



Responding well and
demonstrating impact

In this session, we'll help you...

- Learn how to respond using the Care Opinion site
- Understand what makes a good response
- Think about what the author might want from a response
- Think strategically about responding and how it can create change in services




What happens to a story...?

Before it is published onto the website



Moderators will make edits to stories in line with Care Opinion's moderation principles. This is to ensure that any feedback shared is safe for both staff and authors.

Points before we start!

-  You, other responders and the author can respond to each other **as many times** as you wish
-  Never ask an author to disclose their **personal information** publicly – All responses are public once published on the website
-  By having a **transparent, honest and safe** conversation on Care Opinion, you can demonstrate to the public, how your service listens to feedback, resolves problems and works towards positive change

When a story that is relevant to you is published, Care Opinion sends you an email alert



Sarah, we have published a story relevant to you

If you have responding rights, you can post a response below the story.

[Complimentary Therapy](#)

This is your **personal link**. It will log you in the first time you use it. After that it is safe to share with other people.

If the link above isn't working, please copy the address below and paste it into your browser:

<https://www.careopinion.org.uk/opinions/649337?t=2eqvpgec5z>

[Who else have we told about this story?](#)

Why did I get this email?

We've sent this email in line with alerts you have set on Care Opinion. You can change or pause emails you receive from us at any time.

Just log into [Care Opinion](#), and then [change your alerts](#).

How to respond to stories

1 Email to your inbox

Danielle, we have published a story relevant to you

If you have responding rights, you can post a response below the story.

2 Click on the story title

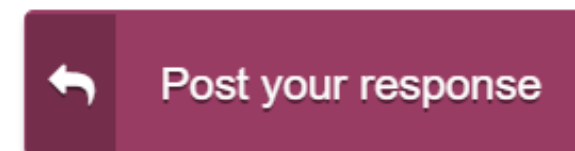
[Glasgow Adult Autism Team](#) 

I was assessed by the Glasgow Adult Autism Team initially in February, by way of a questionnaire that was given to my mum to fill out about my development and behaviour in early childhood. I was th...

This is your **personal link**. It will log you in the first time you use it. After that it is safe to share with other people.

3

Scroll to the bottom of the story and click 'post your response'



What does a Response look like on Care Opinion?

Response from Jane Danforth, Involvement Team, Involvement & Experience, Nottinghamshire Healthcare NHS Trust 2 weeks ago



Dear November67

Thanks for leaving your story. I'm really glad to hear that our staff treated you well. Can you let me know where you were looked after at Highbury please? We have lots of different services in the hospital. Here is a link to help you.

www.nottinghamshirehealthcare.nhs.uk/highbury

I would like to pass your story onto the staff members who supported you and to tell the service about your suggestions for staff and cigarettes.

I'm so pleased you took the time to leave your feedback. We want to make things better for patients and you are helping us by leaving your story.

I hope you are feeling better

Kind Regards

Jane

- Include a profile picture
- Add links and images

Using pictures to respond to stories

Write your reply

This response is from

How would you like to sign your response?













Write your response

[guidance on responding](#) | [responses people found helpful](#)

B *I*

Picture cards ✕

Double click a card to add it to your response.

 Environment	 Appointments	 Transport	 Reception
 Waiting time	 Cleanliness	 Finding your way	 Toilet
			

Type something

Are you planning a change in response?

When the editing period ends before publication.

Not only can people tell their story using pictures, but now you can include them in your response too!

Preparing yourself to respond...

- Take a deep breath
- Take your professional hat off
- Imagine it's you, what response would you expect?
- Try to understand and connect with the motivation
- Control any inclination to defensiveness
- Walk away, reflect, get someone else's viewpoint
- Examine your own motivation –to learn, to improve, to protect, to defend

“

Thank you for taking the time to tell us about your experience, we will ensure that the department receive your feedback as someone's experience always helps us to improve care.

”

Good practice in responding



- Your name, role & responsibilities
- Your picture
- Why you in particular are responding



- Within 7 days at the most
- If slower, apologise and explain why



- Personal and specific
- Thank author for feedback
- Apologise and offer help as needed
- Offer follow up if wanted



- Other relevant services, with contact details
- and a named person if possible
- Offer multiple ways of contacting if possible



- Polite and personal
- Would you be satisfied receiving this response?

Understanding and engaging with the Author

Feelings,
Situation
and Care

"Lack of empathy or support regarding personality disorders"



STORY HAS A RESPONSE



This story has had a response

About: Riverside Resource Centre

Posted by *ArthurBonaparte* (as a service user), 6 days ago

I had been diagnosed with a mixed personality disorder. It was initially a borderline personality disorder I was diagnosed with but this was later changed when I requested dialectical behavioural therapy. Now my mixed personality disorder is perceived as being firmly untreatable.



I don't dispute that I have a personality disorder. I never have. I possess all the symptoms associated with one. I experience abandonment issues. I value and devalue those closest to me and in the process have pushed them away before they hurt or abandoned me.



Recognise the author's feelings in your response



Story summary

What could be improved?

check assumptions

collaborative care

communication

disclosure

his interpersonal skills

jumping to conclusions

patient confidentiality

reporting

uncared for

How did you feel?

disrespected

unheard

very let down

very upset

"Therapy Choir

About: Biggart Hospital

Posted by *cheetahdr66* (as a relative)

My husband has Parkinson's and he has been in a Speech and Language Therapy Choir - it was brilliant but now he is so devastated. When you have Parkinson's singing is a great way to help them.. V

Response from Gill Main, Speech and Language Therapy Service Manager, Speech and Language Therapy, NHS Ayrshire & Arran 2 months ago

No specific claim has been made

Response is public

Thank you so much for taking the time to give your feedback about the choir for people with Parkinson's. We recognise the choir has been a really positive experience for the people with Parkinson's who attended, as well as their relatives and carers. We really appreciate you taking the time to let us know how this choir has made a difference to both you and your husband.



Unfortunately we have had to temporarily suspend this choir, run by Speech and Language Therapy, due to seasonal clinical pressures across the adult service. We are currently reviewing all of the services we provide to ensure we are providing the best possible care across the whole of South Ayrshire.

In the short term, there are a number of local third sector and voluntary organisations that provide 'singing for health' opportunities including a Parkinson's UK Choir in Kilmarnock, the NHS Ayrshire and Arran 'Ayrways' choir in Ayr, and the British Lung Foundation 'Dayr to Sing' group, also in Ayr.

Best Wishes,

Gill

An opportunity to sign post

1 person thinks this response is helpful

Was this response helpful? Yes | No

Apologising

Response from Fiona McQueen, Nurse Director, Nurse Directorate, NHS Ayrshire and Arran on 07/03/2014 at 12:55



Dear Mountain619, I am so sorry to hear about your husband being discharged without you knowing about it. I was really disturbed to hear what you went through - finding an empty bed, then knowing your husband was on his way home, and you weren't there to be with him.

I would like to check and make sure that you and your husband are now ok, so it would be really helpful if you could get in touch so that we know the ward from where he was discharged, and also your details so we can provide any help that you need.

Could you either contact us through Patient Opinion, or phone my office and leave your details so we can be in touch this afternoon. My number is 01792 913574.

“I am so sorry to hear about your husband being discharged without you knowing about it.”

<https://www.careopinion.org.uk/143573>

Your comments are invaluable thank you. This has prompted me to raise directly with my team in the Medical Assessment Unit to improve upon our communication.

What you have described is nowhere near what we want for anyone - particularly any elderly patient.

I will personally reinforce with my Unit Coordinators (the Registered Nurse taking the calls from the GP) to raise awareness as to potential delays that may be incurred. We do already strive to highlight any delays when calls are received. I'm sorry that this was not the case with your Mother in Laws GP and indeed yourself.

With regards our reception colleagues and lack of communication - I will further reinforce with them and certainly the Nursing team to make more of an effort to keep those in the waiting area more aware of delays. I totally agree that this must have been so frustrating - the apoloising. Whilst we cannot control how busy the Unit was and can be in the future - we can improve our practice around better communication.

Thank you once again for using Care Opinion to share your negative experience and allowing me to address them. Our aim is to minimise this happening to others.

Please accept my apology on behalf of my team.

Kind regards

Gerry

1 person thinks this response is helpful

Was this response helpful? **Yes** | No

Explaining what normally happens or why things happen


“What happens normally is.....”

<https://www.careopinion.org.uk/773058>

Response from Andrew Fleming, Chest Pain Nurse, Acute Services Cardiology Altnagelvin Hospital, WHSCT 2 days ago

We are preparing to make a change

Response is public



Hello oscarnt43,

Thank you for getting in touch to tell your positive story.

As a member of the Cardiology Assessment Hub team this feedback goes a long way to help us deliver a service that is appropriate to our patients. I am pleased that you found our service delivery 'relaxed and supportive' as this is what as nurses we strive to be for all our patients.

I again would have to apologize for the wait for the results of your blood tests, and as you alluded to, it is unfortunately a situation that is outside of our control, sometimes.

What happens normally is that we send our bloods via a small bore air transit system to our laboratory. Once there, they are given to the appropriate lab and placed on the appropriate analyzer. after a period of time the results are ready, they get vetted and verified and are released electronically to us.

I cannot say what happened exactly in your case but delays in us getting the results can be due to a breakdown in the transit system or an analyzer issue. We have started recording how long our patients are waiting and what the cause of the delays are with a view to addressing the delays.

I am glad you prefer the new arrangements. As a team we feel the new arrangements work well also.

Saying what you will do with the feedback



Response from Gerry McLaughlin, Lead Nurse, Emergency Care and Medical Services, NHSGGC 3 months ago

Hi ta2u



What a fantastic opening line in your comments thank you.

I feel incredibly proud to respond on behalf of the Team in the RAH Emergency Department. Your words will be so well received and I'll make sure this post is displayed with pride in the Staff rest area.

Thank you for taking the time to acknowledge your experience on Care Opinion.

Wishing you a speedy recovery from injuring your hand.

Best wishes

Gerry

1 person thinks this response is helpful

Was this response helpful? Yes | No



“Your words will be so well received and I'll make sure this post is displayed with pride in the Staff rest area.”

[Read the full story](#)

Showing when feedback leads to change

Response from Patricia Cantley, Consultant, Midlothian Hospital at Home Team, NHS Lothian 2 years ago 🔄 We have made a change

▶ Response is **public**



Following discussion with the team, we have now designed a new letter to be given to all patients on discharge, explaining that their care is now being passed back to their GP. There will be a clearly visible contact number on this letter for any questions that the patient or their family may have about their time in our care.

The letter will also remind the patient that they can give feedback to the team via Care Opinion.

Thank you again for sending us feedback to help us improve our service.

Dr Patricia Cantley
Consultant, Midlothian Hospital at Home Team

1 person thinks this response is helpful Was this response helpful? **Yes** | No

“We have now designed a new letter to be given to all patients on discharge...”

How do I show if I'm planning a change?





Write your reply Preview

This response is from Me Another member

How would you like to sign your response?

Name, job title, organisation Job title, organisation Organisation

Write your response
[guidance on responding](#) | [responses people found helpful](#)

B *I*    

Type something

Are you planning a change in response? [More about changes](#)

Not at the moment We're planning a change We've made a change

Click here to show if you are planning when writing your response

Examples of great communication

Response from Gerry McLaughlin, Lead Nurse, Emergency Care and Medical Services, NHSGGC 4 weeks ago

Response is public

Dear Jill5796

Can I start by saying thank you for your message to NHSGGC family. As a single day. As a patient on board.

Thank you so much for your reply on behalf of your kind words in the areas.

Thanks you again

Wishing you a

Gerry

2 people think this response is helpful

Response from Gerry McLaughlin, Lead Nurse, Emergency Care and Medical Services, NHSGGC 4 weeks ago

Response is public

Dear Megatron123,

Thank you so much for your message following this difficult time.

Taking the time to share your feedback is truly appreciated. I will pass on your comments to staff in AMU and Ward 18.

Please wish Mum well and thank you for your message on Care Opinion to share it.

Yours, an exceptional lead nurse

Gerry

4 people think this response is helpful

“A huge thanks from a very proud lead nurse”



Gerry Proudly showing off his Star Responder badge.



Thank you so much for your message and for communicating!



My family appreciate your kind words and all that you are trying to do.

I also just have to mention, that the staff, on Ward 18, are wonderful!! And I apologise, if I have been a pain. But I just love my dad, and miss him.

Poppy333 thinks this response is helpful
7 other people think so too

Responding to critical feedback



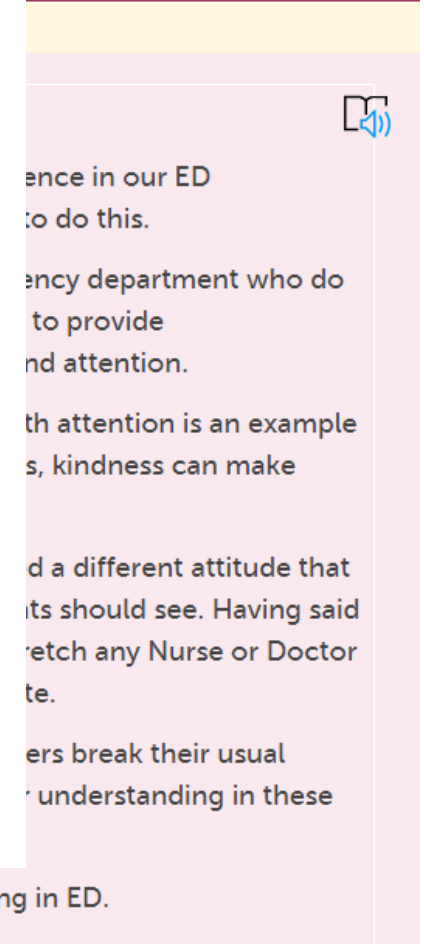
Response from Sarah Horan, Director of Nursing, Midwifery & Allied Health Professionals, NHS Borders last month

- Try not to be
- Don't be afraid
- Pay attention to what they noted correctly
- Put yourself in their shoes
- Would you be able to do this?
- Avoid copy and paste

“It's a tough place to be and at times, nurses and others break their usual professional ability to keep on going and we ask for understanding in these times but seek forgiveness when we get it wrong.”



[Excellent Nurse | Care Opinion](#)



1 person thinks this response is helpful

Was this response helpful? [Yes](#) | [No](#)

Responding to critical feedback

" My brother "

About: The Longley Centre / Maple Ward

Posted by *Farhia* (as a relative), 16 months ago

Certain staff members give very generic answers to my loved one. Two word answers like 'he's alright' when getting an update from staff, when asked for a change in tone which is extremely unpleasant from day staff to night staff completely contradictory. Honestly, I feel as though I'm a burden for everyone.

Response from Mark Walton, Ward Manager, Maple Ward, SHSC 16 months ago

We are preparing to make a change

Response is public

Hi Farhia,

I'm sorry that you feel a burden when you come to see your brother.

I'm not sure whether your brother has given you all the elements of his care with others. All staff need to be confident in confidentiality when discussing care issues. I'm uncomfortable in elaborating on issues, hence my previous response. I am unhappy to hear that staff are unpleasant to you. I will raise this with the team to look at how we can improve our communicating to others. The ward is starting to implement Safe Wards which looks at how we can use words in a more productive manner.

You are more than welcome to visit your brother. I understand the restrictions which requires you to book your visit to the ward, please ask staff for an update, I'm sure I can give you a response when you ask in person.

We are always striving to improve our work. Thank you for your feedback. I appreciate your comments which I will pass on to the team.

Response from Mark Walton, Ward Manager, Maple Ward, SHSC 15 months ago

We have made a change

Response is public

Hi Farhia,

Just to update you following my previous response:

* We have a dedicated board in the main ward office as part of the Safe Wards initiative which is focused upon Soft Words. It is anticipated that staff will use this as a reference when communicating with others. I hope that this will, in part, improve our way of working.

* The team are fully aware of the concerns that have been raised and have taken your concerns on board.

* I have also added the alert that we spoke about when we met up following your initial comment.

Many thanks,


Mark

1 person thinks this response is helpful

Was this response helpful? Yes | No

Responding to critical feedback

Response from Catherine Halliday, Senior Charge Nurse, Surgery, Royal Hospital for Children and Young People, NHS Lothian 2 days ago

 We are preparing to make a change

I am pleased to read that your daughter enjoyed the 'what matters to me?' conversation that we have with all children admitted to the hospital. As you say, this is an extremely useful conversation to have with our patients, your experience has shown how important it can be to have this chat with family

ad nurse to establish how
ude family members/ carers

for patients coming into
resource will be made
and will be adaptable to

Dear Ru

Thank y
feedback
person
include
get this

I am on
inpatient

ideas for improvement. I have discussed your story with members of the nursing team, along with other members of the m were involved with your daughters care througho

I want to say I can understand how difficult it must daughter to be nursed in such a busy, noisy ward a challenges faced by your daughter did not seem to looked at resources available to staff in relation to found that at present all staff within NHS Lothian I training modules. Your story has made me aware t available they are not highlighted to staff. Going f recommending these modules to staff on the war attention of the wider team within RHCYP.

“ I want to say I can understand how difficult it must have been for your daughter to be nursed in such a busy, noisy ward area and I'm sorry that the challenges faced by your daughter did not seem to be acknowledged. ”

I am sorry that the facilities available to families had not been brought to your

“ Our trauma team have begun work on a resource for patients coming into hospital under their care who also have ASD. This resource will be made available to other areas within Children's services and will be adaptable to patients admitted with other healthcare needs. ”

children with ASD

Asking the author to contact you

▶ Response is **public**

Thank you for your feedback.



We do aim to offer our patients the highest standards of care and we are sorry if we have fallen short of those standards on this occasion. We welcome all feedback and would like to assure you that all comments are

taken s
improv

It is dif
review
Advice

dgft.pals@nhs.net who will support you to resolve the issues you have raised.

Patient Experience Team

I would prefer to remain anonymous. I wanted my story in print to advise readers of GPS and Hospitals failings.



Asks the person to break anonymity



Takes the conversation offline



Communication barrier



Desire to fix the situation

Last 10 years doesn't think this response is helpful

Was this response helpful? Yes | No

“

Thank you for taking the time to tell us about your experience, we will ensure that the department receive your feedback as someone's experience always helps us to improve.

“

Hi zebra2ty,

My name is Danielle and I am one of the members of staff in the team. I'm sorry to hear that you had reason to visit us, but it's great that you had a positive experience and we managed to take your mind off the procedure.


Thank you so much for taking the time to tell us your story, I have shared it with the team who are equally delighted.

Best wishes for your ongoing recovery,

Danielle

”

More responding examples...

-  [Lack of information on what to expect | Care Opinion](#)
-  [Information for Cardiac Outpatients Appointment | Care Opinion](#)
-  [My time in Kilbryde hospice | Care Opinion](#)
-  [Breast Clinic | Care Opinion](#)
-  [Care and compassion in Causeway and Antrim EDs | Care Opinion](#)
-  [Awful bedside manner | Care Opinion](#)
-  [My CBT sessions | Care Opinion](#)

Responding Re-cap

- Prepare yourself for the feedback, don't rush, ask for support from other staff if you need a 2nd opinion
- Take your professional hat off, put yourself in the authors shoes, ask yourself what type of response would I be happy with?
- Try not to be defensive & apologise sincerely
- Use the 'Change' logos in your responses
- Sign off with full signature
- Be personal but polite, no cut & paste generic responses

Contacts and Social Media

Social Media:

[Care Opinion Facebook](#)

[Care Opinion Twitter: @careopinion](#)

[Care Opinion Scotland Facebook](#)

[Care Opinion Scotland Twitter: @CareOpinionScot](#)

Lead Contact for partnership:

Jennifer Faichney

jennifer.faichney@falkirk.gov.uk

James Paterson

jamesa.paterson@falkirk.gov.uk

Paul Surgenor (communications)

paul.surgenor@falkirk.gov.uk

Contact us at Care Opinion:

Danielle McEwan

Support and Engagement Officer (Lead for Falkirk)

Danielle.mcewan@careopinion.org.uk



THE END



Any questions?



Info@careopinion.org.uk