

## Phase 4 | Review and Expand Roll Out

### Purpose

During this phase, staff and consumer engagement with Care Opinion in soft launch services is reviewed to inform an expanded roll-out of the platform in additional departments/wards or organisation-wide.

### Desired outcomes

#### Organisation

- The CEO and Executive Team understand how and why staff and consumers have engaged (or not engaged) with the platform and developed appropriate strategies going forward (if applicable).
- Staff across the organisation understand the service's commitment to using Care Opinion and the basic principles of online, narrative and relational feedback.
- Staff in the soft launch services:
  - are confident to navigate the Care Opinion website
  - are willing to act as ambassadors of the platform for other staff
  - are confident to promote Care Opinion to patients who have had positive and negative experiences.

#### Set Up

- The CEO, Executive Team, Project Lead and Site Administrator have collaboratively developed appropriate strategies to overcome barriers to engagement (e.g. workforce capacity, resourcing restraints and COVID19 outbreaks (if applicable)).
- Processes are in place to support front-line staff to engage with the platform and additional responders to respond to stories appropriately.
- The platform is 'officially' launched (either with additional selected departments/wards or the entire organisation) using at least one (1) consumer engagement campaign.

## RESOURCES PROVIDED

### System Set Up

- Phase 1-3 Evaluation Form

### Training

- Running, Scheduling and Interpreting Reports (webinar)
- Creating story tags
- Assisted storytelling (webinar)
- Guide to Generating Reports on Care Opinion (PDF)
- Engaging Consumers in Narrative Feedback (webinar)

### Communications

- Image with Care Opinion logo and contact details for email signatures and letterheads
- Media kits for bi-monthly consumer engagement campaigns
- Social media campaign calendar
- Co-branded 'CO Hero' certificate template

*Please refer to resources provided in phases 2 and 3 to support activities in this phase.*

#### Phase 4

## Communications

- The service's website is prominently displaying a commitment to narrative, relational feedback and responding to stories, with a call to action for consumers to provide feedback on Care Opinion platform with the storytelling widget (preferred) or a clear link (button) to the storytelling page.
- Stories are being told and being discussed in key meetings (staff, quality and safety, consumer advisory, board and management meetings).
- Reports are being generated and scheduled for regular use to inform:
  - trends and themes demonstrated in the feedback received
  - tone, content and quality of responses
  - changes being made as a result of narrative, relational feedback
  - staff engagement with patient and carer stories.

## Timeframe

It is recommended that Phase 4 is completed within two (2) months of the completion of Phase 3.

*This is six (6) months after the subscription contract (Service Agreement) has been signed and returned to Care Opinion Australia.*

### Phase 4

## Phase 4 Action Plan



Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
Release the updated webpages that include: <ul style="list-style-type: none"> <li>• information about the service’s partnership with Care Opinion</li> <li>• stories and/or storytelling widget</li> <li>• logo and blurb about Care Opinion Australia</li> </ul>	<ul style="list-style-type: none"> <li>• Communications Team</li> </ul>	Website content and information on how to embed widget(s) on a website. <i>Provided in Phase 3</i>			
Identify champions from soft launch services	<ul style="list-style-type: none"> <li>• Project Lead</li> <li>• Site Administrator</li> </ul>				
Review and evaluate the soft launch implementation using the Phase 1-3 Evaluation Form <ol style="list-style-type: none"> <li>1. Identify and address staff concerns with the platform and/or launch of the platform (if applicable)</li> <li>2. Develop strategies to overcome barriers to engagement (e.g. workforce capacity, resourcing restraints and COVID19 outbreaks (if applicable))</li> <li>3. Review consumer engagement during the soft launch and update the implementation plan and key</li> </ol>	<ul style="list-style-type: none"> <li>• Executive Team</li> <li>• Project Lead</li> <li>• Site Administrators</li> </ul>	Phase 1-3 Evaluation Form			

Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
messages for further roll out accordingly					
Update Members Role template to include additional staff in keeping with the expanded roll-out of the platform	<ul style="list-style-type: none"> <li>• Site Administrators</li> <li>• Executive Team</li> <li>• Project Lead</li> </ul>	Member Roles template <i>Provided in Phase 2</i>			
Continue to implement the Communications Plan and update key messages for internal and external stakeholders based on review activity	<ul style="list-style-type: none"> <li>• Site Administrators</li> <li>• Communications Team</li> </ul>	Communications plan template <i>Provided in Phase 1</i>			
Identify and coordinate key stakeholders' attendance at their relevant training session: <ul style="list-style-type: none"> <li>• Responding</li> <li>• Running, Scheduling and Interpreting Reports</li> <li>• Assisted storytelling</li> <li>• Engaging consumers in narrative feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Project Lead</li> <li>• Site Administrators</li> </ul>	Training sessions <ul style="list-style-type: none"> <li>• Running, Scheduling and Interpreting Reports (webinar)</li> <li>• Creating story tags (webinar)</li> <li>• Assisted storytelling (webinar)</li> <li>• Guide to Generating Reports on Care Opinion (PDF)</li> </ul>			

Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
		<ul style="list-style-type: none"> <li>Engaging consumers in narrative feedback (webinar) <i>Provided in Phase 2</i></li> </ul>			
Print and distribute co-branded promotional material organisation-wide and commence official launch	<ul style="list-style-type: none"> <li>Site Administrators</li> <li>Communication Team</li> </ul>	<ul style="list-style-type: none"> <li>Digital co-branded materials</li> <li>Printed promotional materials</li> </ul>			
Commence a social media campaign to: <ul style="list-style-type: none"> <li>raise awareness of the service's commitment to relational, narrative feedback</li> <li>invite consumers to share their stories</li> </ul>	<ul style="list-style-type: none"> <li>Site Administrator</li> <li>Communications Team</li> </ul>	<ul style="list-style-type: none"> <li>Media kits for bi-monthly consumer engagement campaigns</li> <li>Social media campaign calendar</li> </ul>			
Create weekly digests of stories for front-line staff	<ul style="list-style-type: none"> <li>Site Administrator</li> </ul>				
Continue to discuss stories shared on the platform and opportunities for changes in key meetings as a standing agenda item	<ul style="list-style-type: none"> <li>CEO</li> <li>Executive Team</li> <li>Heads of Departments</li> </ul>				

Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
Add story tags to stories that demonstrate evidence of partnering with consumers	<ul style="list-style-type: none"> <li>Quality and Safety Team</li> </ul>				
Recognise staff members name in positive stories using the 'CO Hero' certificate template or via internal staff recognition programs	<ul style="list-style-type: none"> <li>Executive Team</li> <li>Site Administrator</li> </ul>	Co-branded CO Hero certificate template			
Highlight stories where a change has been made in internal staff communications and on social media (tagging Care Opinion in the post)	<ul style="list-style-type: none"> <li>Communications Team</li> </ul>				
Add Care Opinion image (with logo and website / QR code) to email signatures of key stakeholders and letterheads	<ul style="list-style-type: none"> <li>Communications Team</li> </ul>	<ul style="list-style-type: none"> <li>Image with Care Opinion logo and contact details for email signatures and letterheads</li> </ul>			