

Social Listening – Frequently Asked Questions

1. What is social listening?

The Healthpoint social listening interface enables people to publish and send feedback directly to a health service, regarding their experience with the service. Feedback is collected in the context of; “Would you recommend this service to friends and family?” with a yes/no answer and a 5-point rating scale (extremely unlikely to extremely likely). There is also the option of providing a comment. Health services are able to monitor and respond to feedback.

2. Why is Healthpoint developing the social listening platform?

Consumers’ feedback about their experience with a service has become the global norm for web enabled directories. Healthpoint have updated the website functionality to enable NZ health services to receive, publish and reply to consumer feedback. Social listening (publishing feedback) demonstrates to your patients that your organisation is open, aware and focused on patient experience.

Between August and October 2018 a baseline survey (n=334) was conducted by the metro Auckland DHBs to understand how the public currently access information about GP practices, and what information they would find useful.

The evaluation confirmed that Healthpoint is the most widely used online platform to find GP practice information. The Healthpoint website has a large audience and is the New Zealand national health services directory, with over 400 000 visitors per month. Over 60% of responders highlighted that being able to access other people’s reviews and feedback for a practice was either very useful or useful for informing their choice.

With widespread use of the internet and social media, how people review health services has changed significantly. People can now review their healthcare practitioners or health services via multiple social media platforms such as Google reviews etc. Services are often not aware they are being reviewed, and are therefore not managing or actively reviewing this information and/or lack the mechanism to do so.

The Healthpoint social listening interface has been developed in consultation with metro Auckland healthcare professionals. It has been piloted in the Waitemata DHB region for over a year, and is based on the learning from the United Kingdom’s National Health Services Choices website. Seventy nine percent of feedback received across all primary and secondary services has been positive.

3. How is this different to other online health service rating platforms?

- Healthpoint has a large audience, 435 000 visitors per month.
- Ratings based on health services rather than individuals.
- Does not give an averaged overall rating from all reviews, therefore providing less incentive for dishonest provision of feedback.
- Providers are sent feedback in real time, via email, and have the ability to publish a response.
- Anonymous – contact details are not collected and there is no risk of using details for secondary purposes such as marketing.
- Ability to respond – services can respond, which gives a health service the ability to take a conversation off-line.
- No incentive payments or competitions – less opportunity for dishonest use.
- Ability to report and remove defamatory comments immediately.
- Friends and Family question is tested and used by the United Kingdom National Health Service.
- Easy to find – Google optimised.
- No conflict of interest. Healthpoint is not owned by a health organisation.
- Ability for health services to opt-off this functionality.

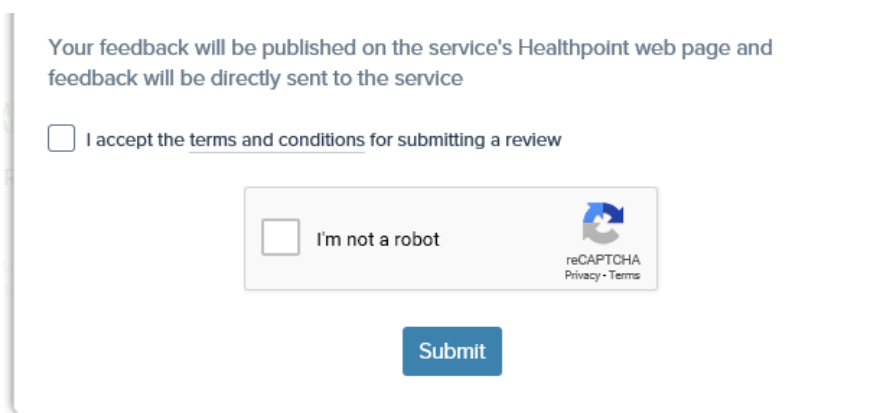
Common questions

1. What is the 'Friends and Family question'?

The "Would you recommend this service to friends and family?" question is the single question from the Friends and Family Test (FFT). The FFT has been validated by the National Health Service (NHS) England as an effective method for providing constructive service feedback. Respondents can respond on a 5-point scale from "Extremely unlikely" to "Extremely likely". It also includes a free text comment box.


2. Does the person providing feedback, know that information will be published?

Prior to submitting feedback for publication, the person must tick to accept terms and conditions. Here it is clearly articulated that the information will be published.



Your feedback will be published on the service's Healthpoint web page and feedback will be directly sent to the service

☐ I accept the [terms and conditions](#) for submitting a review

☐ I'm not a robot  reCAPTCHA
Privacy - Terms

[Submit](#)

3. As a service, how will I know that I have received feedback?

The Healthpoint administrator for each service will receive an email in real time (immediately) when feedback is published. The email will contain both the feedback and a direct link to respond to the feedback.

Would recommend: Yes
 Recommendation rating: 5/5
 Page: Example GP practice
 URL: <http://www.healthpoint.co.nz/gps-accident-urgent-medical-care/general-gp-practice/example-gp-practice/>

Message:
 Very friendly and welcoming

To reply to the comment click:
https://www.healthpoint.co.nz/quickreplysociallistening,205761,de05bf2634bbd73085.do#comment_3

4. How does responding to feedback work?

Only the administrator for a Healthpoint site can respond to feedback. There is only one response, and suggestions for how to respond are in the attached Social Listening Guide. The administrator may edit their response to a feedback item over time.

5. Can services respond to feedback and how do I do this?

An email will be sent to the administrator to respond directly to the feedback. Alternatively, an administrator may log in at any time and respond to a feedback item.

6. How much work will this take?

As a service there are no additional actions you need to do. You do have the option to respond to feedback. Although recommended, it is not required.

7. How do I respond to negative feedback?

Negative reviews can be unpleasant for your health service; however a response provides the opportunity to address any concerns generated by negative feedback. Responding to negative reviews doesn't have to be difficult, and it can even be leveraged as a positive opportunity. See the attached Social Listening Guide for guidance.

8. Should I respond to positive feedback?

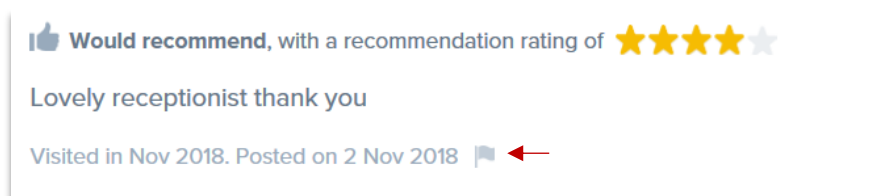
Responding to positive reviews is just as important as responding to negative reviews. Responding to a positive review is an easy way to engage with happy patients. This benefits both the profile of your health service and your one-to-one relationship with that person. Positive conversations online can enhance your health service's reputation. Please see the attached Social Listening Guide.

9. Can I find out who made the comment?

All consumer engagement with the Healthpoint site is anonymous and we do not collect any contact details. If you want to engage with the person it is recommended you invite the person to take the conversation off line. "My name is..... and I am the Practice Manager. If you'd like to discuss this in further detail, please contact me on" (provide number or email address).

10. What if there is personal information or inappropriate comments?

On each feedback item there is a flag that will enable any viewer to report if feedback is unsuitable. This feedback will be immediately removed from the site when the flag is clicked on. Healthpoint does not moderate this process, although Healthpoint may reinstate feedback if it was maliciously removed.



11. Do you collect the contact details of the people who provide feedback?

All consumer engagement with the Healthpoint site is anonymous and we do not collect any contact details. This ensures there is no risk of contact details being used for secondary purposes such as marketing.

12. Can someone provide multiple feedbacks in one session on the same service?

The feedback question on the specific Healthpoint service page disappears after placing feedback.

13. Can computer generated spamming affect ratings?

No, prior to posting feedback there is a check (Recaptcha) which allows real users to submit feedback but will prevent automated software from engaging in abusive activity and creating spam or fake feedback.

14. Can I opt out of this functionality?

You can opt out of the social listening functionality via administration access for your Healthpoint site, and through the usual Healthpoint 2-step approval process. To opt out select “Yes” on the dropdown. You can opt back in via the same process.

Opt out from Social Listening

No

▼

Save

Cancel

15. Is it possible to abuse the rating systems?

The objective of this system is to publish feedback rather than provide an averaged rating score. There are no incentive payments or competitions for providing feedback. Additionally, there are systems to block automated software from generating feedback. Combined, these reduce the incentive and mechanism for abuse of the system.

16. Can users provide feedback for a particular person?

No, feedback is limited to the health service that the person works at.