

# Our journey to becoming Viapath

## Brand Update issue 3

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### 'We're changing' underway!

Customers, suppliers and other contacts are now starting to formally hear the news that our name is changing. Our new website is also now live to the outside world via a link from the GSTS home page.

### Manager sessions

We're into our second week of our Manager Brand workshops. Targeted at around 100 managers, scientists and Clinical Leads the purpose is primarily to concentrate on our new Brand values (Innovation, Collaboration and Expertise) and encourage the organisation's leaders to consider how to bring them to life in their own teams. We'll also be sharing more information about what will happen and when, in the lead up to the switchover on the 1 May 2014.

### Staff photo ID passes

There won't be any wholesale changes to the staff photo ID passes that the various Trusts issue to include our new Viapath logo. This is because they are not our property and in most cases don't say GSTS on them. If your Trust staff pass **DOES** say GSTS or KingsPath on it, please can you organise to have it changed locally as soon after 1 May as practical.

At Francis House new branded photo ID passes are being introduced for the first time, if you haven't yet had your photo taken then you need to contact [rob.atkin@gsts.com](mailto:rob.atkin@gsts.com)

### Did you know?

We are introducing an 'elevator pitch' a short and snappy introduction that should help us all give a consistent message when we're asked who we work for and what our organisation does.

### Trust Logos

We've had some feedback that people are unsure whether they are allowed to put an NHS Trust logo on letterheads and other documents.

If you need to promote the Trust you work within when sending information out then please add the Trust logo to the top right of the document. There is space in the templates for you to do this, but remember the Viapath logo will always feature in the top left of the page.



**Q. Will the new Viapath emails be encrypted? At the moment the GSTS ones are not, which makes things a little difficult when consultants are trying to send us details of samples.**

As the overall e-mail solution is not changing, there will be no additional/increased functionality and staff should use their existing protocols for exchange of sensitive information or discuss this process with their Information Governance (IG) officer.

**Q. Where and when will our old GSTS branded items be collected from?**

Giving World will be making a first collection of our old branded items on the 2 May from each of our locations, a further collection will take place at the end of May.

Where the collection stations at each site will be positioned will be communicated locally by your site representative.

**Analie Booth** – GSTT  
**Annie Strong** – Bedford  
**Chris Lambert** – KCH  
**Emily Callow** – FH

Contact us

**Got a question  
or query?**

[askus@gsts.com](mailto:askus@gsts.com)