Dr James Munro is chief executive of Care Opinion, the UK’s leading non-profit online feedback service for health and social care. His background is in clinical medicine, public health, and health services research.

After 13 years in health service research at the University of Sheffield, James joined Care Opinion (then Patient Opinion) in 2006 to help build the public online feedback platform which now serves the UK, Ireland and Australia.

As CEO since 2014, he leads a small team united by a passion for using the extraordinary new possibilities of digital communication to carry the voices of patients and carers into the heart of the health and care system, in ways which make a real difference to services and culture.

At Care Opinion (www.careopinion.org.uk), people share their experiences of care – good or bad – and can see whether services are listening, acknowledging, and changing where necessary.