

Phase 5 | Maintain and Embed the Platform

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 outcomes

Organisation

- 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.

RESOURCES PROVIDED

- 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.

Phase 5

- 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

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Project Lead • Site Administrator 	Member Roles Template			
<p>Review organisational engagement with narrative feedback and use of the platform.</p> <p>Establish indicators to monitor and review organisational engagement with, and use of the platform</p>	<ul style="list-style-type: none"> • Project Lead 	Measuring Success (PDF)			
Provide Consumer Advisory Group(s) with responses for periodic review and feedback	<ul style="list-style-type: none"> • Site Administrators 				
Schedule quarterly review calls/webinars between the Site Administrators, Project Lead and Care Opinion	<ul style="list-style-type: none"> • Site Administrators 				
Run monthly community promotion campaigns to encourage consumers to share their stories	<ul style="list-style-type: none"> • Site Administrators • Communications Team 	Campaign Media Kits			

Action	Stakeholders involved	Resource provided	Timescale for delivery	Activity Owner	Progress
Include stories told on the platform as routine agenda items in staff, Board, Executive and Consumer Advisory/Group meetings	<ul style="list-style-type: none"> • Board Secretary • Project Lead • Heads of Departments • Site Administrators 				