



February 3rd, 2015

## More NHS staff are saying 'Hello'

As more than 80 NHS organisations nationwide joined a massive launch of the 'Hello my name is...' campaign this week, one of its early supporters reaffirmed its commitment to the movement to improve patient experience.

South Tyneside NHS Foundation Trust pledged its backing last year to 'Hello my name is...', which reminds staff to go back to basics and properly introduce themselves to patients.

It was instigated by Dr Kate Granger, 33, a consultant in elderly medicine in Yorkshire who has terminal cancer, after she became frustrated with the number of staff who failed to introduce themselves to her when she was in hospital. She has described this as 'the first rung on the ladder to providing compassionate care' and as the start of making a vital human connection, helping patients to relax, and building trust.

Her campaign on social media platform Twitter has gone on to inspire staff, from nurses, doctors and therapists to receptionists, porters and domestics, and is being endorsed by an increasing number of well-known figures, including Prime Minister David Cameron, Health Secretary Jeremy Hunt, the Countess of Wessex and Bob Geldof.

South Tyneside NHS Foundation Trust Chief Executive Lorraine Lambert said: "We know from feedback from patients that the smallest things can often make the biggest difference to their experience of care so I am delighted we were able to get on board with 'Hello my name is...' at an early stage and to see how wholeheartedly our staff have embraced the campaign, which has now gathered such momentum."

To find out more about Dr Granger's campaign go to <http://hellomynameis.org.uk/home> or Twitter #hellomynameis  
ends

*Pictured above: South Tyneside NHS Foundation Trust Chief Executive Lorraine Lambert, front row, third from left, and Chairman Peter Davidson, front row, second from left, with members of the Board and staff showing their support for 'Hello my name is...'*

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

For press enquiries on this release, contact 0191 404 1128 or email [kay.jordan@stft.nhs.uk](mailto:kay.jordan@stft.nhs.uk)