

HOW TO EFFECTIVELY MANAGE REVIEWS

& BUILD TRUST IN
YOUR CARE HOME

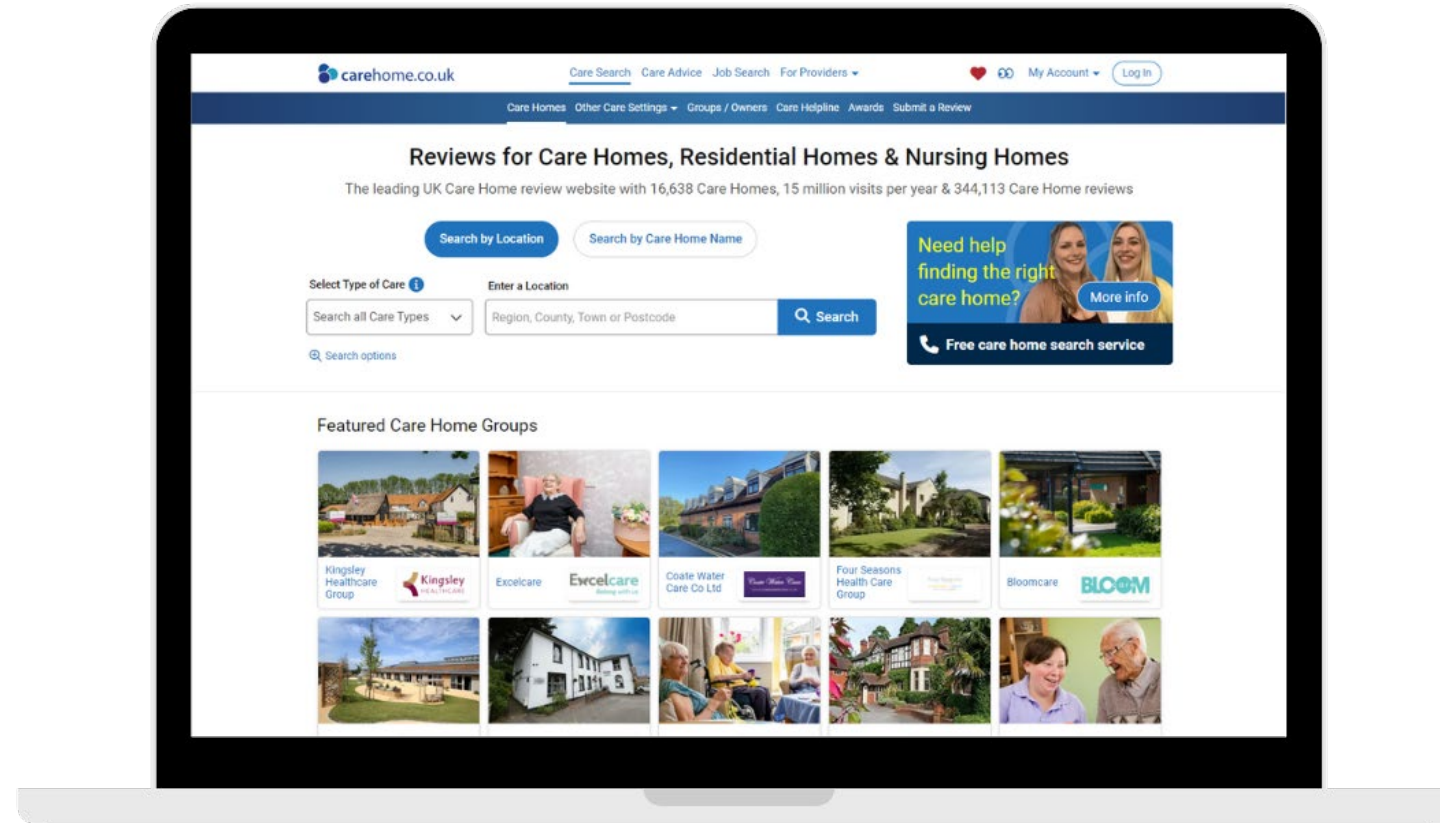
ALEX JONES



IN THIS WEBINAR

1. Why **reviews are so important** to your brand and care seekers
2. Review calculation and process
3. The **easiest** and most **effective** ways to generate reviews
4. Review generation - **best practice**

WEB TRAFFIC



Over 15 million visits a year

REVIEWS

Number 1 care home review site with 340,000+ reviews



Review us

on carehome.co.uk
the leading care home review website



Please take a moment to review us on carehome.co.uk

- We welcome residents/service users and their family/friends to submit reviews to carehome.co.uk
- Staff or people with a professional connection to the care provider cannot submit reviews
- This is not a formal complaints procedure, for complaints contact the care provider or relevant regulatory authority
- Before publication, we check that all reviews comply with our Review Policy and we show all reviews to care providers
- It can take up to 30 days for a review to be published or deemed non-compliant
- Reviews are published on carehome.co.uk and potentially other selected websites
- Our full Review Policy can be viewed on carehome.co.uk/reviews
- For assistance, call 01488 684321 or email reviews@carehome.co.uk

REVIEWS & ENQUIRIES

In the last 12 months...

Reviews Service

77,000+ reviews submitted by service users & friends/family

37,000+ responses from care home providers

Care Home Enquiries

400,000 phone calls

1,000,000 website referrals

100,000 emails, tour bookings and brochure requests



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carehome.co.uk



REVIEWS

Overall Experience	★ ★ ★ ★ ★
Facilities	★ ★ ★ ★ ★
Care / Support	★ ★ ★ ★ ☆
Cleanliness	★ ★ ★ ★ ★
Treated with Dignity	★ ★ ★ ★ ☆
Food & Drink	★ ★ ★ ☆ ☆
Staff	★ ★ ★ ★ ☆
Activities	★ ★ ★ ★ ☆
Management	★ ★ ★ ☆ ☆
Safety / Security	★ ★ ★ ★ ★
Rooms	★ ★ ★ ★ ☆
Value for Money	★ ★ ★ ★ ☆

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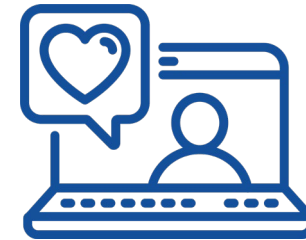
WHY ARE REVIEWS

SO IMPORTANT?

Care seekers research...



Friends & family



Internet



Independent reviews

WHY ARE REVIEWS

SO IMPORTANT?

Reviews build trust, displays confidence in your care home and shows transparency

Review from S F (Daughter of Resident) published on 3 October 2024

Submitted via Website • Report

Overall Experience ★★★★★

On my first visit to Cedrus house, I was overwhelmed by the space and openness of the home, the friendly family warm feeling you get when you enter the place.

The care and understanding that my father receives is second to none. Nothing is too much trouble for the wonderful care team, that being from the senior leads downwards. Every member of staff gives and does their best for the residences.

The choices on the daily menus, down to the day trips, fund raising fetes and individual outings, I don't think I could have found a more caring a home for my dad.

I do feel that perhaps more staff is needed during the evening and sometimes the home has to use agency staff, who perhaps do not know the individual residents well enough, but over all Cedrus House is a lovely home.

↳ Reply from Samantha Debenham, Reviews Team at Cedrus House

Thank you for your kind comments towards the care and lifestyle on offer at Cedrus House. We are so happy to hear that you feel your father is receiving exceptional standards of care from our dedicated team, and that he is enjoying to varied activities schedule provided. Please rest assured we only use agency staff when unavoidable due to last minute staff sickness.


Facilities	★★★★★
Care / Support	★★★★☆
Cleanliness	★★★★★
Treated with Dignity	★★★★☆
Food & Drink	★★★★★
Staff	★★★★☆
Activities	★★★★★
Management	★★★★☆
Safety / Security	★★★★★
Rooms	★★★★★
Value for Money	★★★★★

WHY ARE REVIEWS SO IMPORTANT?


Reviews are the driving force of carehome.co.uk and the best way for you to increase your visibility and chances of receiving care enquiries.

- Your review score impacts your visibility
- Care homes receiving one or more new reviews per month experience better care seeker engagement

Bristol Grange Care Home
Westbury Crescent, Frenchay, Bristol BS16 4AB
Group/Owner Harford Care Homes



58 reviews **9.7**



Bristol Grange is a delightful 40 bed care home in the beautiful village of Frenchay. The home provides nursing, residential and dementia care. An experienced team provide professional care personalised to match each individual..

Read more about Bristol Grange Care Home


Care Provided Nursing Elderly Dementia Physical Disability Palliative Care Younger Adults **40 Rooms** from £1,350 / week

15 photos 1 video


Save View Full Details

"My mother is really happy at the Bristol Grange. The staff are friendly and attentive and the home has a lovely atmosphere"
Read all 58 reviews

Hartcliffe Nursing Home
15 Murford Avenue, Hartcliffe, Bristol BS13 9JS



85 reviews **9.6**



Group/Owner MHA
Hartcliffe Nursing Home is a sixty-five capacity Bristol care home, renovated to suit the health and spiritual well-being of older people, supported by the widely respected care charity MHA. It's a wonderfully calm and welcoming home, where the passionate...

Read more about Hartcliffe Nursing Home >

Care Provided Nursing Older Person Care Short Term/Respite Physical Disability **66 Rooms** from £1,431 / week

9 photos 1 video

Save View Full Details

"Hartcliffe Nursing Home is the most pleasant, nicest home I looked at. My husband felt at home straight away. The staff are outstanding in..."
Read all 85 reviews

Glenview Nursing Home
8-9 Belvedere Road, Redland, Bristol BS6 7JG



25 reviews **8.8**



Group/Owner Meadow Care Homes Ltd
Glenview Nursing Home prides itself on the provisions of excellent dementia and nursing care services to individuals with the local and wider community. The care home is focused on offering its residents a dedicated level of highly person-centred...

Read more about Glenview Nursing Home >

Care Provided Nursing Residential Older Person Care Dementia Short Term/Respite Physical Disability Palliative Care Detention under Mental Health Act Sensory Impairment **40 Rooms** from £870 / week

10 photos

Save View Full Details

"Mum is so happy with the care she receives. Has taken the stress and pressure off of us knowing she is so well looked after. If any issues..."
Read all 25 reviews

CALCULATING REVIEW SCORES

The maximum review score is 10, which is made up of the number of positive reviews in the last 24 months (5 points) and average rating of reviews (5 points)



The maximum score of 10 is nice to have but be realistic, everyone's experience and expectation is different!

THE REVIEWS

PROCESS



REVIEW RECEIVED

Reviews are submitted on Review Cards or online by residents and their family and friends



VERIFICATION

Review Team checks the review is compliant with our Review Policy



COMPLIANT

Compliant reviews moved to Pending Publication. You are notified by email and the review is shown in your Control Panel



NON COMPLIANT

Incomplete/Non compliant reviews are not published. You are notified by email and the review is shown in your Control Panel



PUBLISHED

The review will automatically be published after 7 days. Alternatively you can choose to publish Immediately with or without a response



LIVE REVIEW

The Review is live on carehome.co.uk and shown in your Control Panel

BUT BE CAREFUL...

Top reasons reviews don't get published....

1. Review **could not be authenticated** – we must be able to contact the reviewer to verify
2. Incomplete review – the review must be **filled out completely** including comments section and contact details
3. When writing a review, **the resident must not be assisted** by a member of staff

ACCEPTED REVIEWS



Residents



Friends of Residents



Family of Residents

DECLINED REVIEWS



Members of staff and ex-members of staff (includes staff working within the wider organisation)



Ad-hoc visitors (e.g. attending an open day, Mayor, MP's etc.)



Anyone with a professional connection to the care home (e.g. entertainer, therapist, hairdresser etc.)



Students or Work Experience



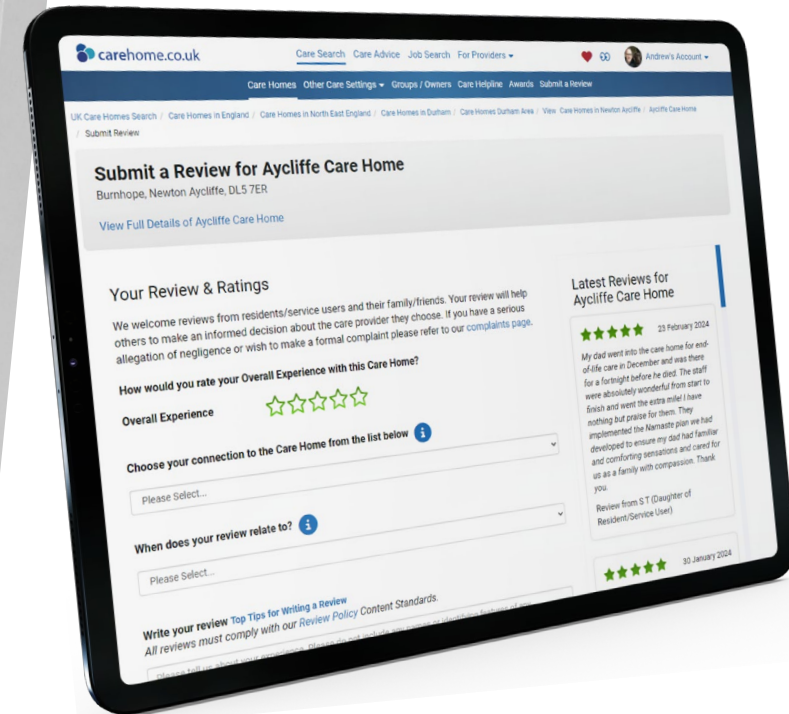
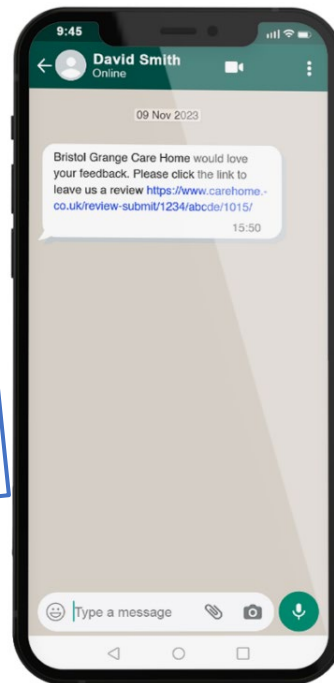
Potential service users and their family or friends



Reviews written on behalf of someone else cannot be accepted

TOOLS TO GENERATE REVIEWS

Review cards | Invite to review links | QR posters | Submit a review



REVIEW CARDS

- Dashboard
- Profile
- Reviews**
- Your Reviews
- Generate & Showcase
- Review Cards**
- Invite To Review
- 'Review Us' QR Code Poster
- Review Score Certificate
- Vertical Review Widget
- Horizontal Review Widget
- Submit Review Widget
- Review PDF
- 'Recommended On' Website Stamp
- Review Insights
- Review Score
- carehome.co.uk Awards
- Support Centre

[Review Cards](#) [Invite to Review](#) ['Review Us' QR Code Poster](#) [Review Score Certificate](#) [Review Widgets](#) [Review PDF](#)

Recommended On' Window Sticker

Review Cards [Learn More](#)

Please request your Review Cards below. If you wish to edit the strapline or upload your own logo (high resolution version of your logo is required) you must be subscribed to our Premium or Platinum Service. Your current service level subscription is displayed after each setting name below. Your order will be posted out to the address(es) shown above the logo section(s) below. Please ensure someone will be available at the setting to receive your order.

[+ Show Request History](#)

[Upload High Resolution Version of your Logo\(s\)](#) [Jump to bottom of page](#) Order All Cards Order all Stands

Penhill
(Care Home) **Platinum Service**


Posted to

Nathan Corfield

@Penhill, 81 Station Road, Shirehampton, Bristol BS11 9TY 33 chrs

Strapline for the front of the card

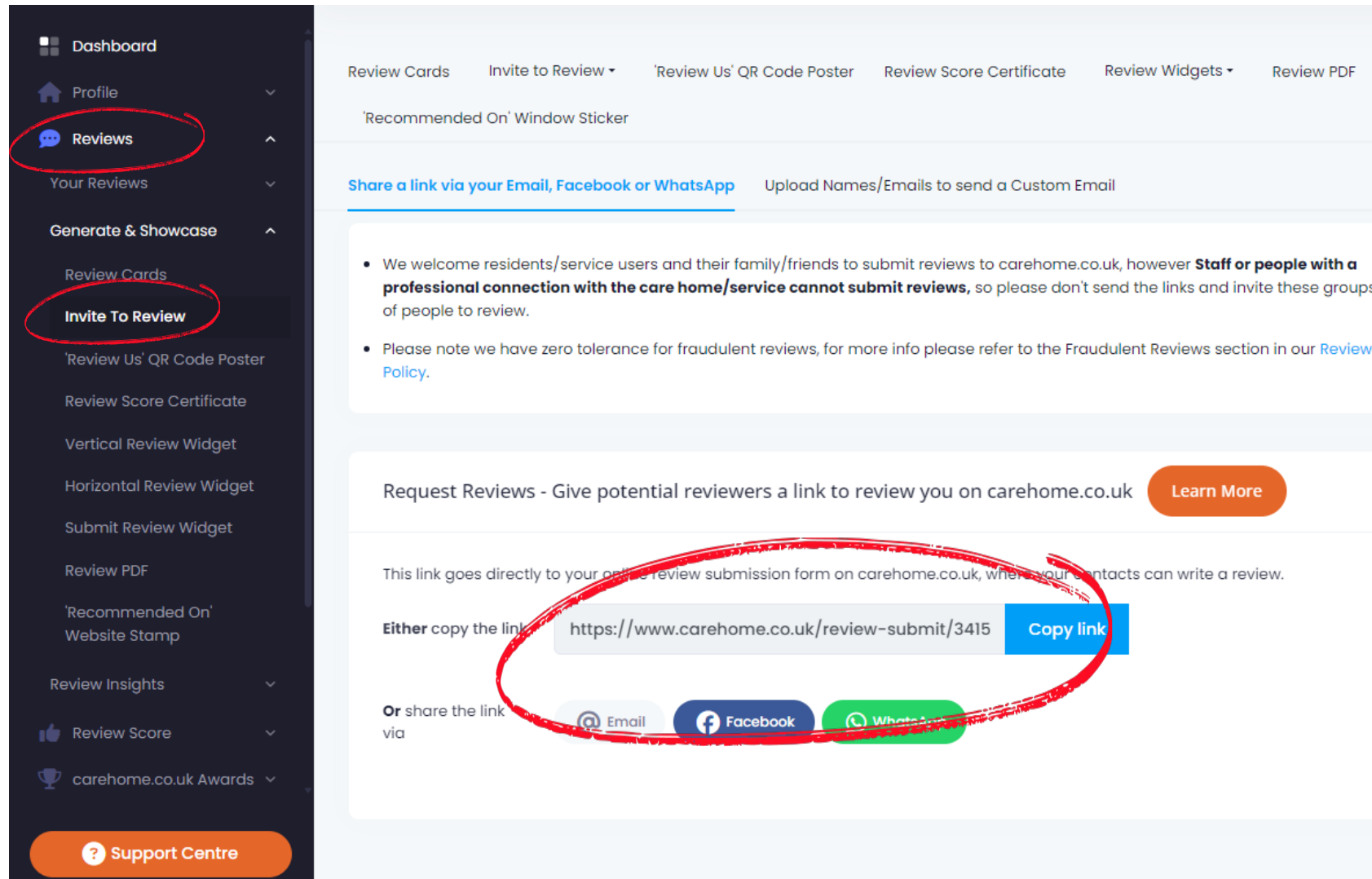
Please leave a review for Penhill



Add to order **Cards** [Preview Card](#) **Stands** [View Stand](#)

[Request Cards](#)

INVITE TO REVIEW



Dashboard

Profile

Reviews

Your Reviews

Generate & Showcase

Review Cards

Invite To Review

'Review Us' QR Code Poster

Review Score Certificate

Vertical Review Widget

Horizontal Review Widget

Submit Review Widget

Review PDF

'Recommended On' Website Stamp

Review Insights

Review Score

carehome.co.uk Awards

Support Centre

Review Cards Invite to Review 'Review Us' QR Code Poster Review Score Certificate Review Widgets Review PDF

'Recommended On' Window Sticker

[Share a link via your Email, Facebook or WhatsApp](#) Upload Names/Emails to send a Custom Email

- We welcome residents/service users and their family/friends to submit reviews to carehome.co.uk, however **Staff or people with a professional connection with the care home/service cannot submit reviews**, so please don't send the links and invite these groups of people to review.
- Please note we have zero tolerance for fraudulent reviews, for more info please refer to the Fraudulent Reviews section in our [Review Policy](#).

Request Reviews - Give potential reviewers a link to review you on carehome.co.uk [Learn More](#)

This link goes directly to your online review submission form on carehome.co.uk, where your contacts can write a review.

Either copy the link `https://www.carehome.co.uk/review-submit/3415` [Copy link](#)

Or share the link via [Email](#) [Facebook](#) [WhatsApp](#)

QR CODE POSTER

- [Dashboard](#)
- [Profile](#)
- [Reviews](#)
- [Your Reviews](#)
- Generate & Showcase**
- [Review Cards](#)
- [Invite To Review](#)
- ['Review Us' QR Code Poster](#)
- [Review Score Certificate](#)
- [Vertical Review Widget](#)
- [Horizontal Review Widget](#)
- [Submit Review Widget](#)
- [Review PDF](#)
- ['Recommended On' Website Stamp](#)
- [Review Insights](#)
- [Review Score](#)
- [carehome.co.uk Awards](#)

Support Centre

Review Cards
Invite to Review
'Review Us' QR Code Poster
Review Score Certificate
Review Widgets
Review PDF

'Recommended On' Window Sticker

'Review Us' QR Code Poster

! Your 'Review Us' QR Code Poster can also now be downloaded via API, this enables you to build the QR Code Poster Generation into your own Content Management System (CMS). [Request the latest API docs](#) for further details.

Showing 1 to 1 of 1 records Search:

Setting [^]	Total Number of Reviews Published	Latest Review Made	Date when QR Poster Last Downloaded	PDF Poster
Penhill (Care Home) Bristol, BS11 9TY [View Reviews]	59	05 Sep 2024	12 Jul 2024	<div style="background-color: #007bff; color: white; padding: 5px 10px; border-radius: 5px; display: inline-block;">Download</div>

DISPLAYING REVIEWS

ONLINE

9.9

Penhill has a Review Score of 9.9 (9.896) out of 10, based on 27 reviews in the last 2 years. Over all time Penhill has 59 reviews.

Total of 59, showing 1-20

Overall Experience	Date Published	Reviewer Connection to Penhill
<input type="checkbox"/> ★★★★★ 57	<input checked="" type="checkbox"/> All Time 59	<input type="checkbox"/> Daughter of Resident/Service User 22
<input type="checkbox"/> ★★★★☆ 2	<input type="checkbox"/> In last 6 Months 6	<input type="checkbox"/> Son of Resident/Service User 9
<input type="checkbox"/> ★★★☆☆ 0	<input type="checkbox"/> In last 12 Months 15	<input type="checkbox"/> Niece of Resident/Service User 7
<input type="checkbox"/> ★★☆☆☆ 0	<input type="checkbox"/> In last 2 Years 27	<input type="checkbox"/> Friend of Resident/Service User 4
<input type="checkbox"/> ★☆☆☆☆ 0	<input type="checkbox"/> 2 Years + 32	<input type="checkbox"/> Friend of Resident/Service User 4

Order by: Default

Review from R M (Friend of Resident) published on 16 September 2024

Submitted via Website • Report

Overall Experience ★★★★★

We were recommended Penhill from a local GP friend, who said she would want to come here if she were ever in need of care. It is a small, caring and clean residential home, with kind staff who always offer me a cup of tea on arrival, to have with my friend. They have looked after my friend incredibly well and despite her needs increasing over the past two years, have gone the extra mile to accommodate her needs and make her feel like a real priority to them. Penhill has such a wonderful family feel to it, we knew almost immediately it was the right move for her, which was a huge relief, having moved someone who had lived in her own home until she was over 90. I feel totally confident they will look after her with the care and respect she deserves.

Facilities ★★★★★	★★★★★
Care / Support ★★★★★	★★★★★
Cleanliness ★★★★★	★★★★★
Treated with Dignity ★★★★★	★★★★★
Food & Drink ★★★★★	★★★★★
Staff ★★★★★	★★★★★
Activities ★★★★★☆	★★★★★
Management ★★★★★	★★★★★
Safety / Security ★★★★★☆	★★★★★
Rooms ★★★★★☆	★★★★★
Value for Money ★★★★★	★★★★★

Your Profile | Review Widget

9.9 carehome.co.uk Review Score for Penhill
59 reviews



★★★★★ 16 Sep 2024

We were recommended Penhill from a local GP friend, who said she would want to come here if she...

R M (Friend of Resident)

★★★★★ 4 Sep 2024

My friend has been in Penhill for over two years now. The staff are consistently kind and...

Cilla W (Friend of Resident)

★★★★★ 13 Aug 2024

The staff are always very helpful and kind. Home immaculately clean and excellent food. Also,...

A M (Daughter of Resident)

★★★★★ 8 Aug 2024

I visited my friend many times and each time was a very happy experience. I was always made to feel...

A M (Friend of Resident)

★★★★★ 24 Jul 2024

Penhill is an excellent care home. My mum goes there for respite care and is very comfortable...

Linda T (Daughter of Resident)


[Write a review](#) | [Read all 59 reviews](#)

DISPLAYING REVIEWS

OFFLINE

Review score certificate

Review PDF


Oakdale Care Home
 Poole BH17 8RQ
 Authority ID: 1-18928364699
 Reviews independently validated by carehome.co.uk

ID	Location	Date Published
1441993	Oakdale Care Home (Poole, BH17 8RQ)	02 Oct 2024
<p>Such a lovely experience every time we visit our friend. We enjoy it as much as our friend. The staff and facilities are absolutely superb!</p> <p>Overall Experience: Excellent Facilities: Excellent Care / Support: Excellent Cleanliness: Excellent Treated with Dignity: Excellent Food & Drink: Excellent Staff: Excellent Activities: Excellent Management: Excellent Safety / Security: Excellent Rooms: Excellent Value for Money: Excellent</p> <p>Submitted by: R S(Friend of Resident/Service User)Review relates to September 2024. Submission Method: Postal Card</p>		
1441994	Oakdale Care Home (Poole, BH17 8RQ)	01 Oct 2024
<p>I like the place. Very nice atmosphere.</p> <p>Overall Experience: Excellent Facilities: Excellent Care / Support: Excellent Cleanliness: Excellent Treated with Dignity: Excellent Food & Drink: Excellent Staff: Excellent Activities: Excellent Management: Excellent Safety / Security: Excellent Rooms: Excellent Value for Money: Excellent</p> <p>Submitted by: Janet P(Resident / Service User)with assistance of Friend of Resident/Service UserReview relates to September 2024. Submission Method: Postal Card</p>		
1441992	Oakdale Care Home (Poole, BH17 8RQ)	01 Oct 2024
<p>Ten out of ten on every count. This is a wonderful rest home, very friendly staff, very clean and fresh. My friend is staying here, we often join in the activities and have enjoyed lunch with her. Her health has got so much better and her walking has greatly improved.</p> <p>Overall Experience: Excellent Facilities: Excellent Care / Support: Excellent Cleanliness: Excellent Treated with Dignity: Excellent Food & Drink: Excellent Staff: Excellent Activities: Excellent Management: Excellent Safety / Security: Excellent Rooms: Excellent Value for Money: Excellent</p> <p>Submitted by: Robert R(Friend of Resident/Service User)Review relates to September 2024. Submission Method: Postal Card</p>		
1413932	Oakdale Care Home (Poole, BH17 8RQ)	06 Aug 2024

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RESPONDING TO REVIEWS

- Helps build relationships with reviewers
- Shows that you have taken onboard and value their feedback
- Creates a positive impression for care seekers looking for a care home who not only read reviews but like to see how the care home respond
- Always ensure that you make your response relevant, personal and most importantly it is not generic
- No one expects a care home to receive 100% positive feedback
- A negative review with a good response can lend more authenticity and credibility to your other reviews

Review from S F (Daughter of Resident) published on 3 October 2024
Submitted via Website • Report

Overall Experience ★★★★★

On my first visit to Cedrus house, I was overwhelmed by the space and openness of the home, the friendly family warm feeling you get when you enter the place.

The care and understanding that my father receives is second to none. Nothing is too much trouble for the wonderful care team, that being from the senior leads downwards. Every member of staff gives and does their best for the residences.

The choices on the daily menus, down to the day trips, fund raising fetes and individual outings, I don't think I could have found a more caring a home for my dad.

I do feel that perhaps more care is needed during the evening and sometimes the home has to use agency staff, who perhaps don't know the individual residents well enough, but over all Cedrus House is a lovely home.

Reply from Samantha Debenham, Reviews Team at Cedrus House

Thank you for your kind comments towards the care and lifestyle on offer at Cedrus House. We are so happy to hear that you feel your father is receiving exceptional standards of care from our dedicated team, and that he is enjoying to varied activities schedule provided. Please rest assured we only use agency staff when unavoidable due to last minute staff sickness.

Facilities ★★★★★
Care / Support ★★★★★
Cleanliness ★★★★★
Treated with Dignity ★★★★★
Food & Drink ★★★★★
Staff ★★★★★
Activities ★★★★★
Management ★★★★★
Safety / Security ★★★★★
Rooms ★★★★★
Value for Money ★★★★★



NEGATIVE REVIEWS

WHAT TO DO...

- Negative reviews can often add credibility to your review portfolio
- We have a Review Compliance Team specifically to assist with negative reviews
- Our support centre has lots of information to help you deal with a negative review
- Don't delay in adding a response

SUMMARY

- Review generation is one of **THE** most **powerful tools**
- **Reviews** backup the information on your profile and inform care seeker decision making
- They **build trust, display confidence** and **show transparency**
- More reviews means care seekers spend **longer on your profile**
- More reviews means **better visibility** and **more care enquiries**
- **Regularly ask** for reviews. New reviews show an **ongoing commitment to customer service...** care seekers want to see **recent reviews!**
- Try to **respond to all reviews** (both positive and negative)... it shows you are **listening to service users** and are constantly looking for **ways to improve** your service



AWARDS

Eligibility Criteria

- *Being listed on carehome.co.uk means you are eligible to be considered for an award*
- *First and foremost, having a Review Score putting you in the Top 20 in your region as well as having at least 5 reviews published in the year running up to the cut off date.*
- *Plus, compliance is required with the relevant regulatory body (different bodies for England, Scotland and Wales).*



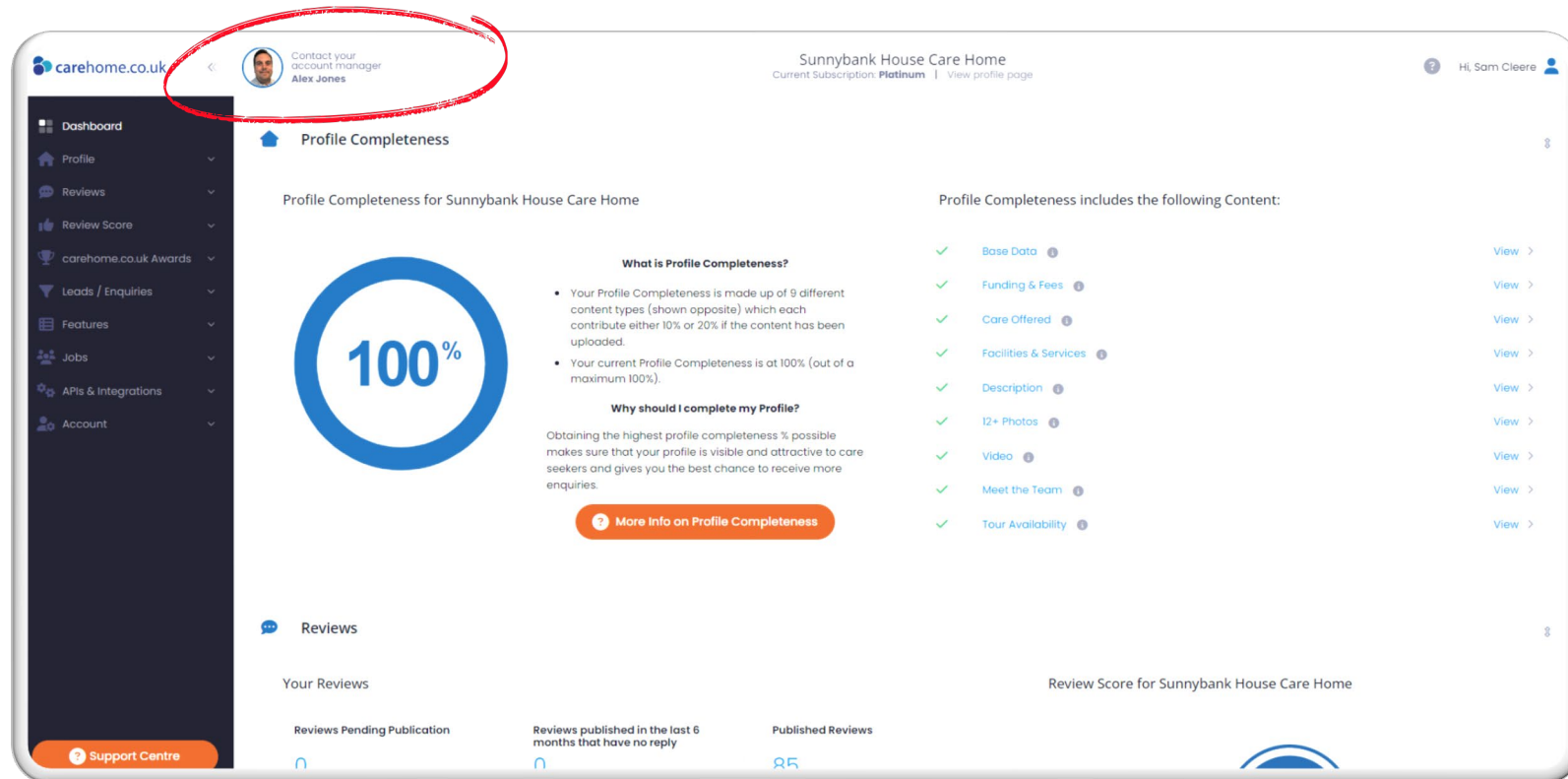
Benefits

- *Winners receive an award logo on their profile page to encourage more engagement*
- *Additional digital assets for care home/group' external marketing*
- *Winners receive a framed award winner certificate*
- *PR opportunities for winners*

Cut-off date for awards - 31st January 2025

YOUR ACCOUNT MANAGER

- Log into your Control Panel to find your Account Manager
- Click on their image to find telephone number, email address and a 'Request a Call Back' button
- Your Account Manager is happy to provide a full walkthrough of how to use the Control Panel and can offer guidance on your profile.



carehome.co.uk Sunnybank House Care Home
Current Subscription: **Platinum** | View profile page Hi, Sam Cleere

Dashboard Profile Reviews Review Score carehome.co.uk Awards Leads / Enquiries Features Jobs APIs & Integrations Account

Contact your account manager Alex Jones

Profile Completeness

Profile Completeness for Sunnybank House Care Home

100%

What is Profile Completeness?

- Your Profile Completeness is made up of 9 different content types (shown opposite) which each contribute either 10% or 20% if the content has been uploaded.
- Your current Profile Completeness is at 100% (out of a maximum 100%).

Why should I complete my Profile?

Obtaining the highest profile completeness % possible makes sure that your profile is visible and attractive to care seekers and gives you the best chance to receive more enquiries.

[More Info on Profile Completeness](#)

Profile Completeness includes the following Content:

- Base Data [View >](#)
- Funding & Fees [View >](#)
- Care Offered [View >](#)
- Facilities & Services [View >](#)
- Description [View >](#)
- 12+ Photos [View >](#)
- Video [View >](#)
- Meet the Team [View >](#)
- Tour Availability [View >](#)

Reviews

Your Reviews

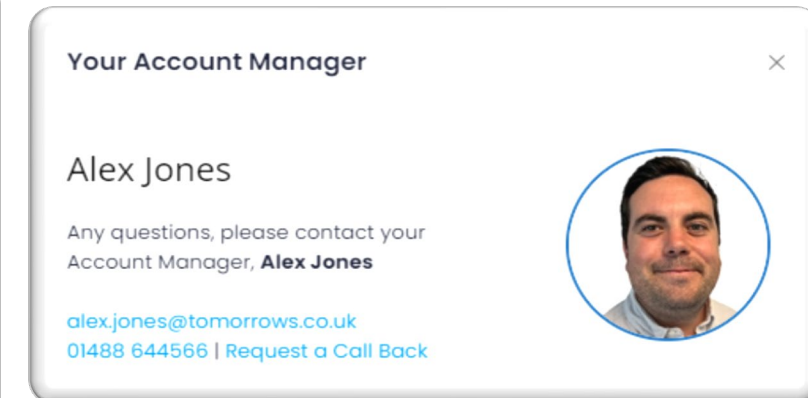
Reviews Pending Publication 0

Reviews published in the last 6 months that have no reply 0

Published Reviews 25

Review Score for Sunnybank House Care Home

[Support Centre](#)

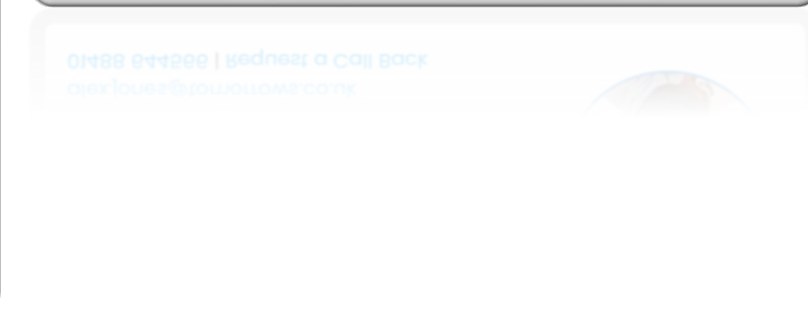


Your Account Manager

Alex Jones

Any questions, please contact your Account Manager, **Alex Jones**

alex.jones@tomorrows.co.uk
01488 644566 | [Request a Call Back](#)



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