

Do we still remember to introduce ourselves to patients?

The legacy of the '#Hello, my name is' campaign in Dumfries and Galloway

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INTRODUCTION

The '#Hello, my name is' campaign was launched by Dr Kate Granger and her husband Chris Pointon in 2013 after Kate, who had been diagnosed with terminal cancer, observed that healthcare staff often did not introduce themselves during clinical encounters [1]. The campaign gained a huge amount of attention online and in the media and was supported by over 100 health boards and more than 40 000 NHS staff [2, 3, 4]. We see it's ongoing legacy in the array of different '#Hello, my name is' badges worn by staff and students, but do we still remember it's key values?

METHOD

A survey was sent via email to all medical staff, radiographers and pharmacy staff in D&G. The survey asked about awareness and understanding of the '#Hello, my name is' campaign, and collected some demographic information. We also asked patients on various wards whether their reviewing doctor had introduced themselves.

KEY FINDINGS

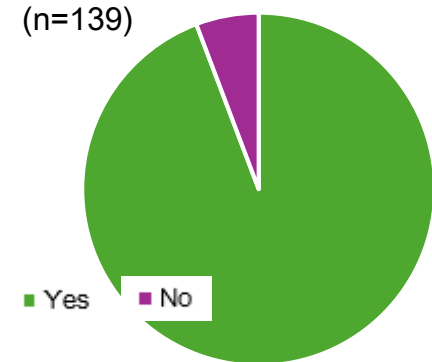
Staff who were not working for the NHS / D&G when '#Hello, my name is' first launched were less likely to be aware of the campaign.

Awareness was lower amongst middle-grade and specialty doctors, those who trained outside the UK and in certain specialties.

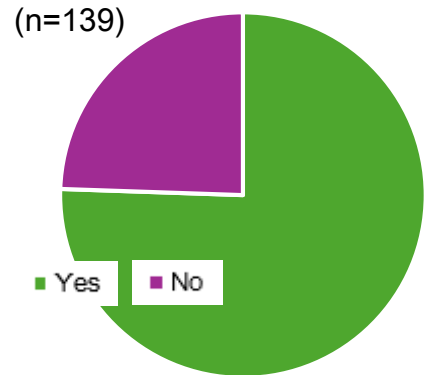
Those who didn't know about the campaign were more likely to be in the minority that didn't always introduce themselves.

RESULTS

STAFF: Do you always introduce yourself?
(n=139)



STAFF: Are you aware of the campaign?
(n=139)



People who were **NOT** aware of the campaign were more likely to be:



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- Age <40
- Trained in Scotland (vs rest of UK)
- Working in NHS/D&G for <10 years



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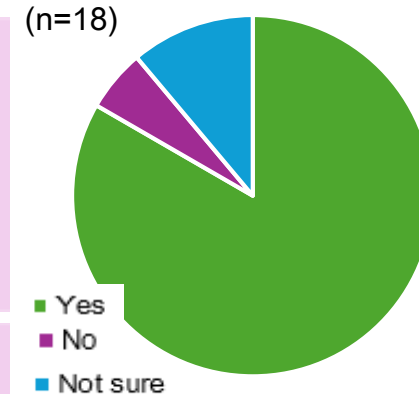
- Male
- Trained outside the UK
- Working in the NHS for 5-10 years and D&G for less than 10 years



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- Age <40 or >60
- Trained outside the UK
- Working in NHS/D&G for 6 months – 10 years
- Middle-grade/specialty doctors
- O&G, GP, surgery
- Male

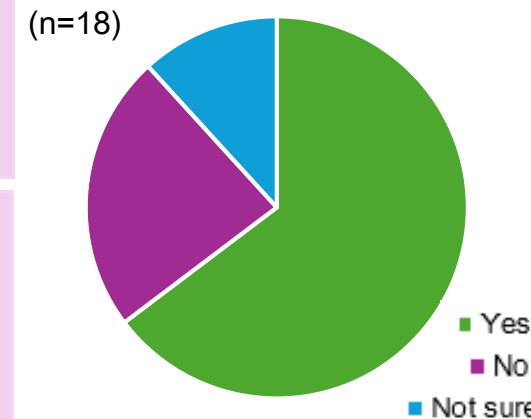
PATIENTS: Were you reviewed by a doctor?
(n=18)



- Only 1 patient remembered the name of the reviewing doctor.

- Only 44% of patients knew who their consultant was.

PATIENTS: Did the doctor introduce themselves?
(n=18)



REFERENCES & ACKNOWLEDGEMENTS

[1] A campaign for more compassionate care [Internet]. [cited 2024 May 8]. Available from: <https://www.hellomynameis.org.uk/>; [2] Hello my name is [Internet]. [cited 2024 May 8]. Available from: <https://www.cqc.org.uk/news/stories/hello-my-name>; [3] Ford S. "hello my name is" campaign adopted by 100 plus NHS trusts [Internet]. 2015 [cited 2024 May 8]. Available from: <https://www.nursingtimes.net/roles/nurse-managers/hello-my-name-is-campaign-adopted-by-100-plus-nhs-trusts-02-02-2015/>; [4] Kmietowicz Z. More than 400 000 NHS staff sign up to "hello, my name is" campaign. BMJ. 2015 Feb 3;350(feb03 11). doi:10.1136/bmj.h588
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