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## South Tyneside NHS staff say 'Hello, my name is...'

Staff at South Tyneside NHS Foundation Trust are being encouraged to join in a national campaign by telling patients their name.

Dr Kate Granger, who has terminal cancer but continues to work as an elderly medicine consultant in Yorkshire, started #hellomynameis on Twitter following her personal experience during a hospital stay when a number of staff failed to introduce themselves to her before delivering care.

South Tyneside NHS Foundation Trust Chief Executive Lorraine Lambert said: "We know that the small, personal touches can mean so much to patients and can add to their experience.

"Dr Granger is an inspiration and her campaign serves as a reminder of how the smallest actions can make a significant difference. Introducing yourself is the first step to making a connection and beginning to build trust and, whilst our staff are totally committed to providing compassionate care, sometimes this simple act can get forgotten as they address the patient's immediate needs. By getting involved in #hellomynameis, hopefully, we can reinforce the importance of the human touch."

You can support Dr Granger's campaign on Twitter by sending her a message at [@GrangerKate](https://twitter.com/GrangerKate), including your name and the phrase #hellomynameis ends

*Pictured above: South Tyneside NHS Foundation Trust Chief Executive Lorraine Lambert, centre, and Chairman Peter Davidson, front row, second from left, with Board and staff members at the launch of the Trust's involvement in the @hellomynameis campaign*

Issued on behalf of South Tyneside NHS Foundation Trust by Kay Jordan

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