University Hospitals Coventry and Warwickshire NHS Trust

ImPosE

Improving Postnatal Experience

22nd September 2015

Introduction

Claire Fryer

Modern Matron for Intrapartum Services at UHCW

Supervisor of Midwives

Claire Allan

Modern Matron for Inpatient Services at UHCW

Supervisor of Midwives

hello my name is…

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Facts and Figures

- Over 6000 deliveries per annum
- Over 250 midwifery/support staff
- Investment from Trust Board in 2013
- Revised staffing establishment
- Centre for Workforce Intelligence
- Staff Survey
- Home Teams

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Postnatal Ward

- 34 bedded ward (6 x 4 Bedded bays, 6 side rooms and 4 Family Rooms)
- **28%** Caesarean Section rate
- Average Length of stay: **3.88** days (Normal Delivery with complication)
- Increased safeguarding activity since 2013 (by 78%)
- No format to NIPE examinations
- Increased clinical adverse events (e.g. Missed Abx, Baby falls, Security)
- Breast feeding initiation rate 77.59% (Under target)

Our Cinderella Story…

- Poor experience for our women
- Increase in patient complaints
- Poor Friends and Family Test feedback
- Poor job satisfaction for Midwives
- Increased in resignations and leavers
- Poor team working across the unit
- Bed Blocking and delays
- Reliance on Midwifery bank staff

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The Transformation

"We used a total quality management approach by putting "Customer" experience at the core of change. By Following quality management principles we were able to use what we had learned from 'Customer' experience and develop a "process" and "system" approach to ward activities, based on a woman's journey through the ward"

Reference: *"A Woman –led approach to improving postnatal care", The Practising Midwife, July/August 2014*

The Agenda

- Staffing
- Open Curtain Policy
- Discharge Midwife
- Nursery Nurses
- Patient Information/Demonstrations
- Visiting Hours
- Infant Feeding
- NIPE

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Discharge Process

- Midwifery Led Discharge
- Designated Discharge Midwife
- Daily Postnatal information session
- 6 Hour Discharges
- Enhanced Recovery Project

"Care was very much improved from my last experience."
August 2015

"Postnatal ward treatment was excellent and staff took great care in explaining issues"
July 2015

"Everyone very helpful. Felt involved with my care. Assisted well with breastfeeding."
August 2015

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Newborn Initial Physical Examination (NIPE)

- Nursery conversion to NIPE Clinic
- Allocation of NIPE Trained Midwife and HCA Daily
- Investment in NIPE training for Midwives
- Role of the HCA
- NIPE Smart System

NSC UK National Screening Committee

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Experience and Environment

- Open Curtain Policy
- Visiting Hours
- Role of the Nursery Nurse and HCA
- Provisions for Partners
- Infant Feeding **(July 2015 81.23%)**

Care Compassion Competence Communication Courage Commitment

Care is our business

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Cinderella Part 2…

Specialist Perinatal Mental Health Midwife

@W&C: Increase use of social media even further!

‘Mum plus 1’ in Postnatal Ward

Neonatal UNICEF LEVEL 2 Baby Friendly Initiative

Skype clinics

Increase in Band 3 HCA Role

Thank You

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