

Our journey to becoming Viapath

Brand Update issue 6

A final bumper issue of our Brand update, we hope you have found them useful. Please share any feedback about them and how they could have been improved with askus@gsts.com or askus@viapath.co.uk

Golden tickets!

We definitely had chocolate on our minds when we thought about golden tickets, we'll say no more now but suffice to say look out for them on switchover day and you could win a shopping voucher.

#LaunchDaySelfie



There will be a lot happening on launch day, goodies, visits from the executive team and the charitable disposal of our old items.

We really want to capture launch day moments from across the Viapath

sites – golden tickets, people trying on their sparkly new lab coats and so on – so we thought it would be fun to partake in the social craze of 'selfie taking!'

For those of you who know what we are talking about, its over to you, for those that don't the box below should give you a clue!

Make sure the Viapath logo is prominent in the photo and send your favourites to us at communications@viapath.co.uk or by tweeting @ViapathUK using the hashtag #LaunchDaySelfie.

For those of you who haven't heard, *selfies* simply refer to a photograph taken of oneself, typically taken with a smartphone and uploaded to a social media website.

What's not changing?

Quite rightly we're very proud of our heritage and that's why we're comfortable that there are some things which wont immediately change to Viapath. Some examples include:

- Materials like scientific posters which are displayed on our walls or the KingsPath plaque on the wall in the Bessemer wing corridor.
- The GSTT S: drive link to GSTS wont change on the 1 May either, this time because it will cause issues for your shortcuts.

Of course we'll be changing all of this over time, as new materials become available.



Q. What goodies are we getting tomorrow?

Sadly we do have a supply issue with some of our new collateral and some things won't be ready for tomorrow and others will arrive during the day, but there will be other sweet treats, pens, lanyards and, of course, don't forget to look out for golden tickets!

Q. When do we change our email signatures?

Detailed instructions about this will come out separately. Please change or add a signature as soon as possible.

Q. I've noticed a reference to GSTS on the GTi intranet, who do I tell?

Firstly, wait a few days, it sometimes takes a bit of time for changes to work through the approvals process. Additionally we may not have completed all the changes by 1st May. Contact Debbie Bowman thereafter.

Q. What do I do if I have a question about switchover day?

You should contact your Service Delivery Manager in the first instance. However we've listed some other key contacts below if you still need help.

Site Representatives:

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

Others useful contacts:

Debbie Bowman – Comms
Elizabeth Yesil – Web/Digital
Matt Blight – IT
Jeremy Skinner - Documents

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Updating your social media accounts

Some of you have asked about updating your social media accounts on 1st May – it should be a straight forward job to change the company name on your place of work and LinkedIn, Twitter and Facebook will guide you through the process.

The official Viapath LinkedIn company page will be <https://www.linkedin.com/company/viapath-llp/> and Twitter is <https://twitter.com/ViapathUK>, so please follow us!

If you'd also like to share an update on 1st May – you may like to use one of the below:

For LinkedIn and Facebook

GSTS Pathology and KingsPath are now Viapath.

Building on solid foundations with our National Health Service Partners – Guy's and St Thomas', King's College Hospital and Bedford Hospital NHS Trusts, our brand reflects our promise to invest in innovation, in clinical and scientific leadership and in our people.

New brand, same commitment to transform pathology services:

www.viapath.co.uk/change.

For Twitter

Update option 1:

Building on solid foundations @GSTTnhs @KingsCollegeNHS @bedfordhospital: GSTS Pathology & KingsPath are now Viapath. www.viapath.co.uk/change

Update option 2:

We are Viapath, a scientific organisation with a clinical purpose; we care about science because we care about patients #Changingtimes