

'Making a Mark'

Mark Holder Social Impact Declaration

Care Opinion

Care Opinion is a non-profit feedback platform for health and care services, which helps to improve care for everyone through public feedback & education. It is a place where people can share experiences of health or care services and help make them better for everyone.

We make it safe and simple to share stories online and see other people's stories too. We think that by sharing honest experiences of care, we learn to see the world differently. Working together, we can all help make care better.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Care Opinion** is Making a Mark, striving to create a positive impact on people and planet.

Giving a voice to patients

We enable people to have a voice in a free and safe environment:

- people can share honest feedback easily and without fear
- stories are directed to wherever they can help make a difference

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- everyone can see how and where services are listening and changing in response

We also enable socially disadvantaged groups to feed back when their voice may not ordinarily be heard, or they might not be aware of how to give their feedback due to lack of awareness and opportunity to do so. Over the last year, new features on Care Opinion has further increased the online engagement of people who are more socially disadvantaged through platform developments.

Developing the platform to widen access

We use income from subscriptions by health and care organisations to constantly develop the platform for the benefits of the wider public.

Developments in 2017/18 have included a focus on ensuring those that have either a learning disability or are socially disadvantaged are able to feed back. To achieve this, we have made various improvements to the platform to encourage usage by these groups, either through online improvements or by allowing feedback to be submitted by non-digital means.

Creating benefits for public health services

Care Opinion helps people, particularly those disadvantaged, to feel they are being heard. This is an intangible and invaluable consequence of the service.

Care Opinion also helps raise morale with NHS staff and helps reduce complaints. The costs of complaints are significant; in 2012 the average cost of an NHS complaint was estimated to be £6,000.

Care Opinion has been proven to reduce clinical staff time in dealing with admin and complaints.

We provide a basic level of free service to all NHS organisations – these services are valued at c. £35k per year.



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