



Healthcare Case Study

Boosting Efficiency and Professionalism with a Seamless Supply of Name Badges to an NHS Trust

For healthcare staff all over the country, having name badges or ID cards that allow patients to identify them as a trusted member of staff is crucial. Patients must be able to easily read staff ID badges, and therefore the design must be clear and simple, and only contain essential information.



The Brief

ID Card Centre, as a trusted supplier to the healthcare industry, was approached by an NHS Trust to produce name badges for their staff. They required 400 name badges for staff, and an important factor was that the name badges could be ordered as and when they were needed.

The Challenge

With a number of both agency and full-time staff rotating through the wards, it was important that the badges were durable and long-lasting, but could also be ordered quickly without the need to wait for any manufacturing time.

The design of the badges also needed to stay within NHS guidelines, which required name badges to be simple, with the NHS logo and trust positioned top right without any further graphic devices or straplines.

The Solution

To keep in line with NHS guidelines, ID Card Centre chose a 76mm x 38mm badge with an acrylic dome. The NHS Trust's logo was placed in the top right of the badge, with the staff member's name and job title printed in the centre of the badge.

These badges were chosen due to their durability and how easy they are to wear. As the badges were attached to clothing without damaging the fabric, they would easily come unattached if the badge came loose or was grabbed.

However, as magnetic attachments aren't suitable for staff members with pacemakers or other heart conditions, so we also provided different clip types for an alternative solution.



Alongside the printed acrylic badges, we produced similar badges featuring the same design with a window slot. This enables acrylic name badges to be used instantly, as the name and job title could be printed onto a piece of paper and then inserted into the gap in the badge.

For a visitor identification solution, the NHS Trust requested credit-card sized PVC cards which were printed with sequential numbering and standard information on the reverse. We also supplied pass holders and pre-printed visitor lanyards, ensuring that anyone who visited the NHS Trust site was easily identifiable.

The Result

With two different styles of badges produced, all staff members were able to easily display their identity to patients at any time.

The name badges and ID cards were created balancing high quality with a tight timescale. They were packaged into individual batches based on the site location and department that required them. This meant that they could be easily distributed amongst the staff, eliminating delays to patient care and security.



Our Service Promise



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