

Care Opinion | Subscription Levels

Subscriptions sizes are defined according to number of staff at the organisation

Feature	Reg	Reg+	Small	Medium	Large	X Large	XX Large
Online feedback platform and services per subscribed organisation							
Number of staff at the organisation			Up to 3,000	Up to 5,000	Up to 9,000	Up to 15,000	Up to 30,000
Staff member logins	2	5-10	250	450	750	1,000	1,250
Integration with NHS.UK (England only)	✓	✓	✓	✓	✓	✓	✓
NHS.UK story alerts	✓	✓	✓	✓	✓	✓	✓
Weekly digest	✓	✓	✓	✓	✓	✓	✓
Standard alerts	✓	✓	✓	✓	✓	✓	✓
Smart alerts			✓	✓	✓	✓	✓
Responding	✓	✓	✓	✓	✓	✓	✓
Images in responses			✓	✓	✓	✓	✓
Service page customisation			✓	✓	✓	✓	✓
Organisation blog			✓	✓	✓	✓	✓
Capture themes through interactive visualisations			✓	✓	✓	✓	✓
Subscriber tagging			✓	✓	✓	✓	✓
Suite of reports in various formats			✓	✓	✓	✓	✓
Invitation Links			✓	✓	✓	✓	✓
Data access via API (supports integration with other dashboards)			Basic	Enhanced	Enhanced	Enhanced	Enhanced
Resources							
Access to 0800 phoneline to share with patients and service users			✓	✓	✓	✓	✓
Promotional material – hard copies and downloads			✓	✓	✓	✓	✓
Credit cards inviting feedback			5,000	10,000	15,000	20,000	25,000
Freepost feedback leaflets			400	600	1,000	1,200	1,500
QR codes			✓	✓	✓	✓	✓
Implementation & communications plans			✓	✓	✓	✓	✓
Staff PowerPoint to build awareness			✓	✓	✓	✓	✓
Training and Support							
Named dedicated support lead			✓	✓	✓	✓	✓
Full access to rolling programme of training webinars			✓	✓	✓	✓	✓
Online team sessions with subscriber support lead			Start-up	3 tailored	5 tailored	7 tailored	10 tailored
Social media support			✓	✓	✓	✓	✓
Support with blogging			✓	✓	✓	✓	✓
Online subscriber help pages/videos	✓	✓	✓	✓	✓	✓	✓
Review and update service directory			✓	✓	✓	✓	✓
Support/heads up with critical stories and responding			✓	✓	✓	✓	✓
Subscription reviews with senior staff			Annual	Two/year	Quarterly	Quarterly	Quarterly
Workshop/consultancy delivered online					1	1	2
Annual subscription fee	FREE	£950	£10,950	£13,950	£17,950	£22,950	£27,950