# Current research into public online feedback.



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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

#### **ENGAGE**

- Connect the motivation and purpose of online feedback adoption to organization al priorities.
- Communicate this connection clearly.
- Identify and engage senior champions at Board level.
- 'Sell' online feedback to the wider workforce by personalizing its meaning, value, benefits and opportunities.
- Target teams first who already receiving a high numbers of feedback stories.
- Develop and grow an active network of listeners and responders across your organization.
- Encourage staff members to share their experiences with one another; myth-busting concerns.
- Grow responders as stories are shared in new services requiring timely replies.

#### SUPPORT

- Identify and respond to staff worries, concerns and anxieties.
- Provide evidence-based and meaningful training.
- Ensure teams responsible for patient feedback and engagement are available and accessible to support staff members in rapid adoption of online feedback.
- Highlight, using staff case studies, successfully engagement role models of online feedback to demonstrate ease of adoption and future opportunities.
- Sign staff members up to platform alerts to aid access to the system and its successes.
- Cover clinical areas without responders and adoption progresses.
- Regularly review the moderation process of online feedback to assurance fairness.

(Baines et al.,

#### **PROMOTE**

- Frequently promote opportunities to feedback online.
- Use branded advertising materials
- Showcase and celebrate published stories (both good and bad)across multiple communication channels
- Use league tables to demonstrate change.
- Share online feedback at staff inductions.
- Demonstrate online feedback as being integral to every staff role, irrespective of seniority or specialty.
- Be proactive in reaching out to different service areas to engage.
- Collaborate with external organizations such as HealthWatch; raising wider awareness and encouraging more feedback submissions.

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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