Improving Maternity Experience of Care
#Hellomynnameis

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#Whatmattersstoyou

- Working in partnership to improve experience
- Insight and feedback from users, using it to drive improvement in experience and outcomes
- Maternity challenge fund: how local learning about user voice is driving improvement, co-producing the future.
- Working with ‘Seldom Heard’ women and families
- Maternity ‘15 Steps’
- Developing our Maternity Voices Partnerships (MVPs).

Five Year Forward View  #Betterbirths  #futureNHS
We need to understand the people we serve...

‘The majority of good ideas don’t come from think tanks, brilliant ideas come from users and frontline experiences’

Rob Webster
#AdsTalk17

Kings Fund maternity report: User Feedback in Maternity Services
https://www.kingsfund.org.uk/publications/user-feedback-maternity-services

#Betterbirths #futureNHS
What insight do we currently have about maternity care?

• National Maternity Survey run by Care Quality Commission (CQC)

• Friends and Family Test – Approx. 35,000 maternity responses monthly

• Local feedback mechanisms such as ‘Walk the patch’ local focus groups, questionnaires etc.

• Local feedback mechanisms such as ‘Walk the patch’, community outreach, local focus groups, online surveys/questionnaires, etc.

• Compliments and complaints

• Case studies, a maternity project called Baby View was the overall award winner at the Patient Experience Network National Awards in Birmingham

• Online feedback: e.g. NHS Choices and Care Opinion (Post Natal Care)

• Social media #MatExp #BetterBirths #LossExp #MatVoices
We want to move the NHS from a data collection organisation to an organisation that sees data as a way to improve and learns the skills to do so.

Put simply the NHS needs to be much better at listening and acting on the information it collects.
Local Maternity Systems will need to ensure all women in their area (and their partners and families) are able to participate in a Maternity Voices Partnership either by giving feedback or by becoming service user members of a partnership.

Co-production with women and their families/potential for ALWAYS Events https://www.england.nhs.uk/ourwork/pe/always-events/

Experience Based Co-design https://www.pointofcarefoundation.org.uk/resource/experience-based-co-design-ebcd-toolkit/
Growing Maternity Voices Partnerships (MVPs) locally

Implementing Better Births:
A resource pack for Local Maternity Systems

‘s sets out detail on enablers to support the delivery of Local Maternity Systems’ vision:

Effective service user co-production. We recommend establishment of independent formal multidisciplinary committees, which we call “Maternity Voices Partnerships” (formerly MSLCs), to influence & share in local decision-making.

Collecting the right data & information, & using it to improve services. This means ..implementing a strategy to use this information to improve services.’
Seldom Heard Voices in Maternity

Local population analysis

Women who have Learning Difficulties
http://patientexperiencenetwork.org/resources/reports/

Maternity Bereavement Experience Measure

15 Steps in Maternity, in development

#Betterbirths #futureNHS
Gathering feedback –
listening to the voice of the bereaved and acting upon what they say

Dedication

We would like to thank the parents who helped us with this work, generously donating their time in memory of their babies, knowing that they will make a difference to other bereaved parents.

In memory of Hugo, Jada, Vera, Freddie, Chloe, Grace, Gina, Theo, and all other babies who are missed.

The Maternity Bereavement Experience Measure (MBEM)
Maternity Challenge Fund

The Maternity Challenge Fund, supporting Better Births, aims to:

1. Explore innovative ways to make better use of women’s insight to deliver improved services;
2. Find new ways to use the feedback that NHS trusts are already collecting;
3. Ensure insight is generating change and adding value for women.
Nobody’s Patient Project

Lead Trust: Kingston Hospital NHS Foundation Trust

Aims: The project explored and collected feedback from the following groups:

- Families with new born babies in neo-natal units (NNU) and paediatrics.
- Severely ill women faced with unexpectedly serious illness, sometimes life threatening, in pregnancy or the immediate postnatal period.
- Women who miscarry in the second trimester.

https://animoto.com/play/TVQpiZqWHBI5GEa gz14RHg
Improving the culture of communication

Lead Trust: University Hospitals of Morecambe Bay

**Aims:** The project applies the feedback and involvement of families, real life stories, and negative/positive experiences to develop a training video that illustrates parent emotions and feelings whilst describing how communication styles impact upon service users experience and outcomes.

https://www.youtube.com/watch?v=zxTRunQITJc
All the wonderful outcomes!

Kingston Hospital NHS Foundation Trust
Launch of the National Maternity and Neonatal safety collaborative at which two Whose Shoes? workshops were ran. There is a second addition of the toolkit and best practice case studies such as those focusing on:

- Risk letter template – Kingston (KHFT)
- Intensive care check list – KHFT & SGH
- Language poster – Colchester
- Self-referral form – KHFT

University Hospitals of Morecambe Bay
- Co-designed maternity experience based videos.
- Multi-professional communication training toolkit, which has been developed in conjunction with Salford University and is aimed at all members of the maternity multi-professional team.
- Friends and Family Test case study.
Next steps with the Challenge Fund

Three NHS Trusts were successful in the second round of the Maternity Challenge Fund:

**Gloucester Hospitals NHS Foundation Trust**: will develop the Friends and Family test with additional questions about specific staff members that cared for them, collected via voice messaging and followed up with call backs when any concerns are raised.

**Southport and Ormskirk Hospital NHS Trust**: the Trust’s maternity service is implementing a new initiative that allows women who have given birth to provide electronic feedback on all aspects of their care, throughout pregnancy and delivery.

**Northumbria Healthcare NHS Foundation Trust**: will collect feedback on women’s care and will use this feedback to signpost women to medical and psychological support if required and shape bespoke training for midwifery teams to improve care.

A challenge:
So you listen to women and families, tell me about the changes you’ve made as a result of engagement?

Thank you!
#MatExp #MatVoices