



A program of



ICN

Imagine Citizens Network

The Power of Storytelling: A New Path Toward Healthcare Improvement

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Disclosure of Financial Support

- This program has received financial support from the Government of Alberta and Alberta Innovates in the form of year start up grants.
- This program has received in-kind support from many ICN volunteers in the form of volunteer leadership, donations and promotion of the Care Opinion platform across the province.
- **Potential for conflict(s) of interest:**
 - Tracee Daschuk and Don McLeod are employees of Imagine Citizens Network and do not receive payments or/funding directly from any other organization supporting this program AND/OR organization whose product(s) are being discussed in this program.
 - Care Opinion platform will rely, in part, on subscription fees paid to ICN by subscriber organizations that enter into an agreement with Imagine Citizens Network to become a user of the Care Opinion platform.

Presenter Disclosure

- Presenter: [Don McLeod](#)
Relationships with financial sponsors:
- Presenter: [Tracee Daschuk](#)
Relationships with financial sponsors:

Other: [Both presenters are employees of Imagine Citizens Network](#)



ICN

Imagine Citizens Network
Collaborating for health



Care Opinion Canada has come to Alberta!





Simplicity is Key

Tell YOUR story

Watch for a response
and changes being
made!



Read other stories and
learn from other care
experiences

What is Care Opinion?

Care Opinion provides an online platform for patients, caregivers, and healthcare professionals to share their care experiences, provide feedback and make suggestions.



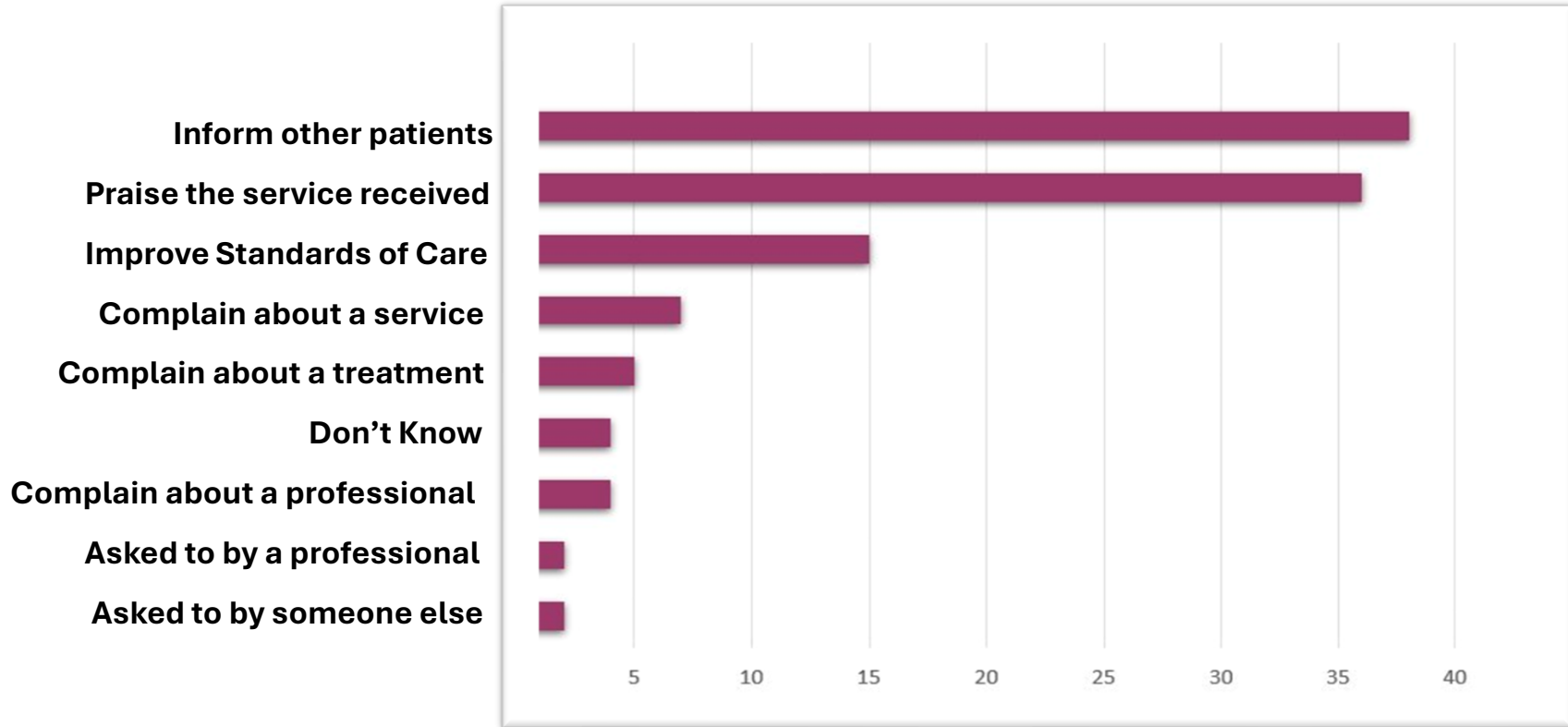
Care Opinion is built on a foundation of collaboration.



The Power of Just ONE Story...



Why Do People Post Their Stories?



*Percentages



“Caring for Care” Online Feedback: -A Study

IN THEIR OWN WORDS ...

- ✓ what was good (+)
- ✓ what could be improved (-)
- ✓ how they felt (+ or -)



Moderated by Care Opinion to Protect Patients and Providers





Why Do We Moderate?

What's YOUR Story?



Tell US...

What was good?

What could be improved?

How did you feel?

Kimberly's Story...



Who's Listening?

641,612
stories told

15,146
staff listening

In the past month...

82% of stories received a response

94% of rated responses are helpful

**More than 70% of patient
feedback and stories are
positive!**



Jake Jennings

Executive Director

Calgary Foothills PCN

Patient Feedback Requirements



- ✓ Recognized and supported by the **Alberta Government** and **Alberta Innovates**
- ✓ Easily accessible online, or telephone

**Customized
reports and
visualizations**

**All within the
subscription!**



Reports can be tailored to include:

- # of stories shared
- # of common themes or "tags"
- # of responses received; (+ or -)
- # of stories that led to change



Creating System Level Impact

"Scotland has now been using Care Opinion for several years and we are starting to see real change. **Team working, learning, data** and **transparency** are all working together to create something really powerful for our health and social care services."

How Can Care Opinion Help?



For more information on Care Opinion Canada



Tracee Daschuk

Client Liaison & Subscriber Support

Care Opinion Canada | [Imagine Citizens Network](#)

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