

### A WELCOME FROM THE CEO

Welcome to the first edition of our newsletter. Much has been happening since we launched Patient Opinion five years ago. Engaging with public online feedback is not for the faint-hearted and we are now seeing more traction across Australia. You will read about some exciting things in this newsletter. Please click on "READ MORE" if you find something interesting.

### W.A. GOV. ENDORSES PATIENT OPINION

2016 was full of big milestones for Patient Opinion Australia, but none bigger than the W.A. Labor Government launching a "Patient Opinion" policy. This sees the mandatory encouragement for everyone involved in healthcare, from patients to professionals, to use Patient Opinion Australia as a means to share their experiences.

"We are going to roll this out in every hospital, we are going to make sure every hospital provides that opportunity for patients to improve the performance of the hospital and make sure that feedback is put in place very quickly," stated WA Labor Leader Mark McGowan.



Mark McGowan revealing 'Patient Opinion' WA health policy.

Hopefully the fact that Roger Cook, Labor Health spokesman, insisted, "that hospital boards consider it as item one in every board meeting" will foster much more needed dialog about healthcare feedback services in Australia. [Read the full article here.](#)

" THE EXTREMELY FRIENDLY AND RELAXED MEDICAL TEAM MADE IT ALL HAPPEN QUICKLY AND I FELT SAFE IN THEIR CAPABLE HANDS. THANK YOU! "

- In Capable Hands,  
March 2017.

### WHY FACEBOOK WON'T CUT IT.

Patient Opinion is a secure and safe site that is used solely for the purpose of health service engagement and improvement.

Patients and service users are unidentified on Patient Opinion.

Patient Opinion enables the appropriate people in the health service to respond (e.g. DON, Director of Emergency, CEO), not just those staff in charge of monitoring Facebook.

Patient Opinion's staff work *with* and *support* health services in regards to online patient engagement (responding) and encouraging feedback.

## STORIES ARE HEARD FOR CHANGE

### "Terrible Medical Staff Attitudes Can Risk Lives"

#### Author's Story

My toddler, having a normal day, woke up from an afternoon nap earlier than normally would, grizzlier than normal. Had no temp or other visible symptoms, so I thought nothing of it. I dropped my toddler and my other children off to my parents for a short time ... [Read more.](#)

#### Health Service Response

Dear 'MJMEDP', Thank you for taking the time to share your recent experience at Armadale Health Service. While I am pleased to hear the majority of the care your child received at our hospital was positive, I am sorry to learn ... [Read more.](#)

#### Response continued...

I have fed back your experience to our Pediatric Head of Department and have asked to reinforce with the team, the importance of listening and communicating with our patients with respect. Once again, thank you for sharing your ... [Read more.](#)

# IMPLEMENTING PATIENT OPINION AS A HOSPITAL CEO.

Using the online Patient Opinion platform has been one of the best things that we have done at Eastern Health and enables us to truly listen, understand and respond to all the things patient experience. It is part of our comprehensive "In the Patient's Shoes" Patient Experience of Care program.

I love the up, close and personal contact with patients and carers telling their very personal stories and it really does keep me and our organisation closely matters to patients.

One of the greatest hurdles in getting the best value out of Patient Opinion is the acceptance that the feedback is real. As people working in the health system—who are so committed to always doing and ensuring the best possible care — we sometimes struggle to accept that perhaps we can or need to do things better and even more, that patients know more about their experience than we do! [Read More.](#)



Mr. Alan Lilly, Former CEO,  
Eastern Health Victoria

## EXPLORE ONLINE



[patientopinion.org.au](http://patientopinion.org.au)

### STORIES OF THE MONTH

**MARCH** — Read about how Royal Perth Hospital responded to feedback regarding their catering.

**APRIL** — A touching story about the recovery from addiction as a result of the Mirakai Rehabilitation Centre.

**MAY** — See how Box Hill Hospital address balanced feedback received.

### FEATURED BLOG POST

**"IF YOU COLLECT FEEDBACK FROM PATIENTS, BUT YOU NEVER SHARE IT WITH STAFF, YOU'RE PROBABLY DOING IT WRONG."**

In this post, Patient Opinion CEO, A/Prof. Michael Greco, speaks of the importance of relaying the feedback collected to all staff involved. Read more about this issue and how to correctly combat it for greater service quality improvement.

## MEET THE TEAM



Michael Greco  
CEO

#### What is your role at POA?

For my sins I am Chief Executive. Seriously though, I love this role because it's about meaning and purpose. It's about making it safe and simple for patients and others to tell their story in a way that helps busy staff learn from this feedback. So what we see is the direct impact of the patient voice on improving patient experience.

#### What excites you about the future of POA?

Patient Opinion is the modern way of health organisations engaging with the public. We will see more organisations become less fearful of public online engagement. Instead, we will see them embracing this way of feedback in terms of restoring relationships, resolving issues, reducing formal complaints and creating more opportunities for staff learning. So what excites me is that Patient Opinion has the potential to change the very culture of our health organisations so that they and consumers are both winners.

## WHY HEAR THE STORIES?

Patient Opinion Australia aims to constantly improve the quality of healthcare throughout the country. This can't be done without hearing every individual's stories and experiences.

Subscribing to Patient Opinion gives you real time alerts about what people are saying in your area alongside blog posts with weekly hints, updates and advice. Read more about the benefits of subscribing [here.](#)

### CONTACT US

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