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# **Phase 5 | Maintain and Embed the Platform**

* Measuring Success (PDF)
* Service Tree Template

**Communications**

* Campaign Media Kits

*Please refer to resources provided in phases 2, 3 and 4 to support activities in this phase.*

Resources provided

## Purpose

This phase represents a ‘coming together’ of Care Opinion feedback with existing quality, safety and consumer engagement activities.

The platform is optimised by:

* stories being routinely shared and responded to with quality, in a timely manner
* engagement activities routinely run to continue momentum with the platform
* stories and reports being used to inform strategic and operational improvements

## Desired outcomesOrganisation

* Staff have a safe environment to discuss stories told and their experience with the platform, and feel supported in their continual engagement with the platform
* The number of staff and stakeholders reading stories continues to grow.

### Set Up

* Stories are integrated with existing feedback mechanisms to provide a holistic view of the consumer experience.
* Stories and reports are being used in Board and Executive meetings to inform discussions on organisational strategy, culture and the consumer experience.

### Communications

* Consumers are aware of the platform and confident that their stories are genuinely welcomed, will be used to inform service improvement and will be responded to with compassion and respect.
* Community promotion tactics and campaigns are routinely employed to encourage consumers to share their stories.
* Meetings and discussions are regularly held with Care Opinion staff to ensure optimal use of platform features and functions.
* The service has determined how Care Opinion will be measured for success in the health service organisation (e.g. number of stories, changes made, percentage of highly critical stories received).

### Timeframe

It is recommended that Phase 5 is reached within four (4) months of the completion of Phase 4.

*This is 10 months after the subscription contract (Service Agreement) has been signed and returned to Care Opinion Australia.*

## Phase 5 Action Plan

| **Action** | **Stakeholders involved** | **Resource provided** | **Timescale for delivery** | **Activity Owner** | **Progress** |
| --- | --- | --- | --- | --- | --- |
| Refine service listings on Care Opinion website for accuracy and clarity and provide an updated Service Tree template to Care Opinion staff | * Site Administrator
 | Service Tree Template |  |  |  |
| Expand member list on Care Opinion to ensure more frontline staff receive story alerts or weekly digests for their department/areas of interest | * Project Lead
* Site Administrator
 | Member Roles Template |  |  |  |
| Review organisational engagement with narrative feedback and use of the platform. Establish indicators to monitor and review organisational engagement with, and use of the platform  | * Project Lead
 | Measuring Success (PDF) |  |  |  |
| Provide Consumer Advisory Group(s) with responses for periodic review and feedback | * Site Administrators
 |  |  |  |  |
| Schedule quarterly review calls/webinars between the Site Administrators, Project Lead and Care Opinion | * Site Administrators
 |  |  |  |  |
| Run monthly community promotion campaigns to encourage consumers to share their stories | * Site Administrators
* Communications Team
 | Campaign Media Kits |  |  |  |
| Include stories told on the platform as routine agenda items in staff, Board, Executive and Consumer Advisory/Group meetings | * Board Secretary
* Project Lead
* Heads of Departments
* Site Administrators
 |  |  |  |  |