedback loop for the author as well. Plus it shows in your reporting as well. You can report on the stories that have led to changes.

0:19:22.690 --> 0:19:29.530  
Tracy Molloy  
And these what the logos look like there. So we're planning to make a change. We've made a change to get the little green circle at the end.

0:19:30.850 --> 0:19:32.730  
Tracy Molloy  
OK, once you're happy with your.

0:19:34.470 --> 0:20:3.990  
Tracy Molloy  
Response you click the purple consent and submit response button and just to let you know that you do have a 30 minute editing window. Once you've clicked that button, you've got 30 minutes where you can go back and edit your response. So if you've made a typo, if you've forgotten to include some information, you've got 30 minutes in order to do that, and then it will come through. If you're new to responding, it will come through to our moderation team and again, we do check those responses before they get published.

0:20:4.260 --> 0:20:10.180  
Tracy Molloy  
Once you've been responding for a bit longer, they do start to get automatically published.

0:20:12.320 --> 0:20:35.800  
Tracy Molloy  
So this is an example of a response. This is what it would look like on the site. You have the ability within your profile to add a profile picture and we do encourage that you do that. It came out of some other research that we based this training on from Becky Bane's at Plymouth University. She did a study with some mental health service users on what they really valued in their responses to online feedback.

0:20:36.750 --> 0:21:10.30  
Tracy Molloy  
And one of the things that came out was that they really valued knowing who their response was coming from. So again, not signing off from the organisation, making it personally, from you, explaining who you are and why you are the person responding to that feedback, especially important with critical feedback in explaining why you are the person responding. And again, we do run a separate session. I am just looking at critical feedback if anybody is interested in that. It's a really good session. If you feel in particularly anxious.

0:21:10.70 --> 0:21:11.870  
Tracy Molloy  
Around responding to more critical feedback.

0:21:13.230 --> 0:21:43.630  
Tracy Molloy  
And as well, sometimes it's just as hard to respond to positive feedback if you're getting a lot of positive feedback, it can be hard not to just do those generic cut and paste responses and thinking well, what else can I say? I can seem to be saying, saying the same thing over and over again. But authors do realise when when responses are just kind of cut and paste, so do try and address each point in your story. And like I said, you can add links and images in as well if you need to signpost people.

0:21:44.0 --> 0:21:56.640  
Tracy Molloy  
And also obviously invite the author to reply to you and we do advise to offer more than one way of them contacting you. Obviously they've chosen to to leave anonymous feedback on care opinion in the first place.

0:21:57.960 --> 0:22:16.720  
Tracy Molloy  
We often see a lot of responses where authors are directed to contact the PALS service. Again, we probably wouldn't recommend that if you can provide your own contact details. Maybe a telephone number and an e-mail address. So they've got two options and people don't want to have those.

0:22:17.720 --> 0:22:43.40  
Tracy Molloy  
You know, telephone conversations, but might feel OK to be able to e-mail you and it might sound obvious, but obviously make sure that those contact details are accurate. There's nothing worse than kind of taking somebody upon their offer of getting in contact and then maybe the e-mail address is wrong or there's a digit missing from the telephone number. So just double check before you post those those responses.

0:22:44.250 --> 0:22:55.250  
Tracy Molloy  
OK, I am gonna stop sharing and I am gonna hand over to the lovely Emma who is going to take you through some examples of stories and responses. There you go. And that over to you.

0:22:56.480 --> 0:22:57.560  
Emma Noonan  
OK. Thank you.

0:22:58.960 --> 0:23:1.960  
Emma Noonan  
You've got training. Just a second, I'll start sharing.

0:23:3.570 --> 0:23:7.250  
Emma Noonan  
We're not going to go PowerPoint live. Just a second. Sorry about this.

0:23:10.580 --> 0:23:12.220  
Emma Noonan  
Think we're here.

0:23:13.390 --> 0:23:15.110  
Emma Noonan  
Am I in the wrong? Hang on.

0:23:16.150 --> 0:23:19.270  
Emma Noonan  
No, OK, we're just gonna stop for a second.

0:23:24.490 --> 0:23:25.970  
Emma Noonan  
Am I still sharing trains there?

0:23:33.590 --> 0:23:35.230  
Emma Noonan  
I wrote this. That's great.

0:23:37.370 --> 0:23:39.610  
Emma Noonan  
Just a minute. OK, I'm gonna.

0:23:41.420 --> 0:23:42.60  
Emma Noonan  
Go.

0:23:47.260 --> 0:23:54.700  
Emma Noonan  
From the beginning 'cause I think to make an absolute mess of that. OK, we're just gonna see all these slides again, which were great. So it's not gonna do any harm to look at them again.

0:23:55.540 --> 0:24:25.740  
Emma Noonan  
Right. OK. So I'm going to talk you through like preparing for feedback and show you some examples of different types of responses. So when you're preparing for feedback, we say take a deep breath, take your professional hat off. Imagine it's you and what response you would expect if you shared a story or some feedback online. Try to understand and connect with the motivation. So what's the motivation for responding? What's the motivation of the author control, any inclination to defensive nurse so.

0:24:25.970 --> 0:24:57.770  
Emma Noonan  
Although sometimes reading critical feedback can can feel frustrating or upsetting, avoid responding to defend. If you need to walk away, reflect and get someone else's viewpoint and examine your own motivation as well. Is it to learn to improve, to protect, to defend? OK, so I'm sorry about this, but it does. I can't see the button very well. OK, So what does a really great response look like on care opinion. So this is an absolute like grade 9A start like.

0:24:58.120 --> 0:25:29.400  
Emma Noonan  
Superb response to this and we wouldn't expect every single response to look in this way, but it is a fantastic example of someone who has listened to this author's journey and responded beautifully, so I'll not read all the stories I'll attempt to summarise them, but I'll share for context. So this story is about CGL in Birmingham and this is someone's journey through addiction. So this author has said they're an ex heroine addict and they used to own their own building company where they made £200 a day.

0:25:29.600 --> 0:26:6.320  
Emma Noonan  
For the kids, which they took for granted, they lost everything, started using drugs, and then even went to prison. They needed some help afterwards, so they went to kick it. Who told them about a programme? They offered to help them. They used to attend twice a week, which helped them to get methadone and eventually stop using. And this person had been one year without heroin or crack cocaine, which is fantastic. And they met some nice supportive people in the support groups, who they still talk to. They also said they also said that Kikit is a great service and there are also other great services out there for people going through stuff like addiction. It's hard to stop. But with the right help, it's possible.

0:26:7.160 --> 0:26:13.680  
Emma Noonan  
And they also explain that they're going to restart my company as I believe that they're, but they believe they're more self aware and responsible.

0:26:15.0 --> 0:26:39.320  
Emma Noonan  
And the family support and life is better than ever. So it's a really nice positive story and you can see it's part of the process. In fact, it's part of the healing. It's part of their recovery to even start a youth care opinion, to share their journey and just offer some thanks and inspiration to other people really as well. So I'm going to read this full response. And this is from tasni Mohammed. She's communication and marketing student at change grow live in Birmingham.

0:26:39.950 --> 0:27:11.950  
Emma Noonan  
So she says hi, MH7114. Thank you for leaving such nice feedback about Kikit and our services. I'll make sure your kind words are passed on to kikit so you can see there. They're acknowledging straight away. Thank you for sharing the lovely feedback. And she's reassuring that they're going to pass on the words to the right people in the team. She explains who she is, so introduces herself. My name is Tazneem and I'm part of the team that responds to feedback like yours. At first, thank you for being so honest in your feedback. And I'm sorry to hear that you felt like you lost everything when you began taking drugs.

0:27:12.630 --> 0:27:15.790  
Emma Noonan  
That experience must have been very difficult for you, and I can't imagine what that felt like.

0:27:16.260 --> 0:27:50.860  
Emma Noonan  
But I'm so glad that you realise you needed the help. That in itself is a big thing to acknowledge, and for that reason you should be so proud of yourself, you know, and and this is really acknowledging the content of the story and offering continued praise. And it's almost like part of like the whole ticket service really. I'm also happy to hear that Kiki were able to explain everything to you properly and that everything was very clear in terms of the process, a huge well done to being one year free of heroin and cocaine, the progress you have made is amazing. And I know your story will be super encouraging and inspiring.

0:27:51.250 --> 0:27:54.530  
Emma Noonan  
And again, offering further encouragement through this response.

0:27:55.660 --> 0:28:26.420  
Emma Noonan  
She goes on. It's also great that you met some supportive people along your journey and that you're still in contact with some of them. And 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 your student starting your own company is amazing. So they've really paid attention to all the details in this author's story. And then most importantly, I'm happy. I'm so happy knowing that you believe your life is better and that you're more self aware. It's so positive and inspiring. I wish you all the best for the future. So.

0:28:26.620 --> 0:28:30.380  
Emma Noonan  
An overall really good, detailed, thorough response that acknowledges that acknowledges.

0:28:30.890 --> 0:28:45.770  
Emma Noonan  
What the author's experience has been like, and I think it just demonstrates their continuation of care, that they they received in the first instance. It's really good. So in complete contrast, this is an example of a response.

0:28:47.330 --> 0:28:54.730  
Emma Noonan  
That sort of seems a bit autogenerated really, so I'll just read you this one and if you could just think about how you would feel if you got this response so.

0:28:56.330 --> 0:29:7.850  
Emma Noonan  
Thank you for your comment. We're 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. Thank you.

0:29:8.560 --> 0:29:21.320  
Emma Noonan  
So whilst it's very polite, it doesn't seem very personal in any way. It does feel a little bit dismissive, so you know as a sort of can you just go on and contact the PALS team? They'll be able to help you. It's not got any.

0:29:22.760 --> 0:29:39.0  
Emma Noonan  
Any of the details that's Tracy's suggested in in her part of the presentation about giving them contact details, perhaps two to contact them if they're not sure who they are, but they need to deal with it further and then actually this response got another response from the author.

0:29:39.80 --> 0:29:51.640  
Emma Noonan  
And they said, I've observed that the practise of the NHS is to generate a standard response which can and does come across as being very disingenuous, therefore suggesting that patients are no concerns and not been taken seriously, so not very good for overall.

0:29:53.0 --> 0:29:53.280  
Emma Noonan  
You know.

0:29:55.600 --> 0:30:18.240  
Emma Noonan  
It doesn't play out very well in the public, that sort of thing. And and I think with a little bit more care and a little bit couple more minutes not to to spend some time on a response would have been a little bit better in this situation. You can also click this link here which takes you to research chat 17 on organisational culture and online patient feedback to read a little bit more about responding.

0:30:20.600 --> 0:30:23.920  
Emma Noonan  
OK, so good practise in responding so.

0:30:25.880 --> 0:30:26.640  
Emma Noonan  
This is.

0:30:27.60 --> 0:30:33.900  
Emma Noonan  
Is something that you can print off. I think. I think, Tracy, I'm not sure. Did you say do people have this on their mouse mat somewhere? I'm not sure.

0:30:39.180 --> 0:30:40.180  
Emma Noonan  
I thought you said, yeah.

0:30:33.680 --> 0:30:42.640  
Tracy Molloy  
Yeah, in Northern Ireland, actually, they had they had this chart printed on mouse mounts and it acts as a really nice little checklist, yeah.

0:30:43.90 --> 0:30:46.690  
Emma Noonan  
It does. Yeah. Nice little checklist there. So this is good practise in response.

0:30:47.840 --> 0:31:0.40  
Emma Noonan  
Good practise in responding, so you could say a little bit about you, your name and your role while you in particular are responding speed within seven days at most. If slower, apologise and explain why.

0:31:1.520 --> 0:31:8.440  
Emma Noonan  
Content I think personally and specific, thank the author for feedback, offer an apology and offer to help as needed.

0:31:10.80 --> 0:31:12.600  
Emma Noonan  
Offer to follow up if that's wanted as well.

0:31:14.10 --> 0:31:32.90  
Emma Noonan  
I'm posting pardon, signposting, other relevant services with contact details, times and an in person and you could offer more than one way to contact the service and just sign off. Be polite and personal and you can also hear we'll send you these slides in the follow up. You can link out to what makes a good response blog post in there.

0:31:33.650 --> 0:31:46.130  
Emma Noonan  
OK, I'm not going to go through every single one of these because we are running short on time. This is due to finish at quarter two and it's 25 to, but you'll be able to read through these, but we've got some examples here of good responses that show.

0:31:46.670 --> 0:31:56.710  
Emma Noonan  
Empathy and understanding, apologising, explaining what normally happens or why things happen. Saying what you do with the feedback and saying what you will do to make an improvement.

0:31:58.400 --> 0:32:27.760  
Emma Noonan  
So empathy and understanding. So this is a short story by an author whose mum had been degenerating into dementia and a mobility was now an existent. The loss and practise. Dr Ralph, the support staff are so kind and caring. I've been given respite care, home care, home visits. Nothing is too much trouble. Even though I'm not a patient. The doctor offers me support, both emotional and practical. I couldn't imagine looking after my mum without this amazing practise.

0:32:28.440 --> 0:32:39.640  
Emma Noonan  
And this response here just says how difficult that must be for you, your mum's dementia. It's a really painful and hard thing to have to face. We're really pleased that the practise has been able to give you some support.

0:32:40.960 --> 0:32:57.640  
Emma Noonan  
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. And thank you for letting us know that things are working at the moment. It's greatly appreciated. So lovely and pathetic response technology.

0:32:58.200 --> 0:33:10.280  
Emma Noonan  
And all the points in the story, it's not as detailed as the previous response, but neither is the story. But also it's just their offering, a continuation of care. If they need any further support, and I suppose that's offering more reassurance.

0:33:11.860 --> 0:33:12.780  
Emma Noonan  
Next.

0:33:14.620 --> 0:33:49.180  
Emma Noonan  
OK, apologising this story explains an author's experience of a husband being discharged without knowledge from the hospital. So this author explains how a husband who was 90 suffered from vascular dementia, was admitted to hospital last week. She visited him every day on her own or with a friend, and it's a bit of a run to come on up from where they live, so parking is not easy. And on that day she couldn't get parking near the maternity hospital, had to walk on the Tuesday. We were told he would not be sent home until carers package had been set up. The nurses on the nurses on the ward were not sure where this would be ready.

0:33:49.550 --> 0:33:57.750  
Emma Noonan  
And then when she went to visit her husband, she went to his ward. I found the bed empty, no covers on the bed. And you can imagine just how alarming that actually be. And it was.

0:33:59.740 --> 0:34:29.740  
Emma Noonan  
So and the story goes on, you can Click to read the full story there as well, should you wish, and this was the response. So a genuine sort of authentic response, really apologising. So this person said Dear Mountain 619, I'm so sorry to hear about your husband being discharged without me knowing about it. So immediately offering an apology. And it does sound sincere. I was really disturbed. So actually quite a personal reaction there as well to hear what you went through. And I think most of us would agree that that was quite like a distressing.

0:34:30.820 --> 0:34:31.700  
Emma Noonan  
Experience.

0:34:32.830 --> 0:35:3.590  
Emma Noonan  
Finding an empty bed then knowing your husband was on his way home and you weren't there to be with him. I would like to check and make sure that you and your husband are OK now are now. OK, so it would be really helpful if you could get in touch that we know the ward from where he was discharged and also your details. So we can provide any help that you need. Could you either contact us through a patient opinion or phone my office and leave the details so we can be in touch this afternoon and then they leave their contact number as well. So quite a simple and straightforward response but clearly acknowledging and apologising for what happened.

0:35:5.470 --> 0:35:44.230  
Emma Noonan  
Here's another example of explaining what normally happens or why things happen. So given a thorough response to this story here. So this author had a problem. Well, I suppose with their heart, but the only thing they weren't keen on with the whole experience was the words heart failure in the service. Because she's quite a positive person and said your your heart isn't working as well as it should be. But the word failure seems to convey the message that there's no hope. What what they are trying to do is manage a condition for optional health. So I feel like using words such as condition management in the service name would be more suitable instead. And then the member of staff.

0:35:44.270 --> 0:35:47.630  
Emma Noonan  
Responds here with lovely detail explaining.

0:35:49.190 --> 0:36:23.910  
Emma Noonan  
What that means? So they say in the second paragraph down, 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 we recognise by the service team. As a result, they conducted surveys to gather feedback from service users. While some suggested alternative names, the service revealed that the majority of the 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. So actually just gone to explain.

0:36:24.180 --> 0:36:34.780  
Emma Noonan  
That other people recognise this as a difficult connotations, but in fact they've conducted some research into this area and discovered that heart failure best describes their service. So just a good a good explanation.

0:36:36.710 --> 0:36:51.70  
Emma Noonan  
And then I'm just going to keep going. OK, another example here is saying what you'll do with the feedback, so where you pass the feedback on, you'll let the member of staff know, will you do some learning from that? Will there be some changes?

0:36:52.860 --> 0:36:57.860  
Emma Noonan  
Saying what you'll do to make an improvement as well. So I'll let you read this story, OK?

0:36:59.760 --> 0:37:2.280  
Emma Noonan  
And and the response for that one.

0:37:5.770 --> 0:37:38.850  
Emma Noonan  
And you can actually see it's a really good example of a continuation of dialogue actually. So we've got the author submits the story and then the suggested changes that she wanted to make, and then how those changes a response from the trust and then actually a further update by the the same author. It's got a good post. And then finally, some people become incredibly inventive and creative at care opinion. And we get stories submitted in so many different types of formats. So sometimes we get poetry, sometimes we get songs. And now apparently we are replaced.

0:37:39.330 --> 0:37:46.650  
Emma Noonan  
Are publishing wraps, so I've got to share this with you because it just completely blew me away. Really. It's fantastic.

0:37:48.10 --> 0:38:15.810  
Emma Noonan  
And mostly because the response, well, I'll let you read it. So you don't have to do this or emulate by the way, in any way. It's just an example of what you can do. So what we are is the best and that's no alive. 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 going to do when you go home. Feeling better, don't forget to send a thank you letter. Clearly, I'm not a rapper, but that's fantastic feedback.

0:38:16.580 --> 0:38:51.580  
Emma Noonan  
OK. And then we've got a response from Connor who is in senior manager assurance and improvement, Southeastern Health and Social Care Trust. And he says hi there patient Ward 3A. Glad you're well and home today. We humbly accept your appreciation, but hope we don't need a repeat vacation. But hope you don't need to 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. So that's lovely. Just a nice. Another example, something. It's quite confident at providing responses, but.

0:38:52.140 --> 0:38:54.420  
Emma Noonan  
Nonetheless, it's still impressive to see that.

0:38:55.500 --> 0:39:29.660  
Emma Noonan  
So, quick recap, prepare yourself for the feedback. Don't rush. Ask for support from the staff. If you need a second opinion, take your professional hat off, put yourself in the Arthur's shoes. What response would you be happy with? Try not to be defensive and apologise to Seeley if that needs to be. If that needs to happen, use the change logos in your response. Sign off with the full signature as often as you can and be personal but polite. No cut and paste generic responses, OK, so a few seconds left minutes left. If you've got any questions, please ask. You can shout out or put your hands up. No problem anyway.

0:39:32.200 --> 0:39:33.520  
Emma Noonan  
Actually, she's done a poll.

0:39:35.240 --> 0:39:36.120  
Emma Noonan  
So you can't leave.

0:39:30.900 --> 0:40:0.820  
Tracy Molloy  
Done. A quick poll actually, I thought maybe interesting to see how you're feeling now after the training just before we finish. I've got a couple of minutes left and I will include the the responses in the follow Up blog as well. I'm just going to quickly launch that now. Hopefully you feel a little bit less anxious, but I'd love to hear how you're feeling now about the thought of responding on care opinion. So pop your answers in there and we'll see hopefully all being well or me and Emma are out of a job. So be kind.

0:40:4.420 --> 0:40:6.540  
Tracy Molloy  
Oh, confident. Fabulous.

0:40:7.440 --> 0:40:8.400  
Tracy Molloy  
That's a big confidence.

0:40:14.690 --> 0:40:23.570  
Tracy Molloy  
Excellent, excited, motivated, comfortable, reassured, excellent.

0:40:24.940 --> 0:40:27.300  
Tracy Molloy  
Oh, I'll get a quick.

0:40:25.140 --> 0:40:28.340  
Emma Noonan  
Oh, they're fantastic responses. Good. I like them. Yeah.

0:40:30.880 --> 0:40:32.80  
Emma Noonan  
They showed a different.

0:40:39.480 --> 0:40:40.280  
Emma Noonan  
Absolutely.

0:40:28.680 --> 0:41:3.120  
Tracy Molloy  
That's where fish. Oh, good, excellent. Well, we're glad. We're glad you are feeling a lot less kind of nervous and anxious about responding. And remember, the support team is here to help you as well. If with those trickier responses. So feel free to get in contact with us. You can always come through to info@careopinion.org.uk and that will. You'll get transferred through to your support lead for your organisation or you do have leads within your organisation. Who? Who lead on the care, opinion contract as well. So if you don't know who those leads are, again get in touch with us at care opinion. We'll let you know who's.

0:41:3.640 --> 0:41:5.0  
Tracy Molloy  
Care opinion person.

0:41:6.300 --> 0:41:15.820  
Tracy Molloy  
Within your organisation trust or health Board just going to get a quick screen grab of the pole there, but if anybody's got any questions, feel free. You've got one minute.

0:41:18.190 --> 0:41:20.550  
Emma Noonan  
Nope. Yeah, both of them. All the dates.

0:41:17.850 --> 0:41:22.690  
Tracy Molloy  
Otherwise, yeah, we'll send all the details up on the blog.

0:41:25.70 --> 0:41:28.270  
Tracy Molloy  
And thank you. Thank you for coming along today.

0:41:29.580 --> 0:41:30.380  
Tracy Molloy  
Thanks Alison.

0:41:31.570 --> 0:41:34.490  
Emma Noonan  
Yeah. Thank you very much. Thanks everyone.

0:41:33.650 --> 0:41:34.530  
Alison Lawrence  
Thank you.

0:41:35.900 --> 0:41:37.100  
Tracy Molloy  
Thanks mm hmm.

0:41:36.590 --> 0:41:37.270  
Emma Noonan  
Ah, thank you.