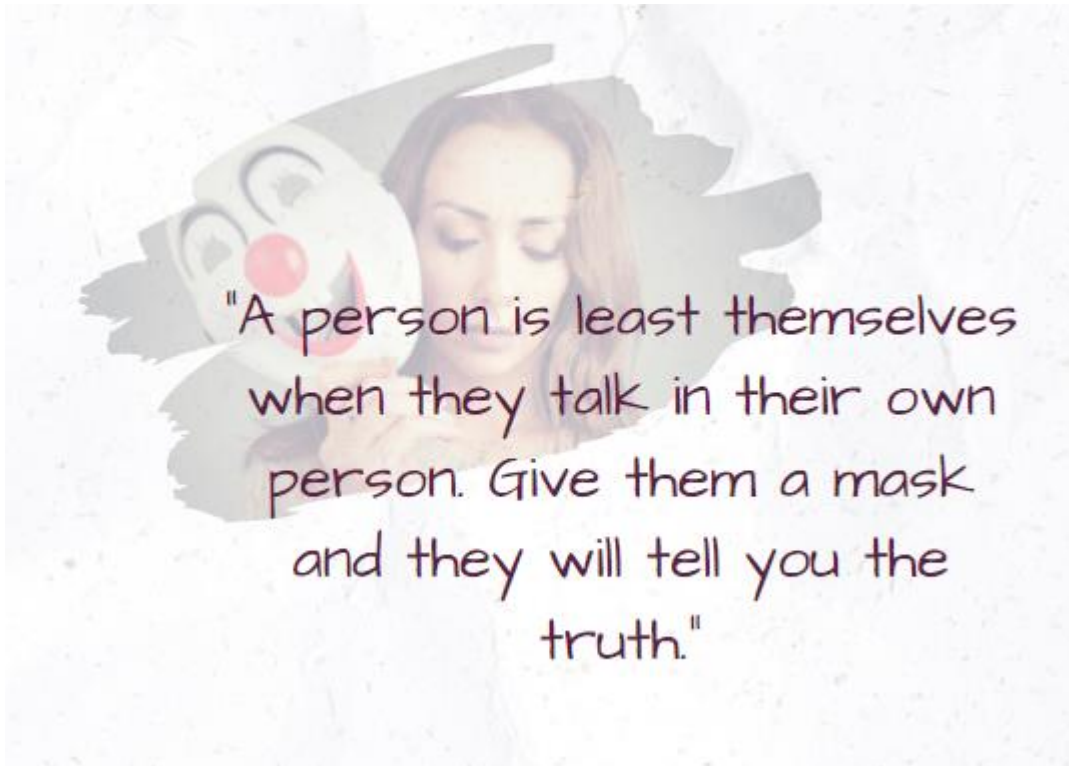


CARE OPINION AUSTRALIA

DOES IT REALLY MAKE A DIFFERENCE?



- 🔗 **How storytelling works on Care Opinion**
- 🔗 **How Care Opinion started**
- 🔗 **How the UK uses Care Opinion to improve services**
- 🔗 **Service improvement results**
- 🔗 **Do you need many stories to make a difference?**
- 🔗 **Questions?**

What happens to a story shared on Care Opinion?

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

Step 2: The author tells their story

Step 3: Each story is individually moderated and published (as long as it meets our moderation policy)

Step 4 - Care Opinion notifies health and care services that they have received a story about their service

Step 5 – Services can respond to the story and the dialogue with authors commences

We always try and direct stories to the most relevant people within the care service

Conversations on Care Opinion remain between the storyteller and the service's staff

Care Opinion – UK Origins

Jason has commented that Care Opinion (previously Patient Opinion in Australia) is the single most important thing in the past 10 years that has promoted their journey towards a more person-centered healthcare system

Jason Leitch

Scottish Government's National Clinical Director



2005

Patient Opinion was established in the UK in 2005 to facilitate honest and meaningful conversations between patients and health services.

2017

The Scottish Government's National Clinical Director publicly endorsed the effectiveness of Care Opinion in 2017.

2017

The company became Care Opinion in 2017, placing all stories about health, aged and other care services onto the one site.

2020

Northern Ireland's Health Minister launched Care Opinion for the country's health and care services.

Benefits of using Care Opinion

Authors are de-identified as much as possible, making telling stories safer

The platform is independent, and therefore not controlled by, the care service

Authors can submit their stories online and offline (via phone and leaflets)

The platform has a search function to find specific content (e.g. health conditions, departments)

Authors can be confident their feedback will not be 'swept under the rug' or lost among unrelated posts

The platform allows authors to rate the service based on different elements of service received

Authors can see how many staff members, regulatory bodies and members of the public have read their feedback

Authors can receive multiple responses from different staff members, including, at times, CEOs and senior executives

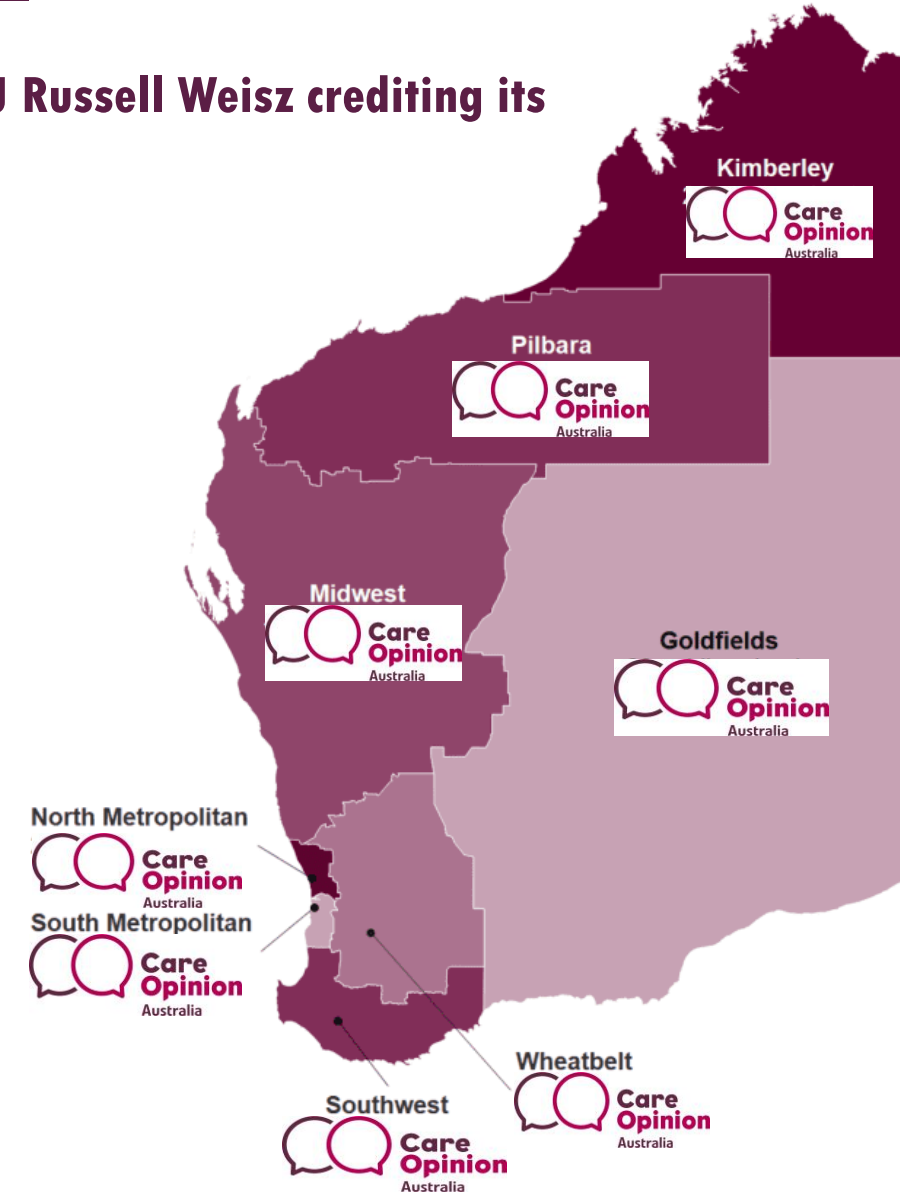
- 🗨️ The company was introduced to Australia in 2012 as Patient Opinion
- 🗨️ Its use was made mandatory in WA public health services in 2017 (see next slide)
- 🗨️ We rebranded to Care Opinion in 2020 to encompass stories of health, aged and community care
- 🗨️ We have now received over 8,000 stories from consumers of care services

WA Health's use of Care Opinion

WA Health has long championed the use of Care Opinion Australia, with Dr. D.J Russell Weisz crediting its transparency for driving cultural change within health services.







In December 2019, WA Health published the Care Opinion Dashboard on its website, www.healthywa.gov.au

The site publicly tracks key data of stories told on Care Opinion for all of its public health services every quarter, including a link to a featured story for each service.



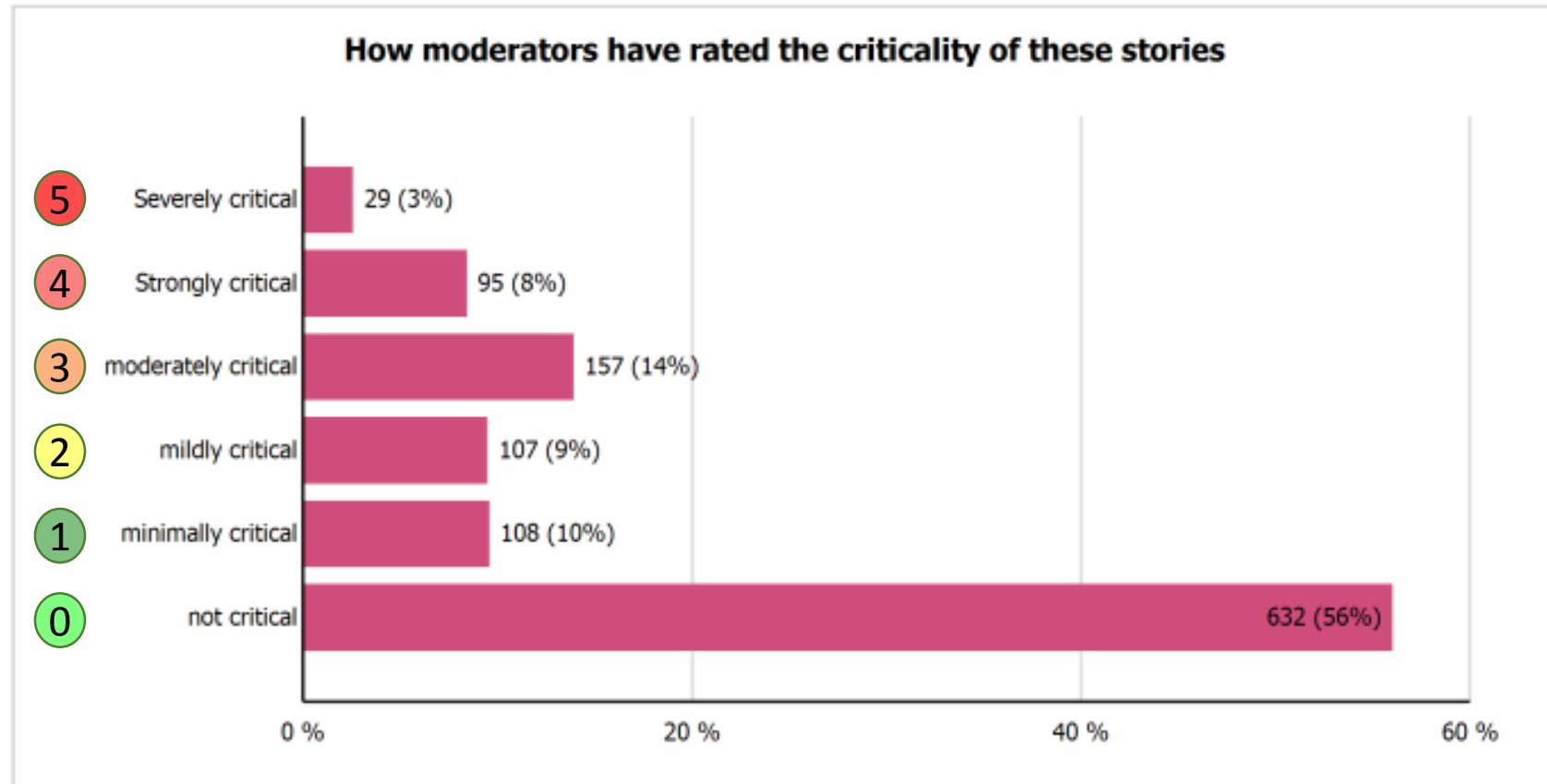
HealthyWA Dashboard

Three monthly report April – June 2020

<p>Child and Adolescent Health Service </p> <p>Participating since 1 November 2016</p> <hr/> <ul style="list-style-type: none">■ 7 stories told■ 5 stories that led to a change■ 106 staff listening <p>> Spotlight story</p>	<p>East Metropolitan Health Service </p> <p>Participating since 1 July 2016</p> <hr/> <ul style="list-style-type: none">■ 19 stories told■ 0 stories that led to a change■ 227 staff listening <p>> Spotlight story</p>	<p>North Metropolitan Health Service </p> <p>Participating since 1 July 2017</p> <hr/> <ul style="list-style-type: none">■ 23 stories told■ 1 stories that led to a change■ 112 staff listening <p>> Spotlight story</p>
<p>PathWest </p> <p>Participating since 1 July 2017</p> <hr/> <ul style="list-style-type: none">■ 5 stories told■ 1 stories that led to a change■ 14 staff listening <p>> Spotlight story</p>	<p>South Metropolitan Health Service </p> <p>Participating since 1 July 2017</p> <hr/> <ul style="list-style-type: none">■ 23 stories told■ 2 stories that led to a change■ 185 staff listening <p>> Spotlight story</p>	<p>WA Country Health Service </p> <p>Participating since 23 November 2015</p> <hr/> <ul style="list-style-type: none">■ 147 stories told■ 7 stories that led to a change■ 623 staff listening <p>> Spotlight story</p>

WA Department of Health stories

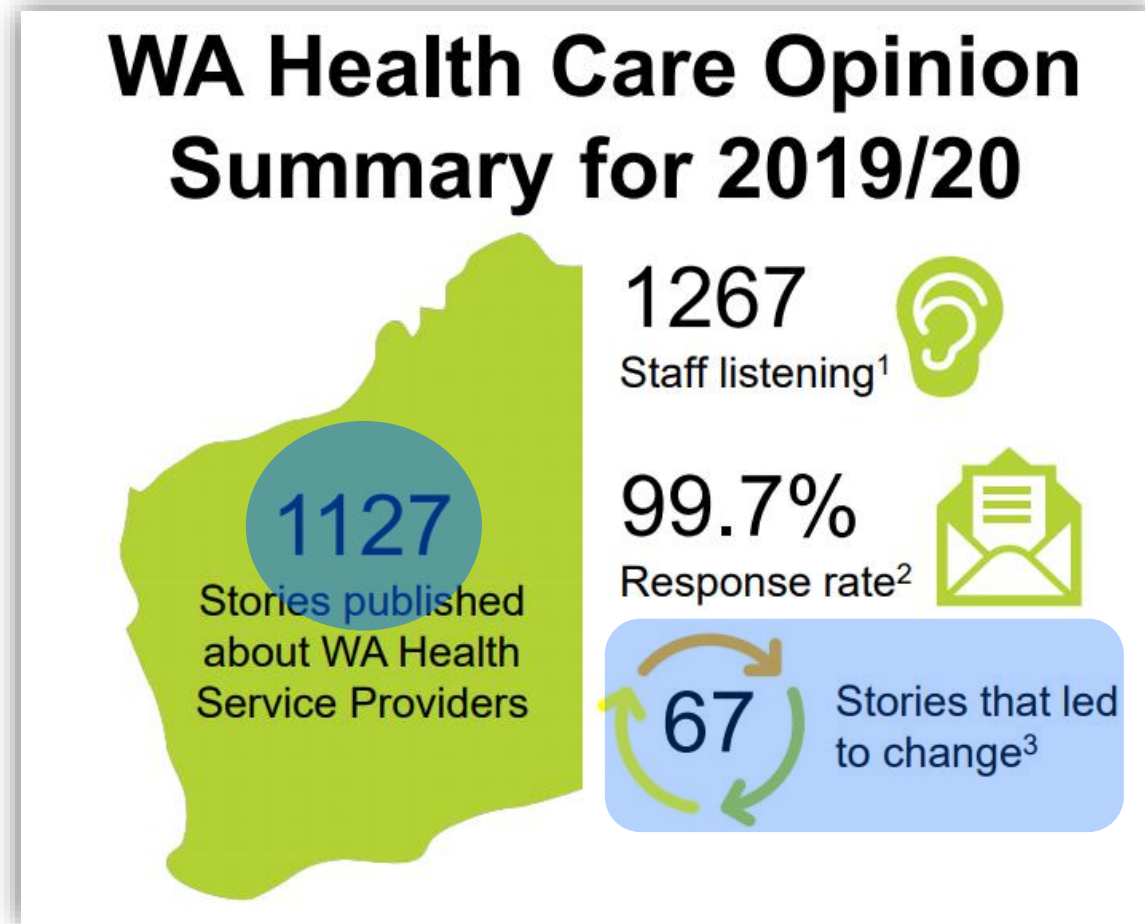
Stories total by criticality on Care Opinion



July 2019
to
June 2020

NB: criticality scores are assigned by moderators (not the public) to stories to support our alerting service. They are assigned *per story* not *per service*, so may reflect criticism of services other than your own. We provide them here purely for information, with these caveats in mind.

Why does WA support Care Opinion



How Care Opinion can be used to lead to change

We can't fix what we don't know is broken

Service 1: Received 40 stories from 1 June to 1 July 2020	
30 purely positive stories	10 mildly to strongly critical stories
=	=
30 opportunities to boost staff morale	10 opportunities for staff and services to learn and change
<hr/>	
Service 1: Received 4 stories from 1 June to 1 July 2020	
2 purely positive stories	2 moderately critical stories
=	=
2 opportunities to boost staff morale	2 opportunities for staff and services to learn and change

1 story per day
↓
7 stories per week
↓
28 opportunities every month
to give care services direct insight into what's working and what's not

It's a partnership!

Consumers need to share their stories to highlight the issues care services don't about.

Services need to learn from them, share them with staff, make relevant changes and close the loop by explaining transparently what has been done to improve the service.

Why does WA support Care Opinion

Benefits of Patient Opinion as highlighted by Dr. D.J. Russell-Weisz, Director General of WA Health in 2017

- *The considered responses from named members of staff are evidence of feedback being valued.*
- *Consumers can also see that their stories are often read by numerous healthcare personnel and other consumers*
- *Patients are empowered knowing their opinions have the potential to make a real impact on health service improvement*
- *Patient insights can be viewed throughout the health service, with learning shared across the system.*



**Patient stories being
provided in such
transparency has been the
driver for
patient-centred culture**

Dr D.J. Russell-Weisz
Director General
WA Department of Health

Service Improvements

Examples of service improvements made as a result of stories told

CHANGE MADE



This story led to a change

Response – **CHANGE MADE**

Training and resources were provided to the Emergency and Paediatrics Departments by the Diabetic Educator Team at Perth Children's Hospital via video conference.

Story 1 – Lack of proper treatment and diagnosis (<https://www.careopinion.org.au/76689>)

- Parent presented to ED with disabled infant who was floppy, very sleepy, had decreased fluid intake and heavy urine output.
- Symptoms attributed to infant's syndrome. Infant discharged with no testing, and instructions to cease seizure medication and see paediatrician.
- Second presentation that week required parent to advocate to keep child from being discharged.
- Infant tested next day and diagnosed with severe diabetic ketoacidosis which could have proven fatal.

Story read by
129
staff members

.....
1,684 views by
public members

Service Improvements

Examples of service improvements made as a result of stories told

CHANGE MADE



This story led to a **change**

Response
(made personal)

CHANGES MADE

Service put signs on the wall informing the patient the number to call and provided:

- more comfortable chairs
- a table to write on
- cups near the sink to access water
- a coloured, laminated card with details for how to contact the Telehealth coordinator for technical assistance



Story 2 – A teleconference

(<https://www.careopinion.org.au/73093>)

- Elderly patient had long waiting time for teleconference appointment.
- Found the ergonomic chair provided painful to sit on and had technical difficulties during the appointment.
- Requested that:
 - Water be made available
 - A table be provided for the patient to take notes
 - More comfortable chairs be provided.

Story read by
205
staff members

.....
638 views by
public members

CARE OPINION AUSTRALIA

Questions?

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September 2020

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