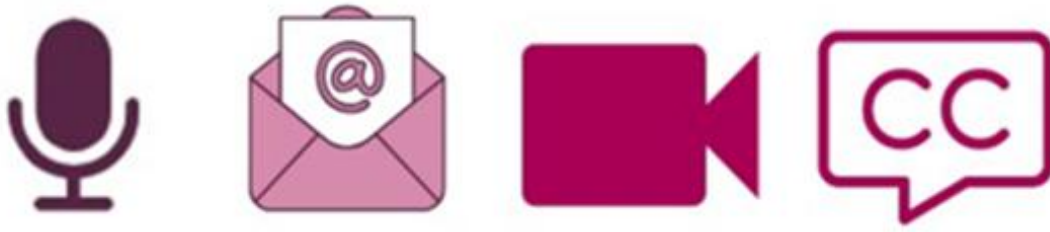


Remote Communities

Promoting Care Opinion





Before we begin...

- Webinar recording – Camera & mic
- Accessibility - Turn on 'live captions'
- Teams 'chat' feature – get involved in the conversation!
- Follow up email and resources

The terms and examples in this presentation are based on the UK version of the Care Opinion website.
However, the same features operate consistently across all Care Opinion platforms,
including those in Canada and Australia

Meet today's guest speakers!



Denise Symington
Patient Focus Public Involvement
Coordinator



Colin Patterson
Governance, Involvement & Experience Lead



Jaimie Cooper
Clinical Governance Support Officer



Michael Craddock
Patient Experience Coordinator

Remote & rural areas are often defined as:

“A rural area is often defined as one where people must travel **longer than average** to reach:

- A GP
- A community pharmacy
- A minor injuries unit
- A hospital (especially A&E)

Typical thresholds used in health planning:

> **30 minutes** to a GP or urgent care

> **60 minutes** to an A&E or specialist service



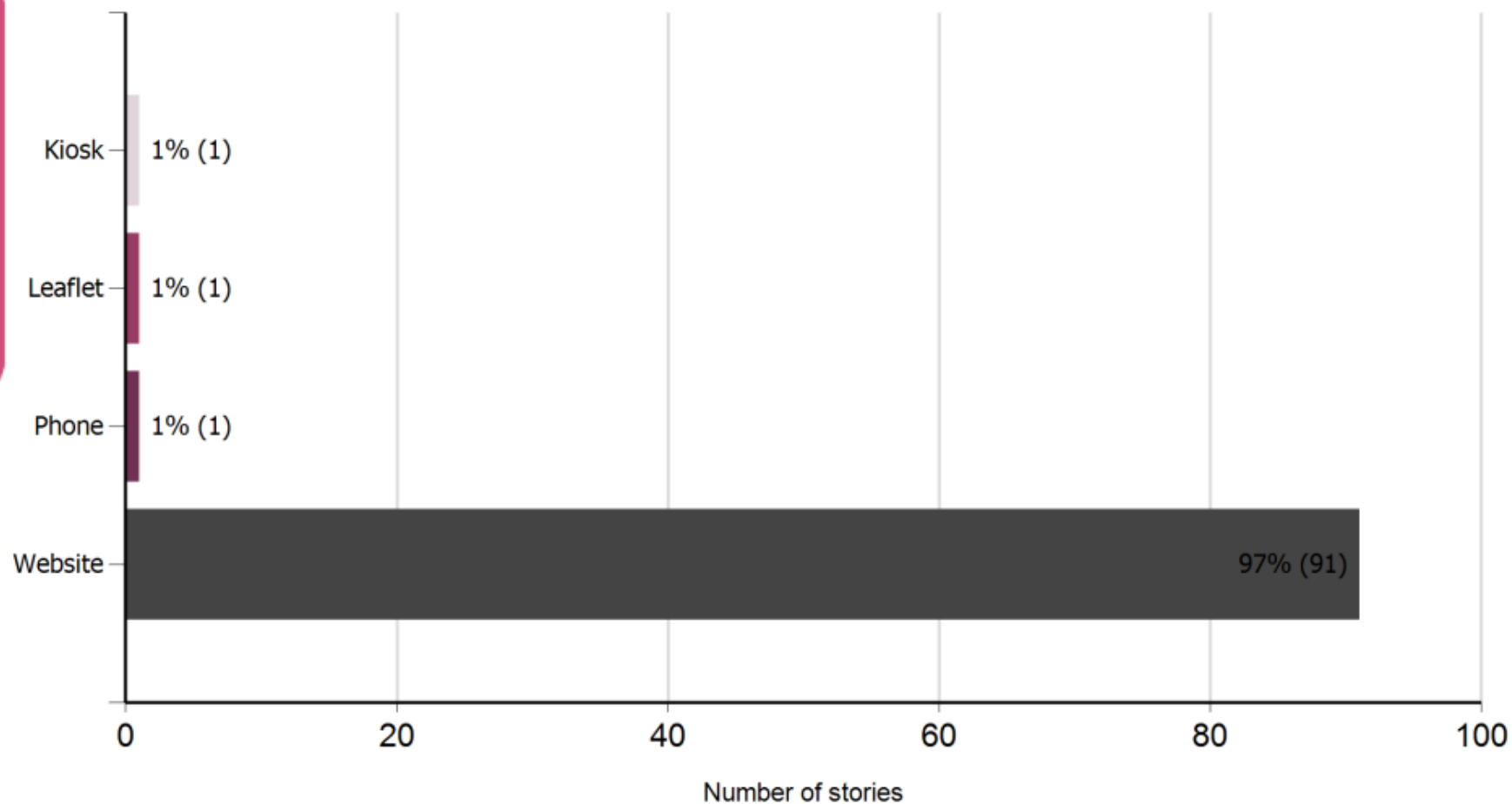


Online Poll

“What do you think is the biggest barrier stopping people from leaving feedback on Care Opinion in remote and island communities?”

Online poll will launch soon!

How these stories were submitted



nion

Rural residents are more likely to give feedback when:



- The process is **simple**
- **Trust** in service providers is strong
- Their **anonymity** being maintained is clear
- They can see their input leads to **real change**

Source: University of the Highlands and Islands



Hint: Using **Care Opinion** can help with most of this!



Although engagement activities are ongoing, people in remote and rural areas are still **sharing fewer stories on Care Opinion** than the wider population.

- As an organisation, how do you show that **you genuinely value feedback** from people living in remote communities?
- How can small pieces of feedback - **one comment, one story** - make **a big difference** in a rural setting?
- What **works well**, and what doesn't?



