



*The #hellomynameis story
'Through Adversity comes Legacy'
Chris Pointon*

Life plans...



July 23rd 2005.....



**I'LL ALWAYS
REMEMBER; IT WAS
THE BEST DAY OF
MY LIFE.**

Carly Patterson

QUOTEHD.COM





Kate's Core Values



Source: agileboston.org



An introduction is the start of a therapeutic relationship. Underpinning the campaign are our core values that help to improve compassionate care and promote a better patient experience.



COMMUNICATION

Is of paramount importance. Timely and effective communication which is bespoke to the patient makes a huge difference and starts with a simple introduction



THE LITTLE THINGS

Really do matter – they aren't little at all, they are indeed huge and of central importance in any practice of healthcare and in society. This could be someone sitting down next to you rather than looming over you or holding the door open for someone coming through.



PATIENT AT THE HEART OF ALL DECISIONS

"No decision about me without me". These words ring true in healthcare as the most important person is the patient and everything should be done with them in mind.



SEE ME

See me as a person first and foremost before disease or bed number. Individuals are more than just an illness, they are a human being, they are a family member, they are a friend etc and we should all remember to see more of an individual than just the reason they are using healthcare.



Hello, my name is Brian...

Source: shutterstock.com



K_te Gr_nger

@GrangerKate



Follow

I'm going to start a 'Hello. My name is...' campaign. Sent Chris home to design the logo... #hellomynameis

RETWEETS

32

LIKES

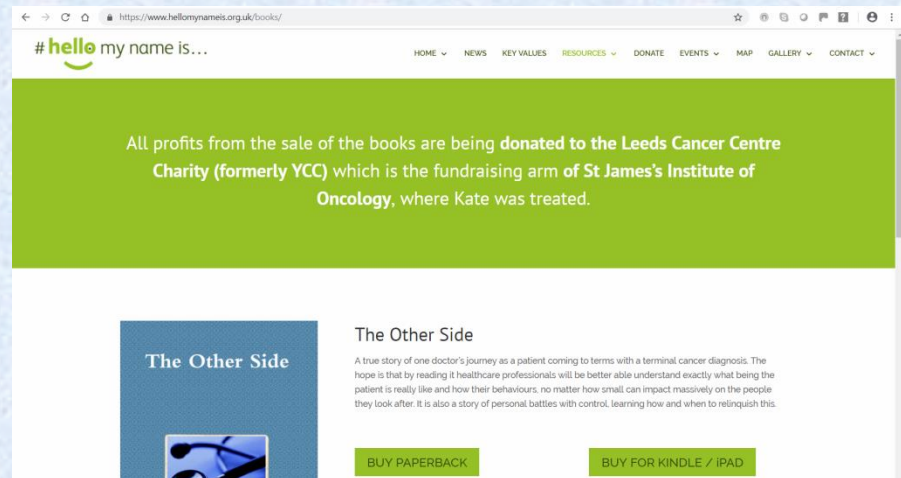
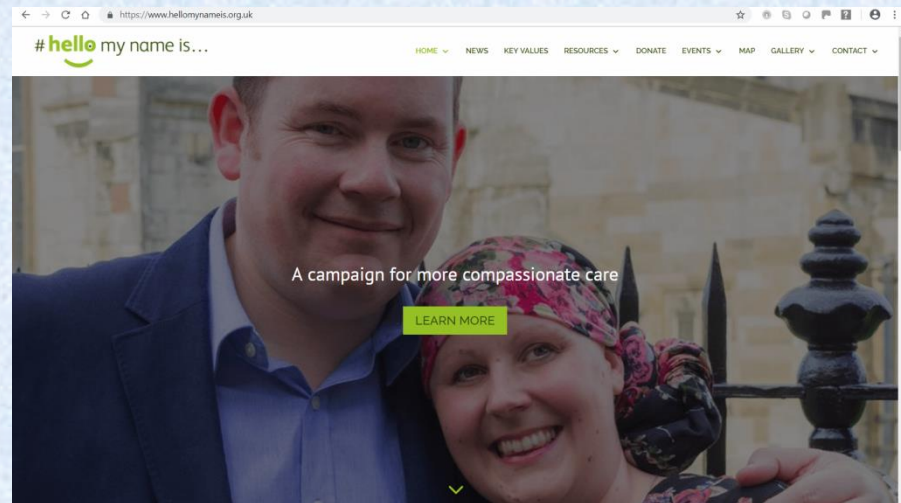
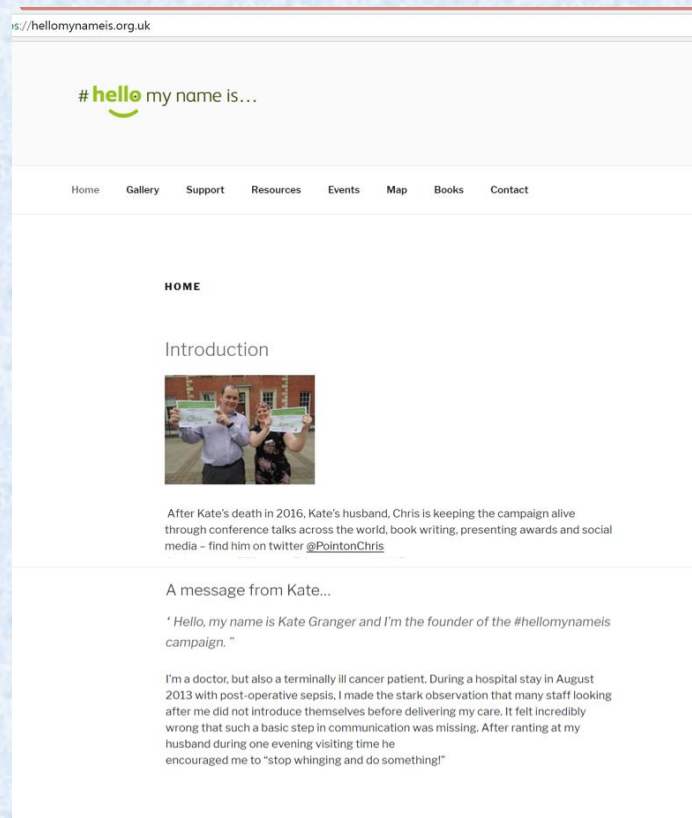
26



8:58 AM - 31 Aug 2013



www.hellomynameis.org.uk



Doctors must
always introduce
themselves to
patients

a trolley in the emergency department extremely unwell. My temperature was pulse 150 beats per minute. It has been since I underwent a routine blood test exchange, and I have a young surgical doctor clerk who introduced himself by name, "I'm one of the doctors," and administered my intravenous fluids. I did not introduce herself at all. I lost count of how many times I asked staff members if they were awkward and wrong. The first basic step taught me was to stop for any healthcare worker or patient to stop and think about it. As the patient lies in a comfortable position. I know much personal information next to me. I know very little in a very one

imbalance is
the first rung
passionate,
developing



So given its importance, why are we sometimes failing to introduce ourselves properly? Do we blame time pressures? Compassion fatigue? Perhaps a failure to put ourselves in our patients' shoes? This is all too real for me, and my experiences as a terminally ill patient with cancer have sharpened my focus on how I care for others, particularly when it comes to communication. I usually introduce myself as Dr Kate Granger and then ask how the patient would like to be addressed, always using their surname in the first instance. Personally, as a patient I like to be referred to as Kate, allowing me to be in patient rather than doctor role. However, everyone is different, and some people feel more comfortable with a formal approach. What is important is that we find out and put our patients at ease.

Given my observations about the lack of simple introductions, I wanted to make a positive change. The NHS complaints procedure seems rarely to lead to tangible improvements. Therefore, as a keen exponent of social media, I started a campaign on the microblogging network Twitter, using the hashtag #hellonhs.

Many trusts are backing the campaign at board level—for example, Newham Hospitals NHS Trust discussed influenza at their daily meeting, and it was the topic of the chief executive's weekly (the weather's the hospitals' risk, he said) chief executive blog. The chief executive of District Hospital discussed the campaign with all his ward managers. At Ipswich Hospital's emergency department, it was the hush to the observation charting as a simple reminder to all staff.

The campaign has caught on in a matter of time, and the feedback has been mostly positive, with many healthcare providers admitting that they had slipped into habits but were now inspired to improve. This is a simple change. It costs nothing and takes seconds, but it improves patients' experience of healthcare. It is the first step to discussing what matters to that individual patient and putting their concerns into practice.







International Forum on QUALITY & SAFETY in HEALTHCARE Paris 2014



Culture

#hello my name is...

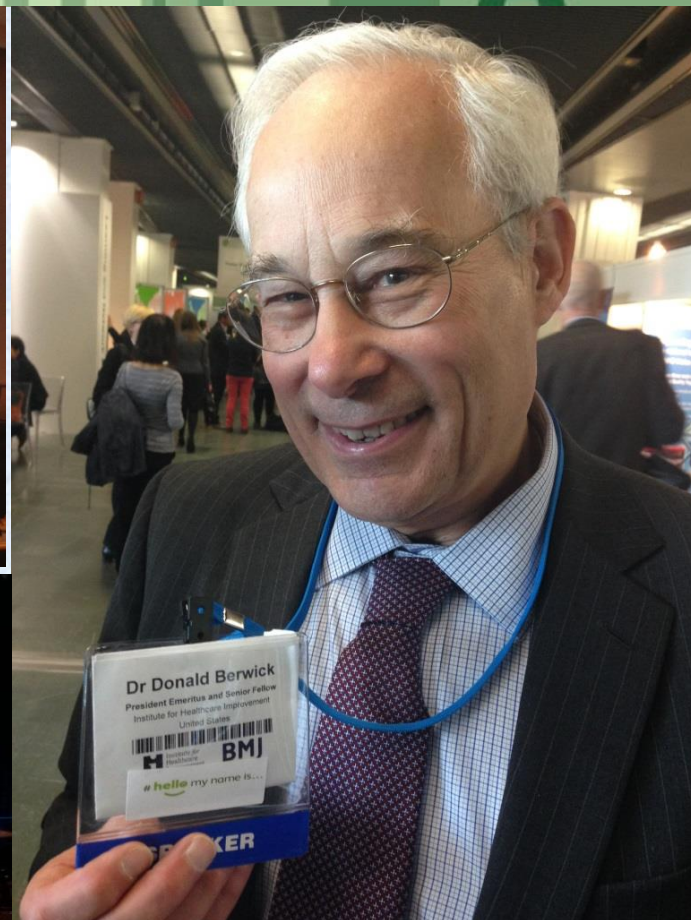
Harnessing the power of social media to influence healthcare professional behaviour

Some example pledges...

- Hello, my name is Kate Granger. I'm a final year Elderly Medicine Registrar. I'm also dying of a rare sarcoma. This idea was born when I observed how few healthcare professionals introduced themselves to me during a hospital stay.
- A simple "no cost, no time" idea that improves patient experience by inspiring staff creativity & positive culture change...
- Since Sept 2013...
 - 10 million impressions
 - 8,000 tweets
 - 4,000 participants
 - 18,000 blog visitors
 - 324 blog pledges

The Mid Yorkshire Hospitals NHS Trust

<http://drkategranger.wordpress.com>
Twitter: @GrangerKate
kategranger@doctors.org.uk



The Leeds Teaching Hospitals



NHS Trust



#hello my name is... The Leeds Teaching Hospitals NHS Trust

Sign up to #hellomynameis!

By signing up you agree to:

- Always introduce yourself to patients and visitors
- Treat them as you would a member of your own family or friends
- Always see the person behind the condition
- Treat people with respect and dignity

#hellomynameis is a campaign launched by Dr Kate Granger, a specialist registrar and terminally ill cancer patient at LTH, who has gained a unique insight into life at our hospitals

'The small things can make a big difference'







Department
of Health

Hard Truths

The Journey to Putting Patients First

Volume One of the Government Response to the Mid Staffordshire
NHS Foundation Trust Public Inquiry

#hellomynameis

During 2013 Dr Kate Granger, a senior registrar specialising in the care of older people, and who is also terminally ill, was an in-patient in NHS care and noticed that only some members of the healthcare team looking after her introduced themselves. Kate wondered why this fundamental element of good communication (the introduction) seemed to have failed. She noted how members of healthcare staff know so much about the patients in their care but that this is not always reciprocated and she pointed out that this tends to push the balance of power in favour of the healthcare worker. Given that people receiving treatment and care often feel vulnerable already, this imbalance creates an unhelpful and unfortunate gap.

Kate shared her views via twitter and suggested that getting to know people's names is the first rung on the ladder towards providing compassionate care. It is getting the simple things right that means that the more complex things follow more easily and naturally. As a result, the idea of #hellomynameis was born.

Since then people have taken steps in all manner of ways to ensure that this key bit of compassionate care; the introduction, happens. Some organisations have created name boards in their clinical areas headed 'Hello My Name Is...' and others have used it as they start their speeches at conferences and other events or placed it on name badges.

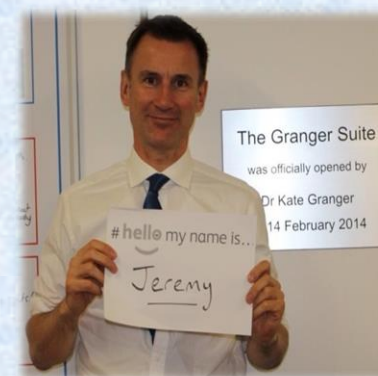
There is further work to do however. As Kate has pointed out, the NHS employs 1.4 million people and many, many of these people interact directly or indirectly with patients at some level. Influencing practice in this small way could have a major impact on the outcomes of care and treatment, not least of all around the patient's experience of that care.

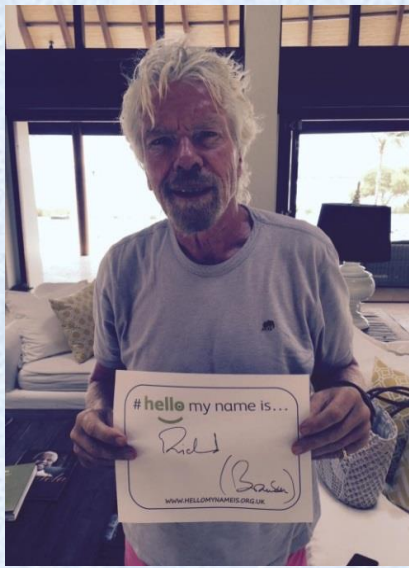
Tweet



Matt Hancock
@MattHancock

Delighted to be sporting my new
#HelloMyNameIs badge today as
it approaches its 5th anniversary.
A fantastic initiative reminding us
how small acts can have a big
impact on the lives of patients
hellomynameis.org.uk







2nd Feb 2015

Listening into Action



hello my name is...

June 2015

ON TOUR





July 2016



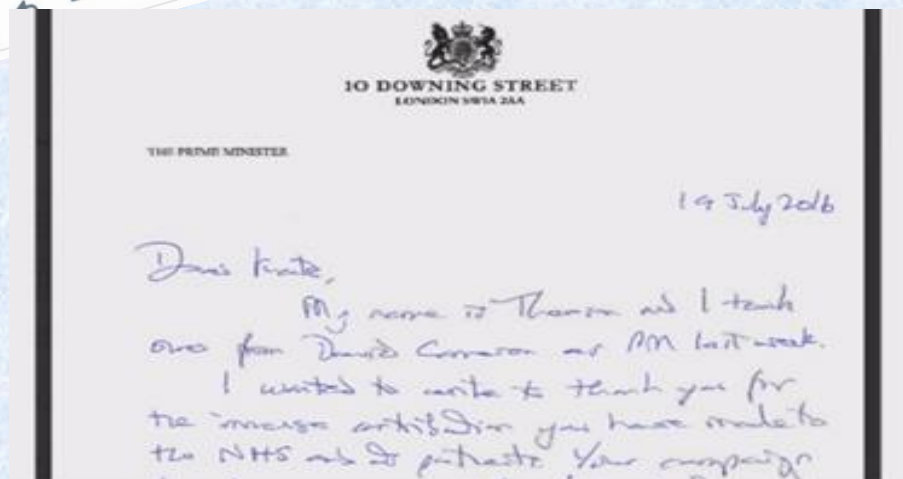
Always caring

#hellomynameis chris
@PointonChris

Two challenges before @GrangerKate dies. 1) @theresa_may to do #hellomynameis and 2) hit £250,000 target... RT all

9:57 PM - 17 Jul 2016

1,857 retweets 751 likes



July 23rd 2016.....



#hellomynameis chris @PointonChris
Happy 11th wedding anniversary to my
amazing & beautiful wife @GrangerKate .. I
will always love you
pic.twitter.com/ngb9uW4hhq



Chris Yafford

#goodbye

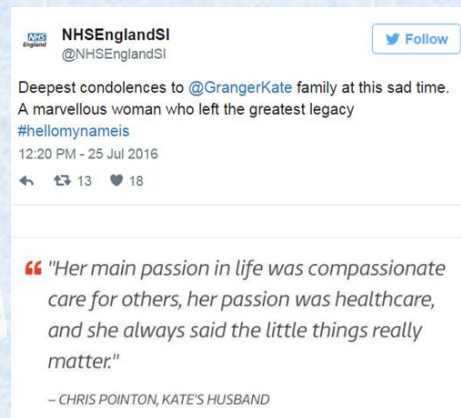
Rest in peace @GrangerKate

PAIN is the only thing
that's telling me , I'M
still ALIVE...



#hellomynameis chris @PointonChris
Peacefully & surrounded by loved ones
@grangerkate passed away yesterday. RIP
my soul mate & TY. Love u 4ever...
pic.twitter.com/2ZHrnlibJVn









Fundraising & Merchandising...



NUMBER
1
HITS



HSBC 
The world's local bank

00012316

Date By end 2019

Pay Good Causes (St Gemmas & LCC)
HALF A MILLION POUNDS..

ACCOUNT PAYEE ONLY

£ 500,000

For and on Behalf

00006123

7959-939-55339591

16587 596a987



A campaign that is making a difference...

- Global Ambassadors
- Improves Communication
- Every walk of life – not just healthcare
- Make every interaction count...
- What's next for me – legacy, lifeplan, date?

It is so important to introduce yourself as a healthcare professional as it breaks down that initial barrier that could be put up due to the patient being nervous. It's a small step of communication that everyone should be doing. It puts the patient at ease and can make them feel more comfortable and trust you as their health care professional treating them. They may be more open to talking to you and giving you more information about their health this way too. Resulting in better health outcomes for the patient. ❤️

Hello my name is Sam and introducing yourself makes a difference everyone should be doing it and not just to patients but to staff as well it improves communication, team working and the patient experience 😊

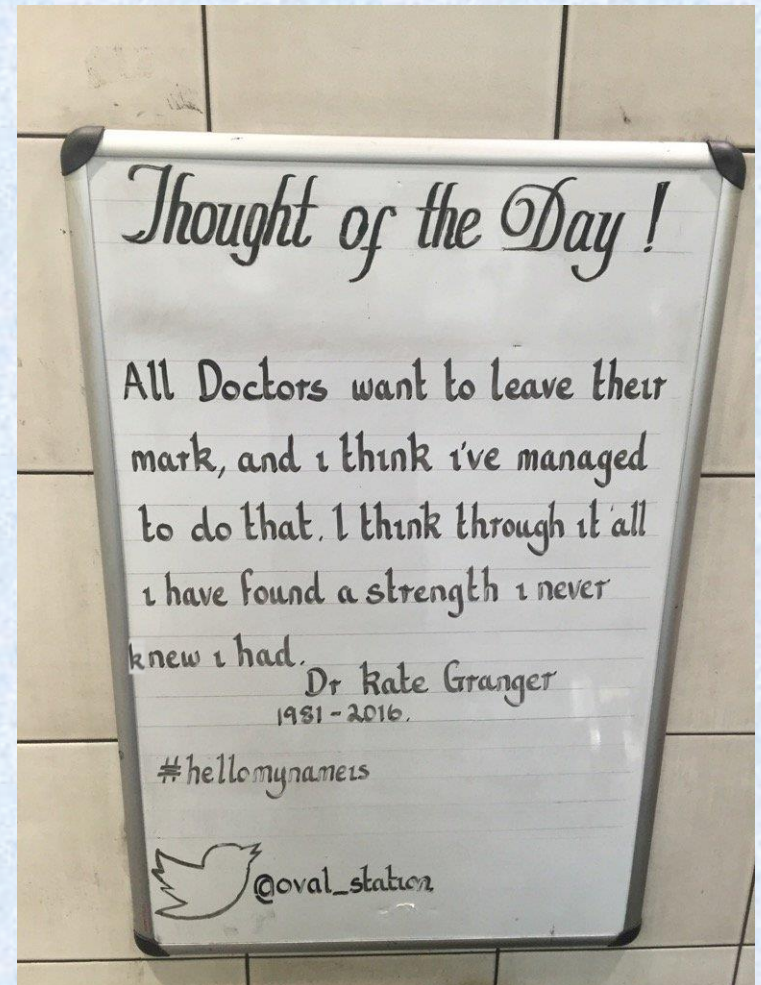


Hi Chris, I wanted to give you my experience of Hello My Name Is. On 19/9/17 I got a phone call from the hospital to say my darling Mum was dying. I rushed straight to the hospital and when I eventually found the ward the doctor came up to me and said 'Hello, my name is —'. The first thing I'm going to do is give you a hug if that's ok.' It was more than ok. My Mum was dying, I'd got lost trying to find the ward and I was on my own - I needed that kindness. Being able to put a name to a face made a huge difference - he was human and part of that awful week rather than someone who just happened to be there. He treated my Mum and I with dignity and, when she died, I was glad it was him who certified her death.

*Continue the legacy...
For people, within people..*



Through Adversity comes Legacy
Thank You...



Please visit website to purchase merchandise, book a play performance or donate... Thank You

