

# Current research into public online feedback.

Care Opinion Australia  
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# Background:

- Patient feedback is considered integral to **patient safety, quality improvement and professional development** (Locock et al., 2020,. Baines et al 2018)
- The use of online feedback is **increasing on an international scale** (Atherton et al., 2019, Boylan, Williams & Powell 2019, Powell et al., 2019, Turk et al 2020).
- Patient feedback is more likely to be influential if it is **specific, collected through credible methods** and **contains narrative comments** or information (Baines et al., 2018)

# What is known about online feedback so far?

Contrary to popular belief, **most feedback received online is positive** (Boylan, Williams & Powell 2019, Powell et al., 2019, Atkinson 2014)

Content shared in online feedback can help **identify high-risk, or under performing organisations** (Griffiths & Leaver 2018)

One of the leading motivations for sharing online feedback is **to give praise**. People describe caring about the NHS and wanting to help it, "**caring for care**" (Powell et al 2020).

# What affects online feedback use and engagement?

- Healthcare professional **attitudes**
- **Anonymity** - can make it difficult, uncomfortable and challenging (Locock et al, 2020)
- **Confidentiality**
- **Representativeness**
- **Moderation** or regulation of online feedback

Nurses typically see online feedback as more useful than doctors. Doctors are also more likely to believe that online feedback is unrepresentative and generally negative in tone. (Atherton et al., 2019)



# What affects online feedback use and engagement?

Other factors known to influence feedback use and engagement include:

- **Awareness of opportunity** (Patel et al., 2016), with many patients unaware of the opportunity to leave feedback online
- **Staff anxiety** - time pressures and external moderation (Baines et al., 2021)
- **Variability and lack of confidence in responding** to online feedback (Ramsay et al., 2019, Baines et al., 2018)





# Reported benefits of online feedback

Reported benefits of online feedback from a patient perspective include:

- **Inclusion of narrative** or free text comments
- Assurances of **anonymity**
- **Ease of use**
- **Domains of care that matter most** - patients describe different domains of care to those used in validated questionnaires and often use different language/terminology (Baines et al., 2019)
- **Enhanced transparency & perceived importance** (Baines et al 2021)



# Reported benefits of online feedback

Reported benefits from a staff perspective include:

- **Increased staff morale, resilience and pride**
- Ability to **publicly respond and demonstrate change**
- Provision of **in-depth narrative experiences**
- **Increased authenticity and perceived value**
- **Receiving and sharing feedback** in near real time
- **Reporting and evidence opportunities**

(Baines et al., 2021)

# How many benefits?

A recent implementation evaluation of Care Opinion in a 'special measures' organisation **identified 24 benefits** and/or impacts at an individual and organisational level

*"I really love it [online feedback] because for me working in the Emergency department, you see a lot of terrible things happen, you see a lot of sick patients, a lot of illness, and really poorly patients. The staff here have to, on a daily basis, see things that you wouldn't want anyone to see. So for me, it's such a refreshing change because we predominantly get positive responses and feedback. It's just so nice to be able to cling on to that and share the feedback to the staff, those really nice, positive things. I think it helps improve morale. It helps people's resilience to know there are actually some really grateful people out there and you know what, 'you are doing a good job' and sometimes you just need that bit of a reminder. And when I see comments like that, that helps me to deal with the everyday situation. Generally, it makes people feel appreciated in what is a really hard, difficult working environment, its morale boosting ... for me personally, it's that little glimmer of hope that you hold onto amongst a multitude of horrible things" (Clinical manager)*



# Ways to rapidly adopt online feedback



(Baines et al.,  
2021)



# The missing link

- Online feedback can help address the missing link by allowing **patients and the public to share aspects of experience that matter most.**
- Online feedback can help **enhance transparency, feedback authenticity and responsiveness.**
- Online feedback can help **identify high-risk organisations, poor practice and areas of concern.**
- Online feedback can also **help identify areas of best practice, enhance staff morale, resilience and pride.**



# Thank you

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