

Benefits of a Care Opinion Subscription

Today, social media gives everyone a public voice – Facebook, Twitter, blogs, etc. This means that anyone can say exactly what they think of your services.

With such a variety of social media sites, how can care service providers keep track?

Care Opinion exists to provide a platform for communication between the service user and the service provider.

By using Care Opinion your staff can monitor comments, respond and use feedback to deliver measurable service improvements through local client and service user involvement. Care Opinion will work with your organisation to embed an infrastructure of web-based feedback that:

- Generates publicly available evidence on how your organisation is using client feedback to improve services.
- Empowers clients by allowing them access to a platform where they can 'be heard'. When people are typing their stories into Care Opinion they don't want to be 'feedback', they want to be heard - by a human - preferably one that works in the team that looked after them. Care Opinion makes it possible for this to happen.
- Provides the community of service users and the community of service providers an opportunity to become visible to each other.
- Creates a safe and transparent platform for both the service provider and service user.
- Captures client experience stories about your services 365 days a year.
- Provides a perspective on client driven care rather than policy driven care.
- Alerts staff in real-time to any stories posted about their services on Care Opinion.
- Assists in building cultural change by enabling staff to see through the eyes of clients.
- Is moderated to de-identify both the storyteller and staff. Care Opinion is not in the business of helping consumers make informed decisions – far from it – we are in the business of creating a transparent dialogue that supports care services to improve the quality of their services.

- Provides an opportunity to respond to and inform the storyteller and the public about your service and related information.
- Demonstrates your responsiveness to the client voice.
- Allows for real-time service improvements from client experience stories.
- Allows consumers the flexibility to share their experience via online, phone or by reply-paid written feedback leaflet.
- Provides a complimentary widget for your website to allow easy access for the service user to share their story on Care Opinion.
- Enables you to generate comprehensive reports of the client experience of your nominated services.



BE
HEARD

“[Care] Opinion ... enables a feedback loop between the community and service providers.”

*Sharon Schembri PhD; College of Business Administration; University of Texas
Shambri, S. (2014) experiencing healthcare service quality: through patients' eyes; Australian Health Review; AHHA 2014*