

On-line survey and telephone interviews

Dear Sir/Madam,

The Health Services Management Centre at the University of Birmingham and the Tavistock Institute are conducting an evaluation, funded by the Health Foundation, assessing how patient feedback over the internet can increase the quality of services. This evaluation is using Patient Opinion as its case study. I am part of the team undertaking this project which is comprised of the University of Birmingham and the Tavistock Institute. I have attached a letter of accreditation (below) for your information.

As part of this evaluation we are particularly interested in gathering the views of **users of Patient Opinion** since you are in a unique position to provide useful insights into the way the service operates. To do this, could I invite you to participate in our web-survey that would take no longer than 20 minutes to complete? The survey will run until the 18th of December so if you are too busy right now please bear us in mind when you are less so.

The survey's purpose is to understand your experiences of Patient Opinion and it will cover the following issues:

- The way that you use Patient Opinion
- Your expectations when using the service
- Why you used this service
- Your opinions on the website

The survey is available at <https://www.surveymonkey.com/s/Q6SBHSQ> (please click on the link to go to the survey). For further information please see the introductory letter below.

We are also interested in conducting a few telephone interviews with users of Patient Opinion, to understand in more detail about your experience of giving feedback. If you are willing, we may contact you after you have completed the survey to arrange a convenient time to talk.

Thank you in advance for your help.

Please do not hesitate to contact me. In case of any queries or problems contact me either by phone on 0207 457 3924 or by email: ddrabble@tavinstitute.org

Kind regards,

David Drabble

Researcher, The Tavistock Institute

Introductory Letter

Purpose of the evaluation

We are interested in hearing about your experience of using Patient Opinion to give feedback on healthcare services you have used, to see whether this can lead to improvements in the quality of care.

There are two ways in which we would like to hear about your experience:

- By completing a survey
- By taking part in a follow-up telephone interview

We will use your experience as part of an evaluation which will go to the Health Foundation (funders of the research) and Patient Opinion. Your experience will be used by us in a report, in academic papers and in presentations.

Your participation is entirely voluntary, so if you don't want to be involved or if you change your mind and want to withdraw, you can say so.

Confidentiality

Any information you provide will be anonymized; your name won't be recorded anywhere or used in the report. Also, your personal information will be kept safe and secure by us, and will not be used in any ways other than those stated above. This is so we comply with the UK Data Protection Act 1998.

If you don't want some of your experiences to be reported in one of these ways, please tell us in the comments section at the bottom of this page and your views will only be used where you wish.

Further information

If you want to ask us any questions about this survey, please contact me David Drabble at ddrabble@tavinstitute.org, or 02074573924. I'd be very happy to speak with you.

Many thanks for reading this consent form