



PURE CREMATION TAKES THE REINS TO ACTIVELY WORK WITH HOSPITALS AND ALLEVIATE STRAIN ON NHS

Pure Cremation has taken the unique step of appointing a member of its team to work directly with hospital and public mortuary staff, in recognition of the need to understand and help alleviate some of the strain being placed on the NHS.

The UK's leading provider of direct cremation is working in partnership with hospitals across the country to help combat an escalating issue around their storage capacity, due to delays in collecting deceased patients.

The delays are usually the result of funeral directors not having all the necessary paperwork or payment in time. A situation that is aggravated by the return to registering deaths in person, with some families waiting up to three weeks for an appointment.

In an attempt to incentivise the swift collection of the deceased, some hospitals are applying storage fees, which can vary from £18 a night to a staggering £250. As a result, the funeral provider has to choose whether to collect the deceased even when their own storage capacity is stretched, absorb the costs or pass them on to the grieving family.

These delays not only prove costly, but also cause additional stress for hospital staff, funeral directors and the grieving families.

Pure Cremation has become the first company in the sector to proactively forge closer links with hospitals to create a clear channel of communication to facilitate a seamless, team approach to the care of its clients.

Jayne Smith, who joined Pure Cremation in 2021 as Business Development Executive, has now been tasked with finding out more about the constraints faced by each mortuary team, including their storage capacity, document requirements and timeframes – all of which vary from one hospital to another.

Jayne Smith said: "By reaching out to hospitals, I have discovered that what we are doing here at Pure Cremation is very much welcomed. Most hospitals have been keen to talk to me about how we can work together, and they really want to get onboard with this new approach.

"This proactive approach to mortuary colleagues is unique. Pure Cremation has taken a massive step in trying to help alleviate some of the strain on the NHS and ensure everything is handled as seamlessly as possible."

As well as the delays caused by the return to registering a death in person, there are occasions when families do not have immediate access to the funds necessary to pay for the funeral. This puts a funeral director in a very difficult position as transferring the deceased out of NHS care means struggling families would be unable to turn to the NHS Trust to provide a respectful basic funeral if they are unable to meet the costs themselves."

Jayne added: "Pure Cremation is committed to supporting our clients throughout the entire process and that is why we are keen to have a constructive dialogue with hospital staff and ensure we are working hand in hand to support the bereaved at such a difficult time."

Pure Cremation now wants to hear from mortuaries and will be hosting an open day at their crematorium and headquarters in Andover to meet staff face-to-face to help create a stronger working relationships.

Established in 2015 Pure Cremation is an independent family run business and is the UK's only dedicated provider of direct cremations with its own crematorium. A direct cremation is the simplest type of funeral in which the deceased is cremated, usually with no-one in attendance and the ashes are returned to the family for a celebration of life event at a later date.

Editor's Note: For further information contact Celeste Clarke at Century PR on 07799064066 or email celeste@centurypr.co.uk.