

Amplifying the consumer voice

The emergence of relational feedback and the consumer voice in health systems improvement

Care Opinion is an independent, relational feedback platform that facilitates conversations between service users and service providers about experiences of care.



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Evidence behind relational feedback

For the service

- + Repair of relationships
- + Practical improvements in services
- + Avoidance of formal complaints
- + Lifting the morale and confidence of staff
- + Involving patients and carers in services
- + Encouraging a culture of transparency in health/care organisations



For the consumer

Feelings of authenticity and solidarity from telling a story in public

Feelings that concerns are acknowledged and acted on

Contact Us



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A brave new world *Relational anonymous feedback*

Benefits of relational feedback

It creates a 'neutral space' and democratises sharing and interaction between patients and service providers.

- + Provides welcome positive reinforcement to clinicians and service staff
- + It reduces the chances of real or perceived 'risk management' as the primary motivator
- + Collects input truly and from patient/citizen perspective without regards to 'whose job/responsibility it is'
- + Data is collated and shared with relevant organisations through automation and smart messaging
- + It relates to all aspects of care, not just clinical care, in the consumers own words
- + Shows your organisation is open to transparent feedback, learning and committed to patient centred care

Why leave online feedback?

Consumers intend something with their feedback.

1. To **IMPROVE** – storytellers often share observations about what could 'be better', these lived experiences are valuable in taking the service towards a learning culture and a care they can be proud of.
2. To **INFORM** – storytellers express a desire to make those making decisions or planning services to be aware of what it is like to experience care and humanise the service.
3. To **PRAISE** – people really love to say thank you, especially when they have experienced care with compassion and kindness.

Consumer expectations of online feedback

- Independent
- Safe
- Responsive
- Anonymous
- Public
- Constructive
- Accessible

Storytellers often share more freely when they are anonymous and may not be seeking individual resolution but just to improve care services for others.

How does it work in practice? →

The platform



Supported by an experienced team who **moderate, tag and rate each story** prior to publication.



Stories produce **rich, qualitative and quantitative data** in the form of written and visual reports that can be shared with staff, consumer groups, management, executive teams and boards.

Step 1: Patients and consumers (and their relatives, carers and friends) find out about Care Opinion through the service provider.

Step 2: The storyteller tells their story either directly through the Care Opinion website, hand-written leaflet or by phone.

Step 3: Each story is individually moderated and published (or rejected) according to our moderation principles.

Step 4: Care Opinion notifies health and care services via smart alerting.

Step 5: Services can respond to the story, and the dialogue with the storyteller commences.

Moderation, safeguarding and signposting

Working with vulnerable persons – keeping everyone safe

Stories are assessed daily for urgent action for very serious stories and/or where consumers are at risk.

Where the patient would/could be identified given the nature of their story, Care Opinion engages the individual to ensure they are comfortable with the story being published.

The person who submitted the story is the only one who can withdraw their story from the platform.

Criticality rating

Each story is assigned a 'criticality rating' to each story. This rating; reflects the seriousness of the posting, is not visible to the public and determines the story publication timeframe.

Criticality 0 - 3 stories are published as soon as the moderation process is complete.

Criticality 4 - 5 publication of higher criticality stories is delayed and the service is notified.