‘Managing and leading Maternity Services in times of Austerity.....!’

Some thoughts from the ‘Front Line’

Donna Ockenden

Chief Midwife

South London Healthcare NHS Trust

Time is short but the chance to make a difference is real

Andy Burnham, Health Secretary

HSJ - June 2009

HSJ September 2009

What we were told in the Summer of 2009

SAVINGS

Pay freeze is warmer prospect than thousands of job losses

'There is still an undercurrent of people who have not faced up to the enormity of what is about to hit them'

HSJ July 2009

The good news...

- Real terms increase of 0.1% per year every year until 2014- 15
- Total of 0.4% increase in these years
- Lowest growth in NHS spend since 1951/6
- Compared to an average real terms growth of 5.7% from 1997/8 – 2009/10
- Likely to be £1bn transferred out from the NHS to social care

‘Going back to the 1980’s?’

HSJ 11.11.10

‘There is political complacency that the NHS is all right and that all the trouble will be elsewhere..’ HSJ 11.11.10

‘The gap in life expectancy between rich and poor has widened Department of Health figures reveal.....’

‘Healey attacks cuts to children’s care top-ups’

‘Neonatal services.....are stretched to the limit...../ (BLISS,) HSJ 4.11.11

The pace of change....is accelerating!

'GP's stung by Maternity services rebuff...' **HSJ 4/11/10**

'DH speeds up abolition of PCT's and SHA's.....' **HSJ 11.11.10**

- **'Maternity U-turn looks likely...'** **HSJ 11.11.10**

Clinical Effectiveness- getting it right first time!

HSJ September 2009

Can you tell me?

- Does the learning from every single complaint/ SI reach every midwife/ support worker/ obstetrician on the clinical floor?
- How often are we ‘getting it right 1st time?’
- Do you know the % of your maternity budget spent on staff costs?

Can you tell me (2)?

- Is **any/ all** of your CPD based on feedback from women? SI's? Complaints?
- Do we really know how efficient / effective midwifery services are?
- Is there really a sound business/ clinical case for multiple choices of place of birth?
- Does every clinical episode/ intervention you do as a Midwife/ MSW really add value?

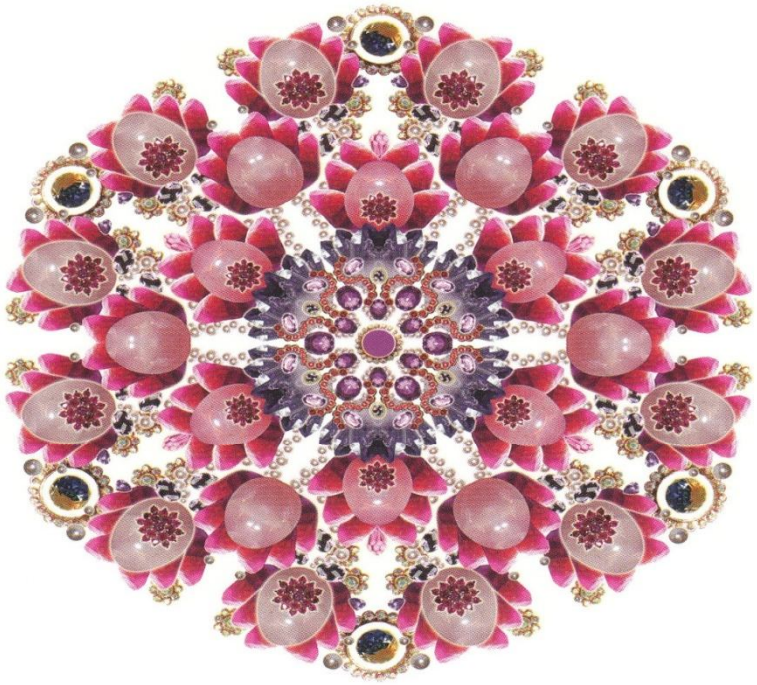
“If your record keeping is poor, it’s going to impact on your care and therefore the team’s care”

Martine Tune, NMC Professional Adviser

NMC News - August 2009

Challenges to take back to your Trusts!

- Really understand the money/ staff costs!
- Suggest to your HOM a revamp of your CPD package
- Commit to learning from/ avoiding SI's/ complaints
- Be honest about the clinical effectiveness of the care we provide!
- Does it all really add value to mothers and babies?



'BE THE CHANGE THAT YOU WANT
TO SEE IN THE WORLD'

~ GANDHI ~

A positive ending but very real challenges lie ahead!

HSJ August 2009