



**Care
Opinion**
Australia

www.careopinion.org.au

Co-branding with Care Opinion

With most countries now moving towards an integration of health and social care we are merging our two brands, Patient Opinion and Care Opinion, into a single integrated and simplified service in 2020.

Patient Opinion has always been a platform for sharing the experiences of patients however, many people within hospitals do not see themselves as patients, such as people with lived experience of mental health concerns. From March 2020, we will be operating as Care Opinion Australia for all care services, including hospitals, aged care, disability and community/social services.

When using the Care Opinion logo, it is essential that guidelines to usage of the Care Opinion logo versions are followed, as is detailed in our Care Opinion Visual Identity document.

Subscribers are also permitted to use our graphic device, the speech bubbles of the logo. To keep the graphic looking like a speech bubble, it may not be rotated and the 'point' must always point downwards.

To cater for consumers that prefer to submit a story in writing and offline, subscribers are permitted to develop co-branded leaflets with some caveats.

Author anonymity

One of Care Opinion's foundational values is the protection of consumers' identity.

All co-branded leaflets must treat authors' anonymity with the highest priority and provide a mechanism for consumers to submit the leaflet ensuring no staff can read or access its content. For this reason, Care Opinion staff will not accept scanned completed leaflets as they contain identifiable information.

Inclusion of specific fields



In order to enter a story into the back-end of the Care Opinion system, certain information is required from the consumer. For this reason, all leaflets must include the below mandatory fields for consumers to populate:

1. Name of the service
2. Month and year of care (to ensure timeliness of story)
3. What the care was for
4. Author's email address (to allow the author to receive alerts for their story and response)
5. Author's phone number (in case Care Opinion staff need to clarify any details in the story)
6. Author's postcode (part of the process of ensuring story integrity)
7. Checkboxes for the author to select who they are from the following choices:
 - Service user
 - Patient
 - Carer
 - Friend
 - Relative
8. The author's year of birth (to determine if they are an adult or child).

We recommend subscribers refer to our reply-paid leaflet for guidance in developing this product.

Please note that Care Opinion has a unique coded number for each service that is used to enter the story. While this is an internal number, please contact Care Opinion staff should you wish to use this coded number on your materials.

Endorsement

To maintain the integrity of the Care Opinion brand, subscribers will be required to sign Care Opinion's Co-Branding Agreement and submit all co-branded materials to Care Opinion staff for review prior to their use and distribution to consumers.

We thank you for your collaboration in carrying consumers' voices into the heart of care.