

# Human Experience Week

Learn more about Care Opinion  
Australia's HXW campaign

Running from 1 - 7 May 2023 as  
an adaptation of the Beryl Institute's  
Patient Experience Week and with  
inspiration from NSW Health's  
Human Experience Week



I am the patient experience

## What is Human Experience Week about?

The Beryl Institute created Patient Experience Week to be "an annual event to celebrate healthcare staff impacting patient experience everyday. PX Week provides a focused time for organizations to celebrate accomplishments, re-energize efforts and honour the people who impact patient experience everyday." **This year's theme: We are ALL the patient experience**

New South Wales Health created 'Human Experience Week' to acknowledge that the experiences of patients, their families and carers cannot be separated from the experiences of caregivers (staff and volunteers). **The 2023 theme for Human Experience Week is 'All of Us: the Power of Community', with the sub themes of 'Love, Belonging and Healing'.**

## This kit includes:

Patient's  
Champion  
Award  
Template

Co-branding  
opportunities

Suggested  
social media  
content



You may already have activities planned or be participating in Patient or Human Experience Week activities in relation to events led by your service. The suggestions outlined in this kit have been developed to complement and enhance your approach locally and support ongoing recognition of the wealth of opportunities to engage patients in your service.

Contact Us



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# In-service promotion

## Badges / business cards

These badge / business card templates can either be hole-punched and attached to staff lanyards, or handed out to consumers whilst in service or at discharge. See examples below:



## Posters

Care Opinion has a number of poster templates available to cover a range of departments and wards. See below:



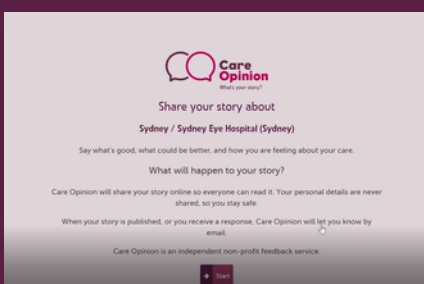
You are most welcome to produce invitation links so **QR codes can be generated and added to these posters, otherwise, a generic QR code will** be provided. We encourage you to use quotes from stories about your service on these co-branded designs.

## Kiosk mode

**Kiosk mode** is a shortened storytelling page pre-linked to a service (hospital/ward etc.) of your choice. Kiosk mode is available for each and every service provided by your organisation, with a unique link that can be picked up from the Care Opinion Australia website or via an invitation link you create.

Without the need to link to the service, users complete the storytelling process on a single page. Links to each kiosk mode can also be used to create QR codes for use in communications and on promotional materials.

If you are using a shared device in a public area, you may wish to display one of our HXW/PXW posters nearby to encourage consumers to share their stories



Click [here](#) for a pdf walkthrough on kiosk mode. Please note this is a dropbox link and if you are unable to access it please contact the Care Opinion team for a direct copy.

## Suggested social media posts

- [Insert name] made us proud this week when we heard about her dedication to his/her/their patient.
- Does your feedback matter? It did for [insert staff name] whose patient took the time to share their gratitude on Care Opinion, resulting in [staff member name] receiving a 'Patient's Champion Award' this week.
- Did you know you can influence change? Thanks to one patient, we have [summarise change planned or made and link to the story].
- We love hearing feedback about our unsung heroes. They may not wear scrubs but are a critical part of the care experience. Have you been helped to find your way around, stayed in a clean room with fresh linen, disposed of rubbish in a regularly emptied bin, drunk a coffee whilst on the ward, felt safe in our facilities or noticed our well-maintained gardens? Please share your story on Care Opinion about your experience and how our unsung heroes made a difference to you.
- Help us to celebrate Human Experience Week 2023 together by sharing the story of your experience anonymously through Care Opinion: *[insert link]*

\*You can support these posts with images of staff mentioned in the story with their Human Experience Week awards to demonstrate how staff will be recognised as a result of stories on Care Opinion and share quotes (see below) of stories told on Care Opinion.

### Story quotes:

*"Then came along Donna, patient and understanding, I felt less like a burden. Donna listened, did not make assumptions, was professional, had empathy and was kind.*

...

*I was probably a better patient because of Donna, I felt seen and heard. I felt validated."*

*"The cleaners were delightful and so quick, the orderlies were so kind, thoughtful and even went out of their way to find me a pillow later in the evening."*

### Social media tiles



## Booklets

This year, you can create a short booklet displaying stories shared on Care Opinion about your service. The A4 booklet template includes a designed front and back cover, with room inside for you to add story content of your choosing. You can also include your responses to show what their stories mean to you.

You can create a booklet specifically for one or two wards, with content from stories just about them or maybe display 'staff favourites' – those stories that had a personal impact on the staff reading them.



**BE HEARD. TELL YOUR STORY.**

### Your Experience is Our Experience Too

A snapshot of what our care looks like through your eyes through stories told on Care Opinion



"The cleaners were delightful and so quick, the orderlies were so kind, thoughtful and even went out of their way to find me a pillow later in the evening."  
- zempathy82

These booklets showcase your service and give consumers an idea of what they could share about their experience.

The QR code on the inside right page page of the booklet is linked to Care Opinion's 'Tell Your Story' webpage, but you can tailor this to go to any page – a list of your stories, kiosk mode for your service, or even an invitation link with the customised message to your consumers. The choice is yours!

**THIS WAS MY PATIENT EXPERIENCE...**

"We just want to recognise his help, tell him that we love him like our own family for the way he looked after our mother and that means so much at our end with each and every family member."

**SEE OUR RESPONSE**



**Your story starts and ends with the care from our staff.**

- Where do our staff feature in your story?
- How did we make you feel?

**Share your story with our team through Care Opinion.**



Scan the QR code, phone 1300 662 996 or go to [www.careopinion.org.au](http://www.careopinion.org.au)