HE staff at Our Lady’s Hospital for Sick Children have been saying their name loud and proud as the hospital became the first in the country to embrace the #hellomynameis campaign, where staff make a special effort to introduce themselves to patients and family at each interaction.

Rachel Kenna, Director of Nursing in Crumlin, took on the challenge to introduce the initiative after learning about the campaign in Britain.

“It all started when we saw a video while we were doing a diploma in quality and leadership, myself and one of my senior nurse colleagues. We saw the video of Kate Granger and how the campaign started from her perspective and her experience of it and we thought that from a quality perspective, it would be really good to roll this out in the hospital,” explained Rachel.

“We showed the video of and the history behind the campaign and its ethos to a group of senior nurses in the hospital and we had a very divided camp. Half felt we already did the important parts of the #hellomynameis campaign very well and the other half felt like we had done when we saw the video - that if we can’t get that part of it right then we need to do better.

“So what we did is we went out and tested it out in the live field, out in the hospital and we weren’t as good as we thought. We had the evidence to show people that ‘look you aren’t as good as you think you are and here’s something we can do to make it better.”

Rachel revealed that the project was much bigger than they thought it was going to be in the first place and it brought with it a number of challenges.

“The important thing we had to do was to get people to own it, for it to be a Crumlin project that everyone took on. It started in the nursing group and I had to take it to the corporate management group to say that this is what we are going to do and the CEO at the time, quite rightly, that it wasn’t just a nursing project and that it had to be rolled out hospital-wide. So that immediately made it bigger for us but it was exactly the right thing to do because there’s no point in just one group of staff doing it,” she said.

“Everyone took it on very enthusiastically. When we took the campaign out and spoke to small focus groups about what it was and showed some people the video, and talked to others about it, so everyone seemed very enthusiastic about it in the beginning.”

The plan involved getting ‘champions’ on board in a lot of areas.

“We had two nurses as champions, we had other medical colleagues on board, we had champions from the admin staff, from lab staff, from catering staff, we got champions from all the different areas around the hospital, and they bought into it,” she said.

“Part of it was that it was associated with the mission, vision and values of the hospital so it was felt like it was a Crumlin campaign and we decided not to use the #hellomynameis campaign logo on our badges and made it very Crumlin-specific. And that was about ownership and making it a very Crumlin project to get buy-in initially and that was a very important step in getting people to take it on board.”

The Crumlin Director of Nursing revealed that a number of lessons were learned.
along the way.

“The first lesson that we learned was to think that this was a very easy project to implement and get up off the ground but it actually took a fair bit of work and an awful lot of commitment from staff and a huge amount of energy but it was well worth it,” she said.

“It wasn’t going to be easy and I suppose as we were going along we actually found that a big part of our communication with patients was over the phone so how we answered the phone and how we dealt with patients and each other over the phone became an important part of the campaign as well.

“Another lesson that we learned was that we got huge momentum from groups of staff that you wouldn’t see every day out an about in the hospital, like lab staff. Non consultant hospital doctors were also important in gathering momentum around the campaign because they change every six months, they rotate between hospitals and nobody ever really asks them to be part of something like this. They were a very positive influence in terms of getting people on board.

UL Hospitals Group and Wexford Hospital were the next to introduce the campaign at ground level.

Noreen Spillane, Chief Operations Officer, UL Hospitals Group, said: “The #hellomynameis campaign is all about taking those few moments to make that human connection and to build trust. It provides patients with reassurance that they are speaking to a professional who is responsible and who is accountable. Most importantly, #hellomynameis is about establishing a platform for a relationship built on mutual respect.”

Wexford General Hospital decided to introduce it into their wards, largely due to the efforts of CNM Margaret O’Regan, who was the main force behind bringing the initiative to fruition.

“It is something I’m very passionate about,” said Margaret. “We must remind ourselves of the things that are very important to the patient and their comfort. Can that be any more simple than introducing yourself?”

# hello my name is…

**CONTACT DETAILS**

For more information on the #hellomynameis campaign, see hse.ie

TOP: Rachel Nolan and Sharon Morrow. ABOVE LEFT: Ireland rugby legend Paul O’Connell lends his support to the campaign during his appearance at the Masterclass. ABOVE RIGHT: Rachel Kenna