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Compassion in ultrasound

– Why wouldn't you?



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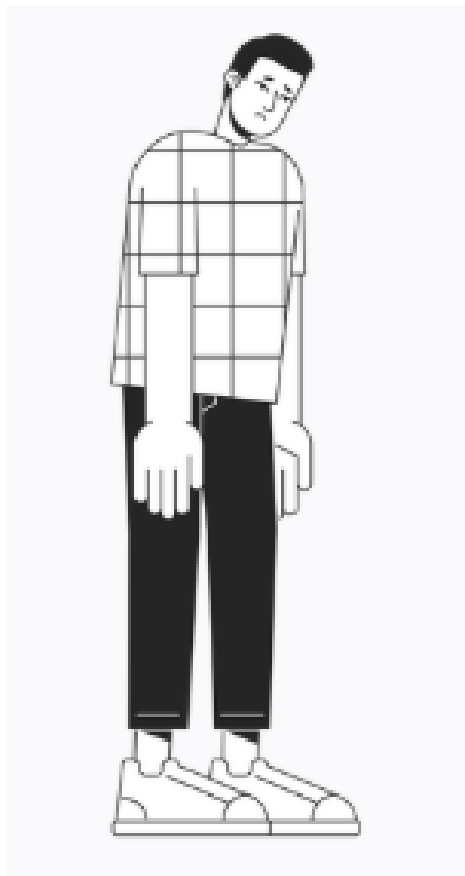
Welcome and Introduction

What is Compassion in Healthcare?

- Compassion means recognizing patient suffering
- Recognising patient needs with empathy, kindness and respect
- Responding with kindness, emotional and professional support
- Maintaining patient dignity during your interaction with them

Why Compassion Matters in Ultrasound

- Patients may feel nervous or vulnerable
- Some scans involve pain or discomfort
- Compassion helps patients relax and cooperate during scanning
- Patients may worry about results
- Sonographers must be aware of emotional reactions
- Sonographers matter too!



Challenges to Compassionate Practice

–Time pressures in busy ultrasound departments



–Complex clinical cases causing stress



–Communication barriers (language, anxiety, hearing difficulties)



What about us? Why Governance Matters

- Governance influences compassionate care through policy, leadership, and culture.
- Affects staffing, accountability, and quality of care.
- Affects staff psychological wellbeing

Compassion in Practice strategy: underlining NHS policy in England

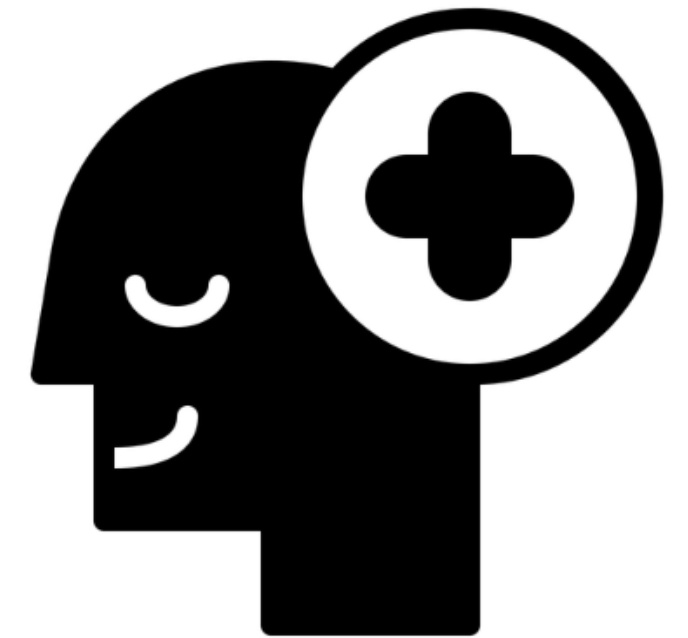
- The NHS Constitution for England (2013)
- Everyone Counts: Planning for Patients 2013/14
- Treating patients and service users with respect, dignity and compassion
- Francis Report and Hard Truths
- Winterbourne View
- The Keogh Review
- Don Berwick Report
- The Cavendish Review
- Clwyd-Hart Review



www.england.nhs.uk

Benefits of Compassionate Care –research results

- Reduces patient anxiety
- Supports better diagnostic cooperation
- Strengthens trust between patient and healthcare provider
- Improves patient satisfaction
- Reduces complaints



Compassion Case Studies


- NHS England – Compassion in practice campaign (2012)
- 'Compassionate Conversations': 26.6% increase in staff confidence.
- Results of staff survey

3	We are compassionate and inclusive	8	We work flexibly
4	We are recognised and rewarded	9	We are a team
5	We each have a voice that counts	10	Staff Engagement (Theme)
6	We are safe and healthy	11	Morale (Theme)
7	We are always learning	12	Patient Safety Questions

- [cip-yr-3.pdf](#)

Compassion Case Studies

- 'Hello, My Name Is' Campaign
- Started by Dr Kate Granger in the UK
- Encouraged healthcare staff to introduce themselves to patients
- Improved patient trust and communication
- Highlighted the importance of compassion in everyday care
- [Major milestone reached for 'Hello My Name Is...' campaign](#)

hello my name is...


Results

1. Patient Experience and Compassionate Care

- Introductions foster a **therapeutic human connection**, helping patients feel recognized and respected rather than treated impersonally.
- Studies show that patients are more comfortable, reassured, and engaged when clinicians introduce themselves, improving emotional wellbeing and contributing to compassionate care.
- Implementation of the campaign in NHS trusts involves **badges, uniforms, and visible name displays**, helping patients identify staff by name and role, enhancing trust and communication.
- Initiatives like **#theatrechallenge** (writing names on theatre caps) further humanize care in high-stress environments.

3. Cultural Change within the NHS

- Over **400,000 NHS staff globally** have pledged to adopt the campaign's principles, including doctors, nurses, therapists, porters, and receptionists.
- More than **90 NHS organisations** across England, Scotland, and Wales formally support the campaign, embedding its values into institutional practice.
- The campaign has encouraged a **wider focus on compassionate care**, aligning with NHS frameworks such as the 6Cs (Care, Compassion, Competence, Communication, Courage, Commitment).

2. Professional Communication and Patient Safety

- Clear introductions reduce confusion about roles and seniority, which is especially vital in **complex or emergency healthcare teams**.
- The campaign has demonstrated an ancillary effect on **violence and aggression prevention** by decreasing fear and uncertainty among patients and service users, creating calmer, safer interactions aligned with PMVA (Prevention and Management of Violence and Aggression) principles.
- Explicit identification of staff supports accountability, facilitates complaints or compliments, and enhances inter-professional teamwork.

4. Educational and Multi-Professional Impact

- Studies with healthcare students show that wearing **#hellomynameis uniforms and badges** enhances their **sense of belonging, confidence, and professionalism**.
- Students report improved relationship-building with patients, more approachable attitudes, and a reinforced understanding of compassionate care as a core professional behavior.
- The campaign's integration into **pre-registration training** encourages early adoption of person-centred communication practices, fostering sustained culture change across healthcare professions.

Compassion Case Studies

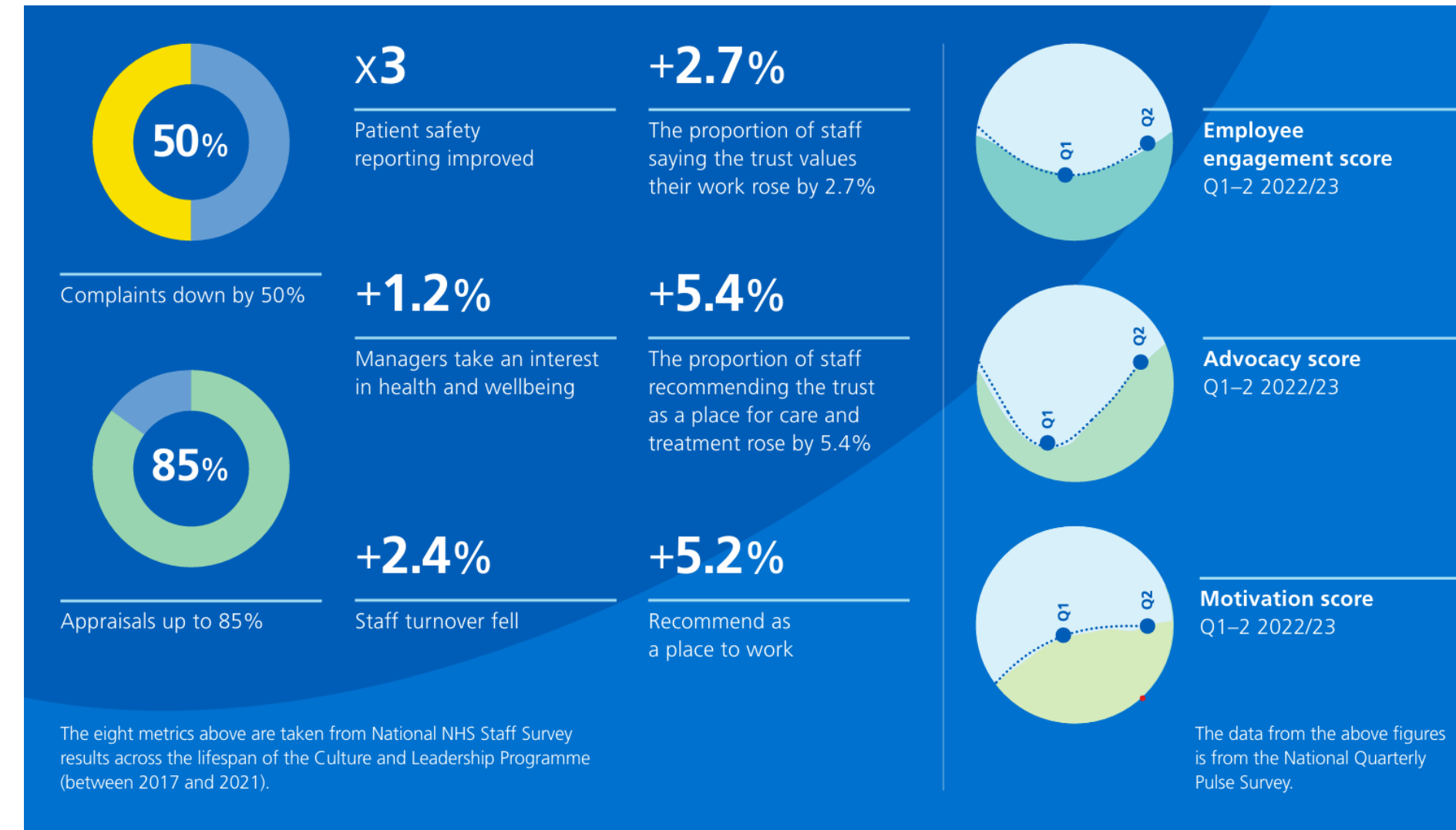
- Portsmouth Hospitals NHS Trust: Improved CQC rating via compassionate culture programme.

- Introduced culture and leadership programme
- Link between culture and organisational performance

- Patient and financial outcomes
- Staff engagement
- Staff retention

- **CQC**
- 2017- Requires improvement
- 2020 – Good
- 2022 – Good

- [Building an inclusive, compassionate culture – Portsmouth Hospitals NHS Trust](#)



Compassion Case Studies

- Pennine Care NHS FT: Compassionate leadership increased staff engagement.

Pennine Care was one of the [most improved organisations in terms of the staff survey 2024 for most themes](#). This was compared to both 2023 and 2021, which is when the current question set was created for the staff survey.

In the 2024 staff survey results, Pennine Care was the top mental health trust in the North West for: staff engagement, being compassionate and inclusive, morale, staff having a voice that counts, feeling recognised and rewarded and always learning.

The trust saw an improvement in turnover over 2024 from 10.2% to 9%.

- [“Using compassion to create engagement” – how compassionate leadership has improved Staff Engagement – North West Leadership Academy](#)

Communication with Patients – how do we take this forward

- Introduce yourself clearly
- Explain the purpose and steps of the scan
- Use simple, non-technical language
- Obtain informed consent before procedures
- Maintain professional boundaries
- Follow healthcare ethical standards
- Encourage questions from the patient



Conclusion

- Benefits of a Compassionate Department
 - Improved patient satisfaction
 - Better clinical outcomes
 - Enhanced staff morale and reduced burnout

THEY WILL ALWAYS
REMEMBER HOW YOU
TREATED THEM