“Say my name”

A quality improvement project to improve the visibility of staff identification badges on perinatal ward areas

Baffour-Awuah L, Sokhi J and Runnacles J

[1] St George’s University NHS Foundation Trust



BACKGROUND

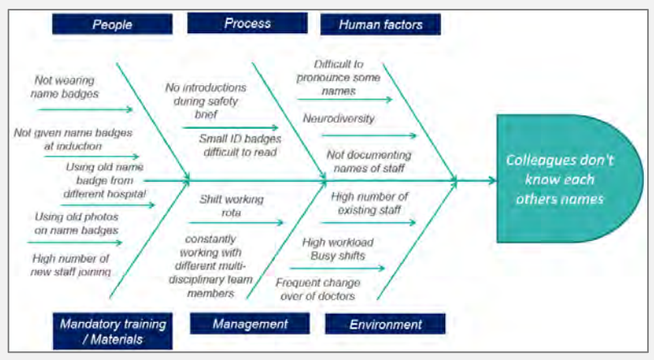
Working as a multidisciplinary team is crucial for perinatal care; staff may be meeting for the first time in an emergency and direct communication using names improves safety.

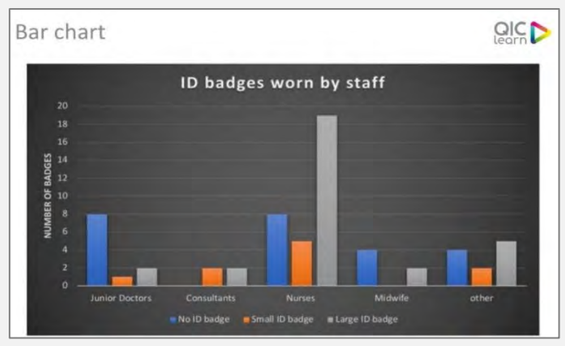
Media presents healthcare professionals team-working closely but sadly the reality is shocking. Colleagues don’t know each others names and can’t direct or respond in emergency situations. Patient safety is at risk.

DIAGNOSTICS

A process map, fishbone diagram and bar chart were used to understand the problem.







AIM & MEASUREMENT DEFINITION

To improve teamwork by ensuring 100 percent of staff wears visible identification badges (ID) within one month to help learn and pronounce names correctly.

Weekly data on ID badges worn by doctors, nurses and midwives onsite during different times of the day on the neonatal unit, postnatal ward and labour ward was entered onto a run chart (see figure 1).

- *ID badge-large print name scored 2*
- *ID badge- small print name- 1*
- *No ID Badge scored 0.*

CHANGE IDEAS

- Reminders to staff at the beginning of the day to wear visible name badges
- Poster to remind staff to wear visible name badge
- Improve access to name badges with larger print at the start of the rotation
- Encourage introductions at handover

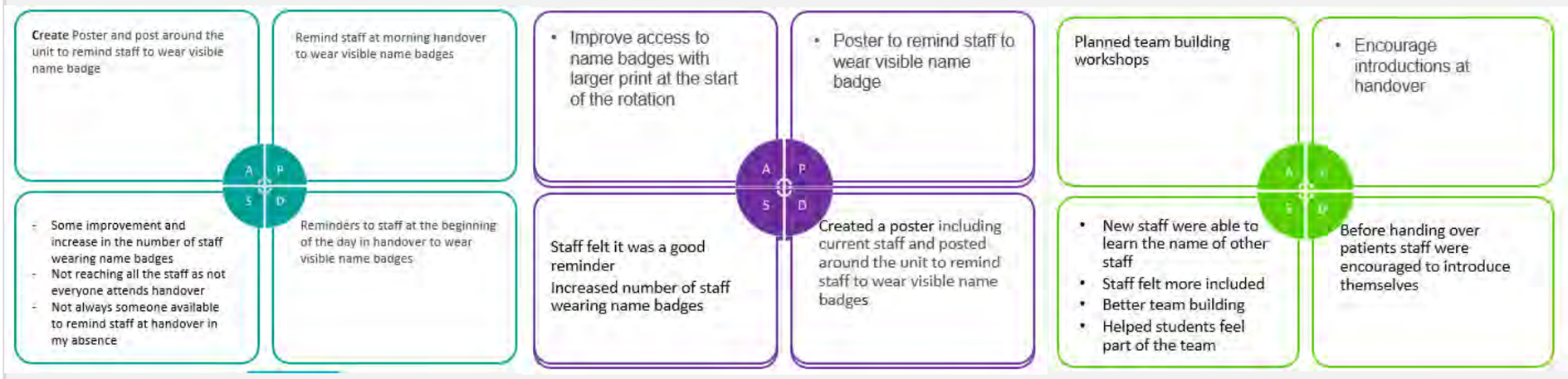


Other people confuse me with colleagues that look similar to me

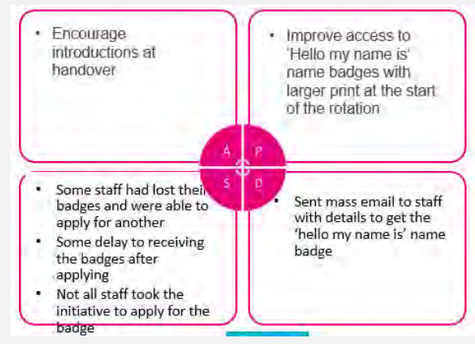
I lost my name badge



PDSA cycles



Project taken to next rotation in Kingston and continuing …



RUN CHART

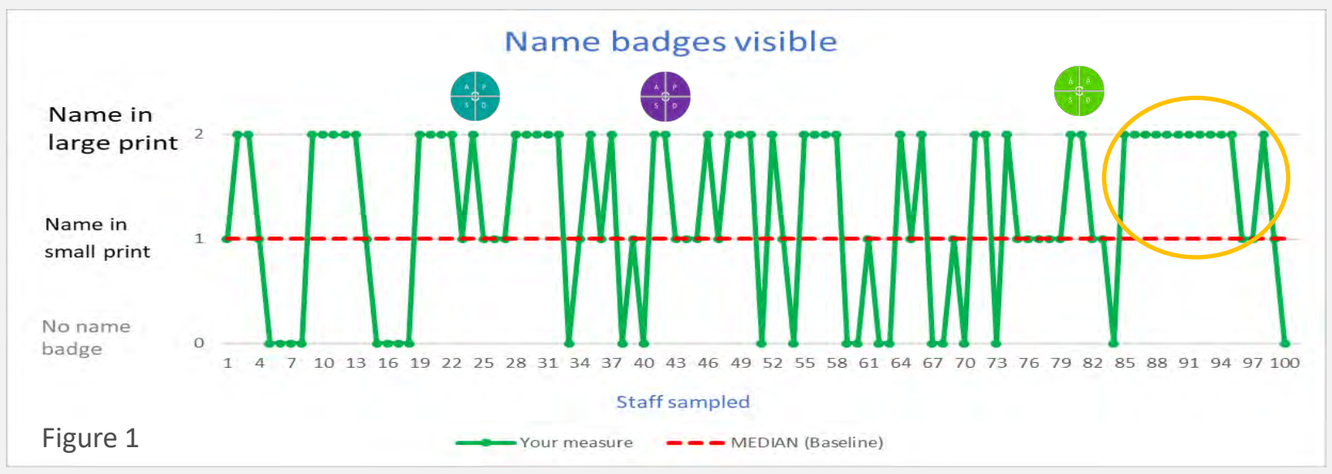


Figure 1

REFLECTIONS & LEARNING

The Model for Improvement is a useful methodology to test out change ideas with PDSA cycles to improve the visibility of staff ID badges on perinatal ward areas, which should improve team working and patient safety. There is evidence of a statistically significant change as marked on figure 1. However, the aim of 100% of staff wearing visible name badges has not yet reliably been sustained. It is crucial for staff to communicate effectively but also for parents/carers to know who they are speaking to, as demonstrated by the “Hello my name is…” campaign.

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