

REBRANDING TO CARE OPINION AUSTRALIA

FREQUENTLY ASKED QUESTIONS

SUMMARY

Over the past seven years, we have pioneered a new approach for people to share their stories of care and staff to learn how their patients feel.

To meet the needs of both the health and social sectors, we have run two brands (Patient Opinion and Care Opinion) but using the same business model. However, as we are now seeing an international movement towards the integration of the health and social care, we are merging our two brands, Patient Opinion and Care Opinion, into a single integrated and simplified service.

From March 2020, we will be operating as Care Opinion Australia for all care services, including hospitals, aged care, disability and community/social services. Alongside the name change, you will also see a fresh colour palette and logo.

GENERAL QUESTIONS

WHY ARE YOU CHANGING YOUR NAME FROM PATIENT OPINION TO CARE OPINION AND NOT VICE VERSA?

Our online feedback platform has always facilitated the sharing of patient experiences, however, many people within hospitals do not see themselves as patients, such as people with lived experience of mental health concerns.

Operating under Care Opinion Australia responds to the integration of health and social care services and is inclusive of everyone using care services.

Further, this change brings us in line with our parent company, Care Opinion, in the United Kingdom.

WHAT WILL THE BRAND CHANGE ACHIEVE?

Operating under a single brand will increase internal efficiencies as we will no longer be required to run duplicate email accounts and social media channels, tailor all communications to the different brands and manage promotional materials for two brands.

Running as two different brands often gives the impression that we are two different companies and this can be confusing for stakeholders. This will help staff understand that our service can help all care services, regardless of the sector they operate in, to hear from those they serve and support.

The single name will strengthen our position as an integrated service for everyone receiving and experiencing care services.

WILL THE LOOK AND FUNCTIONALITY OF PATIENT OPINION'S SITE CHANGE?

The Patient Opinion website address will still work, as visitors will automatically be redirected to the Care Opinion site, which will continue to look very much as Patient Opinion does now.

The Patient Opinion site will get a new name, a new logo and new colours, however, the website layout, functions and processes will remain the same and all existing web links will continue to work.

Our widgets will automatically update to show the right data, and to link back to Care Opinion. You won't have to do anything, and the widgets will continue to work properly.

WHAT DOES THIS MEAN FOR MY ORGANISATION?

HOW MUCH WILL THIS COST?

There will be no cost to our subscribers.

WHAT TIMEFRAME ARE YOU WORKING TOWARDS AND CAN I SEE YOUR IMPLEMENTATION PLAN?

Promotional materials will be available from February 2020 in time for our 'soft' launch in March with the release of the logo and website.

Our formal launch will occur in May 2020 when we welcome the CEO of Care Opinion in the UK, Dr James Munro and National Clinical Director of the Scottish Government, Professor Jason Leith to Australia for a series of events across Perth, Melbourne and Sydney.

Please be assured that you will receive regular updates over the coming months as the rebranding project progresses.

While you are welcome to share the news with your staff anytime now, we encourage you to hold off telling your patients until the new year. Our updates will include all the information you will need to support both staff and patients throughout the transition period.

WHEN SHOULD WE STOP ORDERING PATIENT OPINION-BRANDED MATERIALS AND WHAT DO WE DO WITH EXCESS STOCK WHEN THE NAME CHANGES?

We recognise that part of your journey with Patient Opinion has been educating your staff and consumers about the system, including distributing promotional materials with our current branding.

To assist you to transition to the new brand, we welcome you to continue to order, use and distribute all current materials as usual. Further, as the Patient Opinion website will automatically redirect visitors to the Care Opinion site, you are welcome to use up your supply of current materials.

While these materials will eventually be phased out, we will continue to accept all Patient Opinion-branded feedback forms after our formal launch. We will also continue to input any postal or telephone stories as we do now.

WE HAVE SPENT A LONG TIME EDUCATING PATIENTS ABOUT PATIENT OPINION. WILL YOU SUPPORT US TO RE-EDUCATE THEM TO USE CARE OPINION?

Patient Opinion will provide you with electronic copies of notices and flyers to print in the lead up to the name change. These documents will be targeted at your stakeholders designed to be displayed alongside your existing promotional material to announce the upcoming change.

I AM CONCERNED MY STAFF WHO RESPOND ON PATIENT OPINION WILL BE CONFUSED BY THIS CHANGE.

We'll continue to send email alerts to staff just as we do now. Clicking the link in the alert will bring you to the story online, looking almost the same as it does now. Responding will continue to work in the same way. The only changes staff should expect are cosmetic and are related to branding.

DAY TO DAY, WHAT DISRUPTION COULD WE EXPECT?

You shouldn't expect any disruption at all.

Once you have exhausted your supplies, you will be able to order materials as you have done before. It simply might take a while to get used to saying Care Opinion instead of Patient Opinion.