

# PATIENT OPINION NEWS



**Patient  
Opinion**  
Every voice matters

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## Patient Opinion pioneers: St Andrew's Healthcare

Sophia Feurtado, Head of Patient Experience at St Andrews Healthcare tells us that they aim to 'make feedback fun'. They often run group sessions and the patient experience team have a physical presence on wards, making sure patients know who they are, developing relationships with patients. By building trust and engaging with patients, they are putting patient feedback at the heart of the service. Patients on the wards do not have access to the internet, so the patient experience team are both collecting and uploading stories. They then make sure patients are shown the responses to their stories and where appropriate, display them on wards. They also

use the Patient Opinion visualizations to show what patients are experiencing on a ward by ward basis. By doing so they want to show that any feedback is both listened to and acted upon, which they hope encourages other patients to share their story.

Sophia tells us there has been a 'flurry of feedback' in the services where Patient Opinion has been implemented. Staff morale has also seen a boost, as staff feel listened to, and encouraged by the gratitude shown in many of the posts.

Because of this work, and in just a couple of months, St Andrews Healthcare have collected over 120 stories via Patient Opinion and could

identify areas to improve services, either for a particular ward or a particular patient, making a big difference to some patients' overall experience of the service.

To read more about the patient experience team use Patient Opinion check out Sophia's [blog post](#).

Great work!

## Driving the use of Patient Opinion



Kevin McKinnon, Communications Officer at NHS Grampian tells us about the success of developing their use of social media by working with Patient Opinion.

"My involvement with Patient Opinion goes back to when NHS Grampian first signed up to the site and it has been a very positive experience for us.

I set up a page on our website which introduces Patient Opinion and includes a live feed (widget) of stories about NHS Grampian. I also added information about Patient Opinion, including the latest stories, onto the staff intranet site.

We started sharing stories from Patient Opinion with our followers on Twitter, Facebook, LinkedIn and Google Plus. We quickly realised that the stories we posted on our Facebook page were being very well received, with each post consistently reaching at least two

thousand users. A good number of stories also receive lots of activity (comments, shares, likes). Sharing these stories has helped us grow our Facebook page to over 10,000 likes, and this increases daily.

We proactively look for new stories as they appear on Patient Opinion to share with our followers, with at least two stories being posted every week. In 2016 we received 203 stories on Patient Opinion and these have been read almost 189,000 times!

Besides social media being an important way for us to interact with our patients, many of our staff, colleagues from partner organisations and various other stakeholders also follow us on social media. This means sharing Patient Opinion stories online is a great way for NHS Grampian to recognise our staff for their dedication and hard work"

## Staying in the loop

Most people know that when you share a story on Patient Opinion, we work hard to send real-time email alerts to the staff who need to see it – and that can include not just care providers, but also commissioners, regulators, patient groups, policy makers and even politicians!

But we also know there are plenty of people who need to keep in touch with what's being said on Patient Opinion, but don't need real-time alerting. So, from the start of 2017 we've provided a weekly email digest for any subscription member who wants one.

Each digest includes links to stories, responses and changes in the last week, top stories, recent blog posts and even the number of times your stories have been read.

You can have a weekly digest covering activity in your whole organisation, or for a specific condition, specialty, etc. You can even have a different digest every day if you like. A digest is quick and easy to set up, and there's more information on how to do this on our blog (see link below).

Already over 600 staff and students are receiving a [digest](#) – maybe you should too?

**www.patientopinion.org.uk**  
the UK's leading independent feedback platform.

Or call us during working hours (local rate):

**0114 281 6256**

