

**PATIENT  
OPINION** AUSTRALIA  
**BE HEARD.**

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A/Professor Michael Greco – Chief Executive

MIIAA Annual Forum

Moving from a 'complaints' to an  
'improvement' culture

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## Why focus on patient experience?

BMJ: There is a direct relationship between

Patient Experience  
 Clinical Effectiveness  
 Patient Safety

*“Clinicians should resist sidelining patient experience as too subjective or mood-oriented, divorced from the ‘real’ clinical work of measuring safety and effectiveness”.*

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$$VP = \frac{HO + PE}{C}$$

C

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## Problem

Health services are losing touch with the public, hence we are seeing a rise in complaints and social media grumblings.

Patients no longer want health institutions to do things "behind closed doors" - We now live in a networked world

Need for transparency and accountability

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## The social media


- Is changing the way we interact with the health system
- People just don't want to simply "rate" a service like a film – healthcare more important than that
- People want to tell their stories – good, bad or indifferent
- People want real exchanges with their health providers.
- Different kind of relationship – more equal, more collaborative, and more transparent
- A responsive health service has the power to heal, just like face-to-face relationships in care

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# Patient Opinion - A New Era

Incorporating  
the  
patient voice  
via Social Media  
into  
**health service  
improvement**



## United Kingdom to Australia



## Important to note that:

No individual doctor or health practitioner can be defamed on the Patient Opinion site

It is safe both for the health provider and the public

The purpose of Patient Opinion is directed towards service improvement



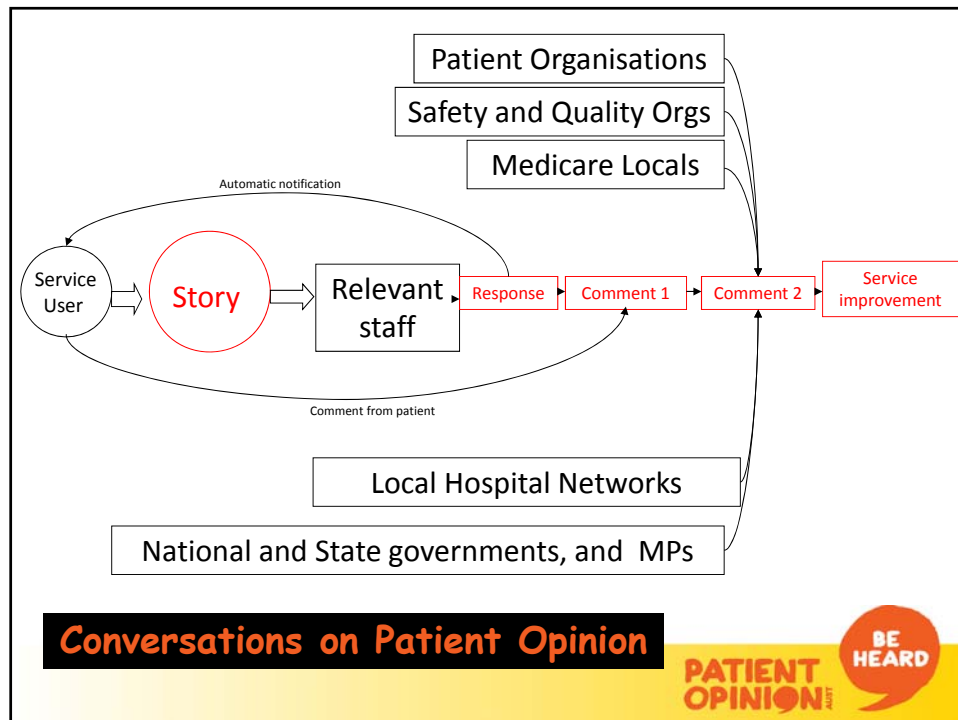
## Patient Opinion is:

- Not a doctor-rating site like [www.rateMD.com](http://www.rateMD.com)
- Not a site where patients can gripe about health services without being constructive.
- Not just a website - it provides staff support to health services to maximise their engagement with consumers.
- Not a platform that allows health services to keep to themselves what patients are saying about them - the Australian public want transparency.



## Patients want on-line feedback to be:

- **Independent** - from being skewed; no hidden agenda
- **Safe** - secure site (confidential) through moderation
- **Responsive** - opportunity for health service to comment
- **Anonymous** - so that their care won't be affected
- **Public** - transparent/accountable; more difficult to ignore
- **Constructive** - their comment has potential to make a difference; it's about service improvement
- **Accessible** - easy to use; real-time



## Responses

Response from Mark Newbold, Chief Executive, Heart of England Foundation Trust on 07/08/2013 at 17:46

Dear Andreda

Thanks for posting. I quite understand the points you are making and I can only apologise for not keeping you and your husband informed about the time you were likely to wait. This A&E is extremely busy and we do prioritise the most urgent patients, as you say, but there is no reason at all to treat people discourteously. As you say, this has been pointed out before but clearly there has been a lapse and I will remind the staff of the importance of this aspect of our care.

There are other, less busy, urgent care centres that can cater for minor injuries and I am wondering whether we should be informing people about these when our waiting times are long? They are not far away and usually offer a speedier service. As a learning point from your post I will look into this option.

I hope your husband's finger is improving and, once again, my personal apologies for the way you were treated

Kind regards

Mark Newbold  
Chief Executive

1<sup>st</sup> staff response:  
Chief Executive

**Activity**

**10** [staff members have read this story](#)

- ▶ 7 at Heart Of England NHS Foundation Trust
- ▶ 2 at NHS Solihull CCG
- ▶ 1 at Healthwatch Solihull

✔ **Thanks Anon!** Your story has been submitted successfully

We will read your story and let you know when it is published.

If you like, you can rate the service your story is about.

**Perth After-Hours GP Clinic**

My care was provided in timely and punctual way	NA ★★☆☆
It was easy to get to the right place	NA ★★★★★
I was cared for in a clean, safe, friendly place	NA ★★★★★
I was treated with respect and dignity	NA ★★★★★
I felt I could be involved in decisions about my care	NA ★★★★★
I was listened to and my views were taken seriously	NA ★★★★★
I could get the information I needed about my care	NA ★★★★★

**Location:**  
Corner Lord and Goderich Street, East Perth, 6004

**Service provided by:**  
Perth Central and East Metro Medicare Local

How likely are you to recommend this clinic to friends and family if they needed similar care or treatment?

Extremely likely  
 Likely  
 Neither likely nor unlikely  
 Unlikely  
 Extremely unlikely  
 Don't know

▶ Save my rating

You can see what other people are saying about:

- [Perth After-Hours GP Clinic](#)

This report summarises **139** stories

To date, the stories in this report have been viewed on Patient Opinion **44,071** times in all

**These are the three most popular stories, out of all the stories included in this report**

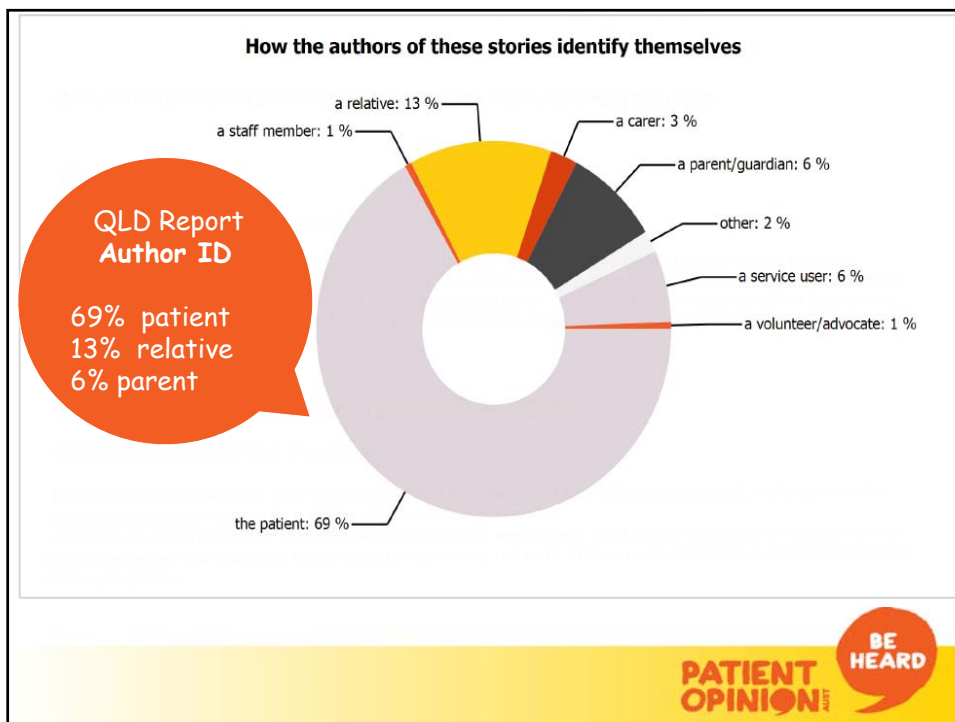
**Redcliffe Hospital**  
 Posted by **steve** as the patient Yesterday  
 I took my partner to the Redcliffe Hospital recently around 4pm and was seen quite quickly then we had to go into emergency room to see if she had had a heart attack. We waited and waited until a nurse came and gave blood pressure and things, but still no doctor. It was 11:30 when a nurse practitioner came in and said we could go after a panadol was given, he was rude and never seemed to know what he was doing. What a disgracefull hospital there...

**Home and Community Care (Burnie Brae Centre)**  
 Posted by **Nia** as a service user 2 weeks ago  
 I am so happy and grateful to have someone to clean the house since I had my knee replacement. My helper is such a lovely person, seems happy to have a chat with me, and a good worker. I think she is unhappy because I rang last week to cancel this week's clean as I'd thought I'd still be in hospital, but was discharged earlier than expected. I was happy that she came, but had I still been in hospital, she would have arrived here at her usual time...

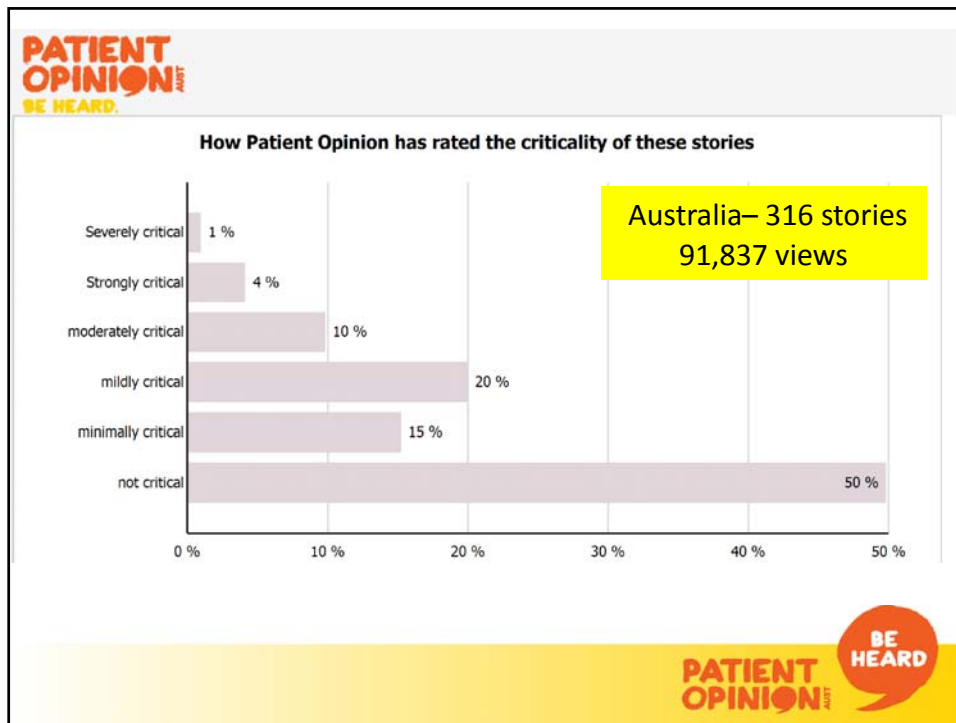
**Day Surgery team talking about other patients while working on me (Mater Hospital)**  
 Posted by **guy incognito** as the patient Last month  
 I was having a small skin cancer cut off the side of my face through the public system at the Mater in Brisbane. The team was in the middle of a conversation about other things when I was lead into the operating theatre. They seemed to make no effort to engage with me or run through what they were about to do to my body. After 10 minutes of waiting for them to finish and wondering if I should say something I asked them as politely as my attitude...

**QLD Report Overview**  
 139 stories  
 44,071+ views

**PATIENT OPINION** AUST **BE HEARD**







- ## How are organisations using Patient Opinion?
- **Medicare Locals** using the platform across the services they provide or commission such as:
    - Mental health (e.g. ATAPS); After-hours care
    - Aboriginal health (chronic disease care and outreach)
    - Rural Primary Health Services
  - **Local Hospital Networks**
    - Their hospitals and community services
  - **Hospitals**
    - Across their departments
  - **Government, NGOs and Charities**
    - Squidgets and Widgets to gather stories
- PATIENT OPINION**  
BE HEARD

### At a glance -Patient Opinion Australia Home Page

#### Featured stories ▶ View latest stories

"I was treated by **extremely friendly staff** and did not once feel like a number or an imposition."

About: Gold Coast Hospital / Accident & emergency

UNREAD STORY

"I would like to express my gratitude to the nurses, therapists and doctors at the ICU and Coronary Ward. They were an **amazing** bunch of professionals."

About: Canberra Hospital / Cardiothoracic surgery

STORY READ

"...in contrast to the **'rough and gruff'** handling we had received from one of the two ambulance officers. It makes me doubtful whether I'll ever call the ambulance again."

About: Queensland Ambulance Service, Ipswich GP After Hours Clinic and Ipswich Hospital (Emergency Department)

STORY HAS A RESPONSE

"The current status is I have **no appointments** for the treatment of my 12 year old daughter with any public health professionals in Adelaide. I have no treatment plan and as a result I have a child who is, in my opinion, unable to effectively participate..."

About: Noarlunga Public Hospital, Flinders Medical Centre / Trauma & orthopaedics and Women's and Children's Hospital / Paediatric trauma and orthopaedics

STORY HAS A RESPONSE

#### Make yourself heard

Whether you're a patient, carer or service user, share **your** story and help make a difference.

▶ What's your story?

#### Who's listening to your stories?

249 stories told  
47 staff listening

In the past 90 days...  
31 % of stories received a response  
29 % of responses to concerns led to change

[More...](#)

#### This month: what are people saying?

What's good?	What could be improved?
● GP	● hospital
● hospital	● doctor care
● great service	● emergency care
● staff	● appointment
● doctor care	● GP

#### This month: how are people feeling?

angry
confident
disappointed

friendly
grateful
happy

ignored
satisfied
thank you

Thankful
upset

4
 Tweet 9
 Like 23
 Email
 Feed