

Inpatient Experience

The impact of a simple greeting

A SIMPLE GREETING

In our busy and complex healthcare system, it's sometimes easy to forget the positive impact we can have simply by introducing ourselves.

This impact is highlighted each year by the #hellomynameis campaign, which reminds us that an introduction is the key first step to establishing a positive therapeutic relationship and building trust with patients. Research triggered by the #hellomynameis campaign found that 9 out of 10 patients felt that an introduction made a positive difference to their healthcare visit, and the introduction improved their overall patient satisfaction.¹

The campaign reflects a lot of recent CM Health initiatives that help us understand the roles that courtesy, communication and compassion play in good clinical care. These initiatives, such as our Values, which focus on behaviours that describe us when we are at our best, the Fundamentals of Care, particularly establishing the relationship, and AI²DET are all aimed at helping our staff build rapport and trust and support quality, patient and whaanau centred interactions.

In page two of this report we take a deeper look at whakawhanaungatanga, that is, the process of building connections and rapport with patients and their whaanau. Our patient experience survey contains hundreds of positive examples from patients when this happens, and the impact on their experience when it does.

Jenny Parr
Chief Nurse and Director of Patient and Whaanau Experience

1. Gillen, P., Sharifuddin S.F., and O'Sullivan, M. et al (2018) How good are doctors at introducing themselves? #hellomynameis. Postgraduate Medical Journal, 94 (110): 204-206

#hello my name is...

Underpinning the #hellomynameis campaign are four core values that help improve compassionate care and promote a better patient experience



COMMUNICATION
Effective communication tailored to the patient makes a huge difference and starts with a simple introduction.

My consultant made me feel very comfortable [and] explained things in layman's terms. Always give me a smile and made me feel welcome and informed.
(NZ Euro patient)

There was a kind and empathetic nurse that took the time to sit with me, answer my questions and [re]assure me. I can't remember his name but I will always remember the time he took to comfort me.
(NZ Euro/Maori patient)



THE LITTLE THINGS...
A little bit of kindness and compassion at the right time can mean the world to patients



PATIENT AT THE HEART OF ALL DECISIONS
True partnership is about shared decision-making. Communication, most importantly active listening, is central to this process.

There were multiple options and i felt very informed, encouraged and supported to choose the right treatments for me.
(NZ Euro patient)

During my stay I built a positive rapport with all the staff involved with my care [and] when I left [lots of] staff made an effort to swing by and wish me all the best.
(Pacific patient)



SEE ME
Patients want to be seen as a person first, not a collection of symptoms or a bed number.

Introductions help to put your patients at ease and build trust and *whakawhanaungatanga*.



 'Hello my name is' day
23 July 2021

WHAKAWHANAUNGATANGA BEGINS WHEN WE....

INTRODUCE OURSELVES

A greeting and introduction shows patients that we 'see' them. Indeed, some patients who say staff don't introduce themselves fear they have been forgotten about.

All staff seeing me for the first time, introduced themselves and briefly explained what they were doing or about to do and made sure I was OK with it first before proceeding. I felt all staff i dealt with had my best interest in mind. (Pacific patient)



ALL staff, from the cleaners through to the surgeons introduced themselves and advised what they were going to do and why...everyone was very open and friendly (NZ Euro patient)

USE SMALL ACTS OF KINDNESS

Patients tell us that acts of kindness, such as a cup of tea, slowing down to match their walking speed, a cheery hello when you enter their room all makes a positive difference to their experience.

I had an extremely positive experience [like the] lovely nurse who went out of her way to choose the best sandwich option and biccies and a lovely cuppa. A huge thank you to an incredibly hardworking, talented and compassionate team who made a difference. (NZ Euro patient)



SHOW WE CARE

There are many examples in patient comments of how staff demonstrate ongoing care, through talking and listening, displaying empathy and compassion, respecting privacy, using humour when appropriate, and following up.

Nurses were caring and showed empathy - such as going that extra mile by checking if I was still on the surgery list etc. They always made me feel safe in the environment I was in (Pacific patient)



At a very scary point in my life every staff member I was lucky enough to encounter showed care and attention beyond reproach. (Maaori patient)

WHANAUNGATANGA WORKS BOTH WAYS

Many patients express interest or concern around the health and wellbeing of staff, which likely results from the rapport and connection built during their stay. Patients would like staff to know that they 'see' them and care about their wellbeing, too.

I had good rapport with all staff. My concern I have was [for]the staff, especially nurses. I could see some days were harder than others. Please keep an eye and ear out for your staff who may be struggling or need support. (Pacific patient)

