



# Introducing public online feedback in a mental health trust: opportunities and obstacles

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Share your experiences of UK health and care services, *good or bad*.  
We pass your stories to the right people to make a difference.

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eg Leeds General Infirmary, heart surgery, dementia, S3 8EN



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"It was **a huge relief just to be understood** - let alone being given the tools to cope better on my own."

About: Ealing IAPT

STORY HAS A RESPONSE



"**I feel like I have been left in limbo**. My GP, who is thankfully a great support, is patiently awaiting a response from the Consultant to see what to do next."

About: Raigmore Hospital / Gynaecology

STORY HAS A RESPONSE



experienced by 2 others

"**Always at the end of a phone to help** and staff always go that bit more to ensure I was safe. Thanks to Inclusion I'm doing well"

STORY HAS A RESPONSE



### Care Opinion in 2 minutes



"I think my story is rather dull, it's about phones! But I think it made a difference not just for my mother but for other visitors and patients on that ward."

### Who's listening to your stories?

**268,347** stories told

**7,733** staff listening

In the past month...

**70%** of stories received a response

# Vision

We want people to be able to share their experiences of health and care in ways which are **safe, simple**, and lead to **learning** and **change**.

**260,000**  
stories

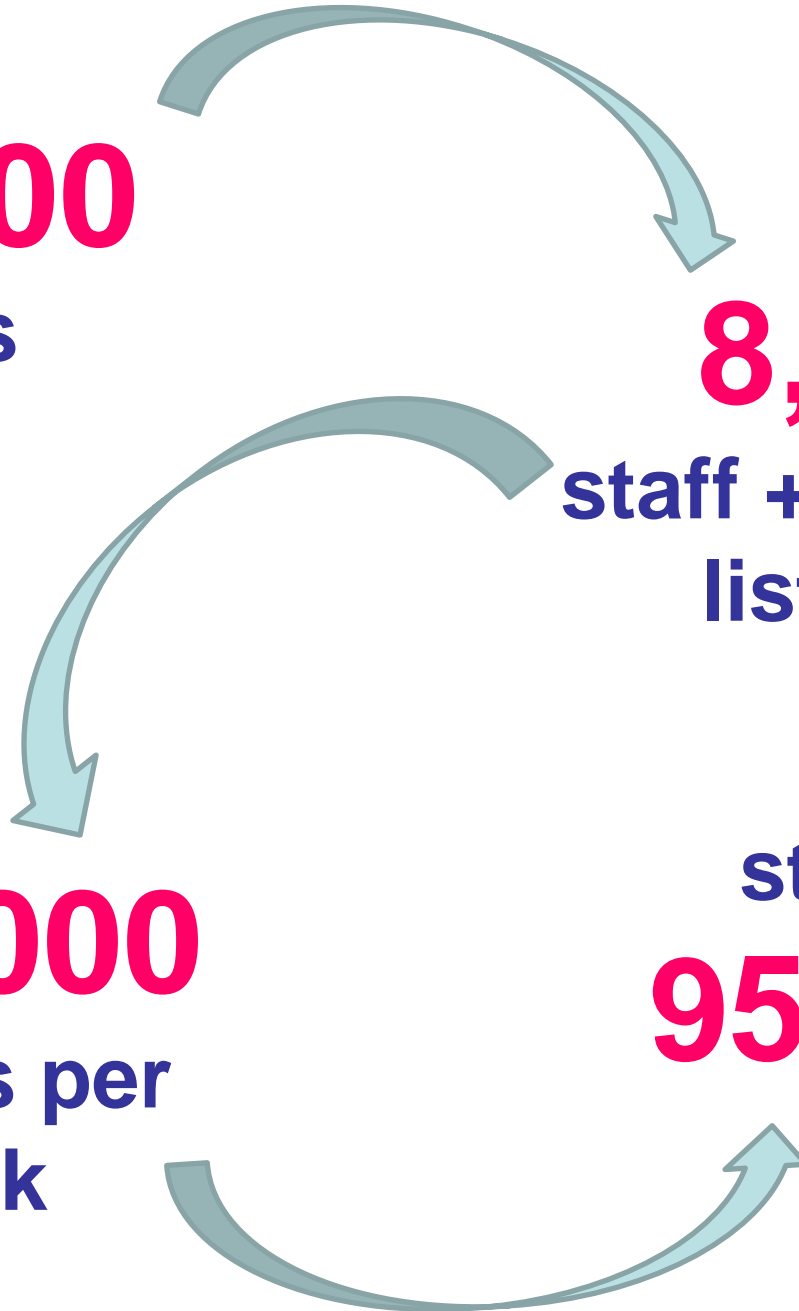
**8,000**

staff + students  
listening

**100,000**  
visitors per  
week

stories read

**95 million**  
times



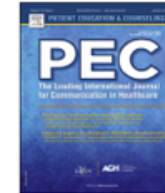
# In the past year, **42%** of people have read online feedback about healthcare



Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

## Patient Education and Counseling

journal homepage: [www.elsevier.com/locate/pateducou](http://www.elsevier.com/locate/pateducou)



## A cross sectional survey of the UK public to understand use of online ratings and reviews of health services

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### ABSTRACT

**Objectives:** To identify the self-reported behaviour of the public in reading and writing online feedback in relation to health services.

**Methods:** A face-to-face cross-sectional survey of a representative sample of the UK population. Descriptive and logistic regression analyses were undertaken to describe and explore the use of online feedback.

**Results:** 2036 participants were surveyed, and of 1824 Internet users, 42% (n = 760) had read online health care feedback and 8% (n = 147) had provided this feedback in the last year. People more likely to read feedback were: younger, female, with higher income, experiencing a health condition, urban dwelling, and more frequent internet users. For providing feedback, the only significant association was more frequent internet use. The most frequent reasons for reading feedback were: finding out about a drug, treatment or test; and informing a choice of treatment or provider. For writing feedback they were to: inform other patients; praise a service; or improve standards of services. 94% had never been asked to leave online feedback.

**Conclusion:** Many people read online feedback from others, and some write feedback, although few are encouraged to do so.

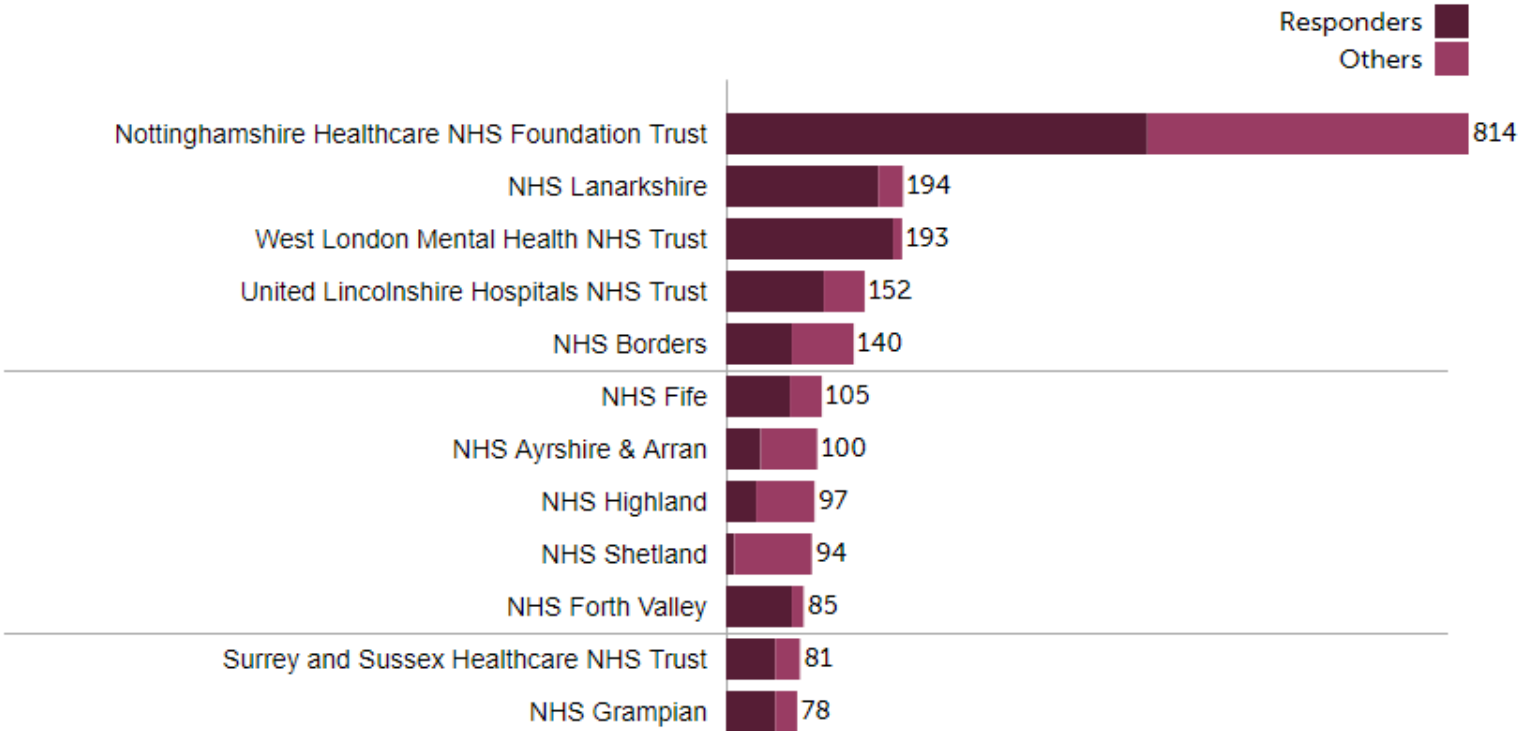
**Practice implications:** This emerging phenomenon can support patient choice and quality improvement, but needs to be better harnessed.

# Who is listening to your stories on Care Opinion?

**Currently, 7,688 staff are using Care Opinion to hear people's stories.**

The chart below shows the 25 organisations with the highest number of staff listening, learning and making changes.

These figures are updated every 4 hours. Select a bar for more details, or the name to go to that organisation's page.



# "Coming off anti-depressants"

Update posted by [A Catherine Wheel](#) (a service user) 5 days ago

Have received a very quick response to my suggestion about a service for coming off psychiatric medications. That in itself has made me feel that there is someone out there!

I have a person to contact who will see what can be offered to help me. I am now looking forward to taking my concerns further.

Many thanks to Sarah for taking the time and trouble to read my post, and for replying in such a respectful, caring and positive way. That is much appreciated. A Catherine Wheel.



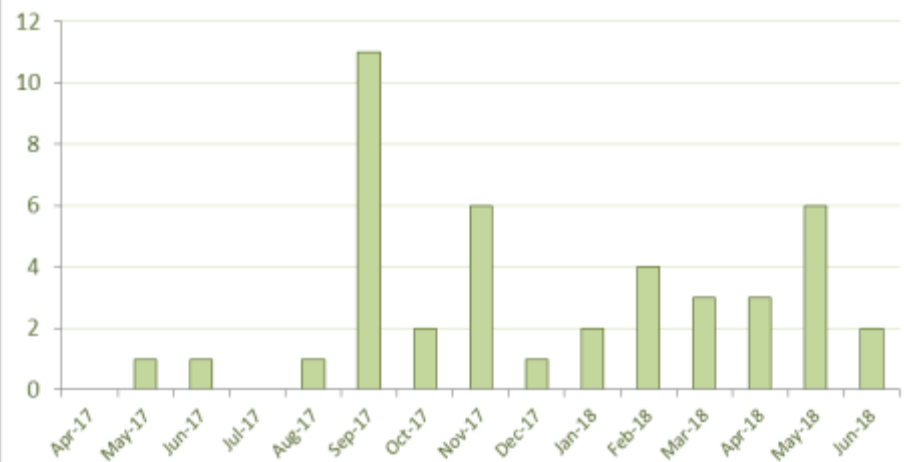
**Sheffield Health  
and Social Care**  
NHS Foundation Trust

- the story so far
- the next steps
- the opportunity

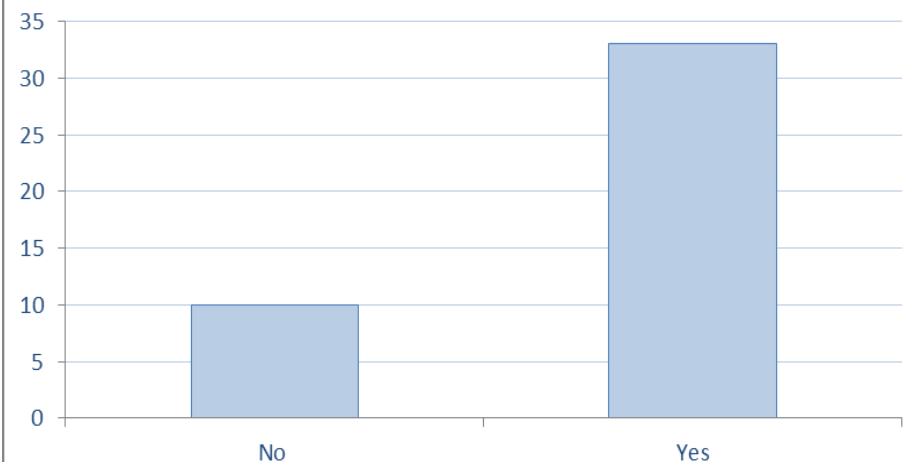


# SHSC - the story so far.....

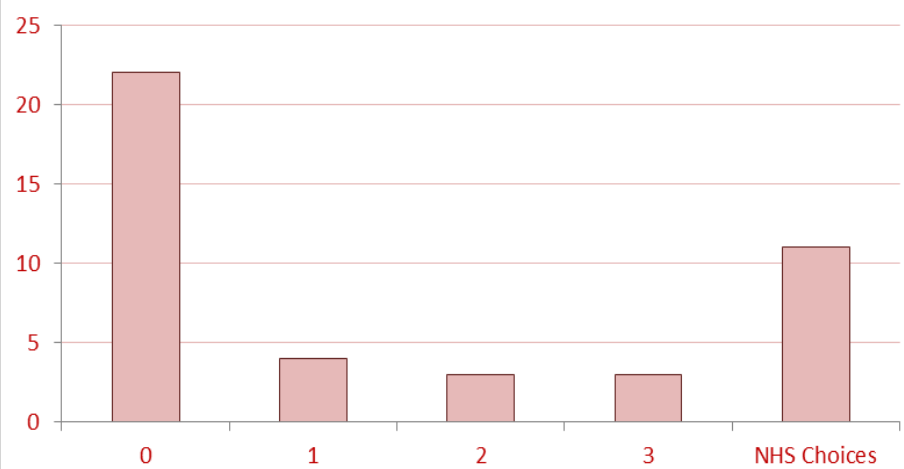
Stories by Month



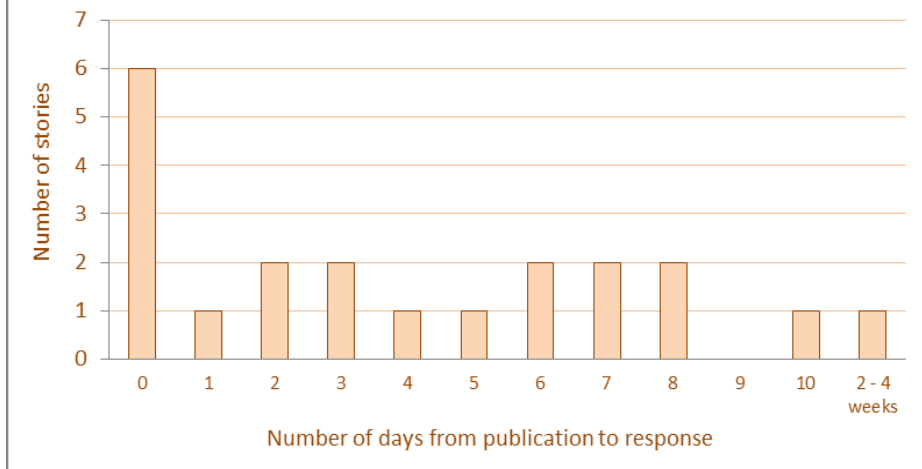
Response Received



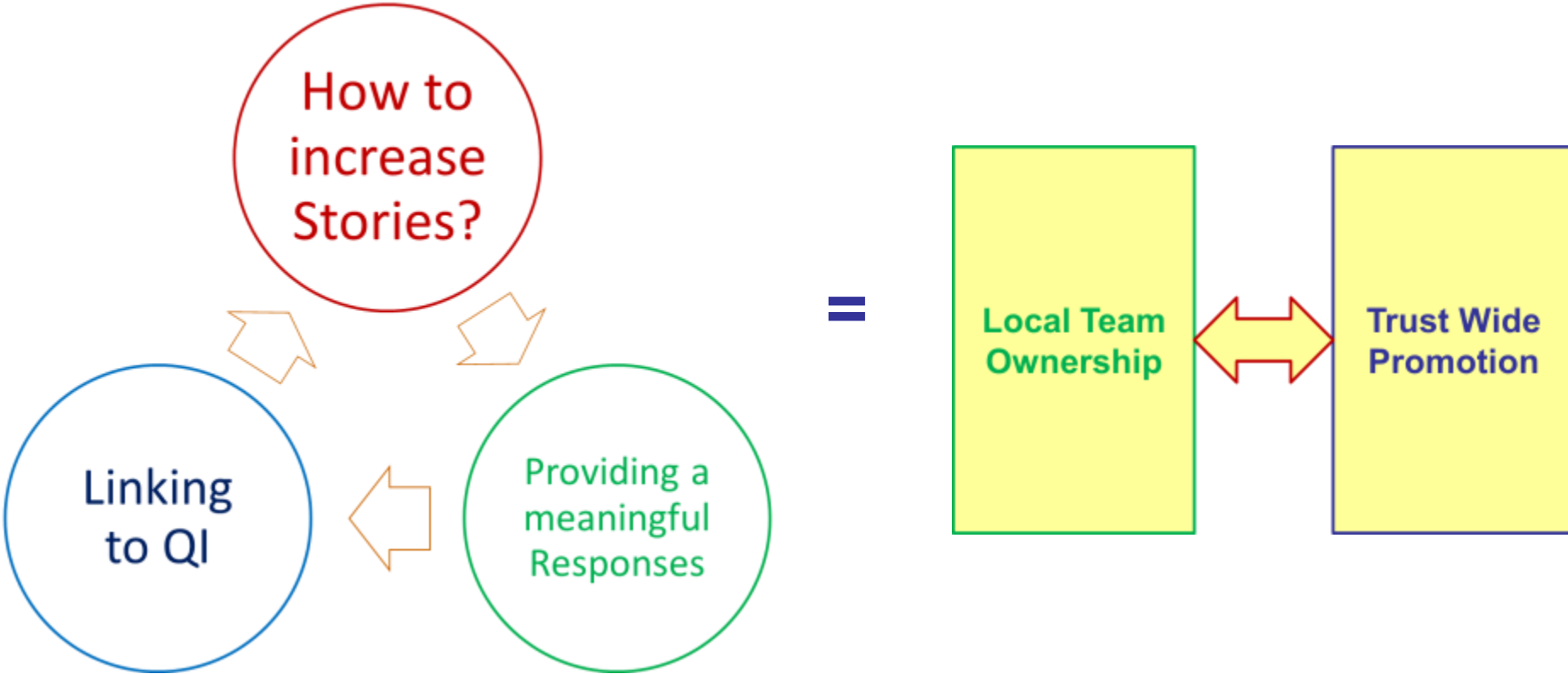
Criticality Score



Responsiveness



# SHSC - the next steps.....



# SHSC - the opportunity

**Stories**

Latest stories | Latest responses | Latest changes

▼ Story      ▼ Progress      ▼ Activity

"I feel forgotten and very let down."  
**STORY READ**      Read 2 days ago

About: Sheffield Health and Social Care NHS Foundation Trust

"Staff have a lot of understanding of eating disorders"  
**STORY READ**      Read 3 days ago

About: Sheffield Health and Social Care NHS Foundation Trust / Eating disorder service

"Suggestions"  
**STORY READ**      Read 2 days ago

About: The Longley Centre

"My father's 65th Wedding Anniversary within the hospital complex"  
**STORY HAS A RESPONSE**      Response 2 weeks ago

About: Grenoside Grange G1 ward (dementia)

"You could hear people in their appointments"  
**STORY HAS A RESPONSE**      Response last week

About: Sheffield Health and Social Care NHS Foundation Trust / Specialist psychotherapy services

"Visited for occupational therapy"  
**STORY READ**      Read 2 weeks ago

FIRST | PREV | 1 | 2 | 3 | 4 | 5 | 6 | ... | 13 | 14 | NEXT | LAST

**Stories**

Latest stories | Latest responses | Latest changes

▼ Story      ▼ Progress      ▼ Activity

"Our family cannot thank them enough"  
**STORY HAS A RESPONSE**      Response 4 weeks ago

About: Grenoside Grange G1 ward (dementia)

"CBT has changed my life"  
**STORY READ**      Read 4 weeks ago

About: Sheffield Health and Social Care NHS Foundation Trust

"Ongoing Problems with Care"  
**STORY READ**      Read 3 weeks ago  
 experienced by 1 other

About: Sheffield Health and Social Care NHS Foundation Trust

"Poor care"  
**STORY HAS A RESPONSE**      Response 3 weeks ago

"I think the service changes are unfair"  
**STORY HAS A RESPONSE**      Response last month

About: Northlands Community Health Centre (north east Sheffield)

"Mental Health"  
**STORY HAS A RESPONSE**      Response 2 months ago

About: Michael Carlisle Centre

FIRST | PREV | 1 | 2 | 3 | 4 | 5 | 6 | ... | 13 | 14 | NEXT | LAST

# Cat's Story



My dad contacted Sheffield Eating Disorder Service and they listened to his concerns and took them seriously. I moved back to my parents and was seen within a couple of weeks of the referral to Sheffield ED Service being made. I was accepted back onto the day service programme soon after that. I learned later that the staff at Sheffield ED Service had gone to considerable effort to quickly get the funding for my place on the programme, which was complicated by the fact that I was living in a different county.

The staff at Sheffield Eating Disorder Service acknowledged how poorly I was at this time and took us seriously. This was a massive relief to me and my family after I had been turned away by so many other services. I began to feel like there might be a bit of hope to carry me forward.

I was scared about returning to day service and I had a lot of fears and anxieties, but I have started working through these. The staff have involved my Mum and Dad in my treatment and have enabled me to hand over control of food and eating to my parents until I am a bit better. I feel supported and safe when I am at the day service and no longer feel like I have been given up on and abandoned.

# Cat's reflections on Care Opinion



- How to tell my story – how much / what to focus on?
- When to tell my story – in the middle? at the end?
- How might I feel about being critical of the service?
- Who reads and responds to my story – does it make a difference?

# Discussion