



‘Hello my name is...’ Checklist for Implementation

The ‘Hello my name is...’ campaign was spearheaded by Dr Kate Granger, a young hospital consultant from Yorkshire who worked in elderly care, to improve the patient experience not only in the UK, but across the world. Kate became frustrated with the number of staff who failed to introduce themselves to her when she was in hospital. Dr Granger became a patient herself when she was diagnosed with terminal cancer, and made it her mission in whatever time she had left to get as many members of NHS staff as possible pledging to introduce themselves to their patients.

Sadly Dr Granger passed away on 23rd July 2016. Her legacy lives on through ‘Hello my name is’ which continues to inspire healthcare staff in the UK and across the world.

This campaign is simple – reminding staff to go back to basics and introduce themselves to patients properly. Kate talked about this as “the first rung on the ladder to providing compassionate care” and sees it as the start of making a vital human connection, beginning a therapeutic relationship and building trust between patients and healthcare staff.

Nurses, doctors and other HSE staff – particularly frontline staff - are being asked to tell their patients their name, as part of the #hello my name is campaign for more compassionate care.

We have compiled a checklist that you may find useful in the roll-out of this initiative in your area. The checklist is based on the practical experience of sites that have implemented Hello my name is... In particular, we would like to thank the Director of Nursing and her team in Our Lady’s Children’s Hospital Crumlin for sharing their experience with us.

1. Consider carrying out a baseline evaluation, such as interviews with patients, survey of staff or a ‘mystery shopper’ telephone audit. These do not have to be complex tools and can focus on questions like ‘Do you think staff introduce themselves in our hospital?’ or ‘Does it make a difference to your experience when staff introduce themselves to you?’ Conducting an evaluation will allow you to measure an improvement following the introduction of the ‘Hello my name is...’ initiative.
2. Establish a working group. Who will be driving this initiative in your hospital? Who will be the champions? It is important to have champions from different disciplines, e.g. nursing, allied health professionals, management and administration.
3. Visit ‘Hello my name is...’ website and watch Kate Granger’s Youtube video. It is a very powerful personal story of a doctor and a patient about the importance of staff introducing themselves to their patients as the first step to delivering compassionate and person centred care. This video and other ‘Hello my name is...’ resources can be found at the following link:
<http://hellomynameis.org.uk/>

4. 'Hello my name is...' works best when introduced as a hospital wide initiative, in all departments and across all disciplines. However, you may consider working with one department within the hospital initially as part of early implementation.
5. Get buy in from the management team. Get your management team to lead by example and start wearing 'Hello my name is...' badges a month before everyone else in the hospital.
6. Get approval from your finance department. Consider what is required for the introduction of this initiative: name badges, posters, photographs taken of staff for the posters, staff released for information sessions, launch, etc.
7. Work out what information will be included on the name badges, e.g. first name and surname or just first name? Job titles? Qualifications? Department? This needs to be discussed and agreed with each discipline and group of staff within the hospital. Anticipate resistance and work with each group on the issues that concern them, which may differ between disciplines. Involve champions from each discipline in this work.
8. Hold information and awareness sessions with staff. You can include information from your baseline evaluation: what the patients said? Results of the telephone audit, etc. Include Kate Granger's video in the information session.
9. Consider holding a launch of 'Hello my name is...' in your hospital. Include staff from different disciplines in planning and organising this event.
10. It is important to emphasise that 'Hello my name is...' is not just about the badge. It is about delivering compassionate and person centred care and the badge is a reminder and a symbol of our values of care, compassion, trust and learning.
11. Keep 'Hello my name is...' sustainable and alive. Designate a person responsible for updating name badges, posters, etc. Carry out an evaluation post implementation, such as, patient interviews, mystery shopper telephone audit, staff questionnaires.
12. Next steps. Consider your next steps, for example, apply 'Hello my name is...' to e-mail communications, carry out a review of the information provided as part of contact details in e-mails.
13. To ensure that 'Hello my name is...' is used when answering telephone calls, introduce stickers for telephone sets reminding staff to give their location, name and any other information that you consider relevant. This is as much about staff communicating with each other as about patients.

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