Using technology to improve efficiency.
Nottingham

- Population 1,124,800 (30/6/15)
- This figure is an increase of 1.5% (England 0.9%)
- ‘Natural change’ (the excess of births over deaths -40% migration-60%)
- The number of births had risen until 2011 but the numbers have slowly declined since then.
- Nottingham is ranked 8th most deprived district in England in the 2015 Indices of Multiple Deprivation (IMD)
Nottingham University Hospitals NHS Trust
Maternity Service

- 9,547 Women gave birth under the care of NUH Midwives (2015/2016)
- 1007 women received intrapartum care only
- Ethnically diverse population
- One of the highest teenage pregnancy rates in the UK
The journey begins...
Safe, Choice & Control...
Modern times, modern care, but no credit cards...
We developed a free to download app Pocket Midwife

Midwives with help from women and birth partners designed & produced an interactive Pregnancy App, free to download.
Features include.... Pregnancy Journey

Second Trimester

What’s happening to baby?
The placenta is now well formed and all organs are functioning. Your baby’s head now moves up and down and from side to side.

It is the size of a peach, about 6 to 7cm long and weighs approximately 14-20g.
Contraction counter and contacts page...

**Contraction Counter**
- 00:00:00
- Overall Time
- 00:00 | 00:00
- Minutes Long | Minutes Apart

**Contacts**
- Important to me
- Antenatal Appointment - City Hospital
- Labour Suite - City Hospital
- Labour Suite - Qmc
- Feedback/Contact Pocket Midwife
- Active Birth
- Antenatal Baby Care (Abc) - Qmc
All our NUH Maternity Leaflets....

Leaflets

Breast Feeding Support in Nottingham City
Breast feeding support in Nottingham City - guide to
View

Off To The Best Start
UNICEF in conjunction with the NHS have produced this guide
View

指南

NHS

guide to bottle feeding
how to prepare infant formula and sterilise feeding equipment to minimise the risks to your baby
start
Selfie calendar....
But Why?

Confidence
NHS initiative

Reliable meaningful information relating to their care

Meets the needs of the local population

Strengthened respectful relationship by standardising information

Accessible
Financial and service improvement benefits
Identified during the pilot

- Leaflets – £11,000 saving
- Reduction in avoidable admissions
- June 14 to May 15 data suggests we had >1200 avoidable admissions
- June 15 to May 16 data identifies this has dropped by 42% (>500)
- Information at their convenience not ours, increased engagement
- Early timely information sharing
- Positive re-enforcement
- Informed women are able to maximise their birth potential
- Unnecessary admissions provide Midwives greater time to care for those that need them
The recognitions we have received

Highly commended at NUHonours Awards 2015

Named in the National Maternity Review Feb 16

First Prize for Innovation

Google Play & App Store

Featured on BBC News

4.8

Becka C  ★★★★★
Love it! I do love this app, however some sort of backup would be good as I have just

Dana Choralambous  ★★★★★
I would give this a 5* but think this would be fantastic with a chat room on it

Emm Henshaw  ★★★★★
i love it, particularly like having all the leaflets at hand.

Olivia Smith  ★★★★★
Perfect app for expectant mothers!
“I cannot thank you enough for making this app. I was feeling so alone in the abundance of information that is out there on the internet, thank you, thank you, thank you, this app is amazing and I’m very grateful for it! I just wanted to thank everybody”

Aug 2016
The next steps for us

Collect feedback from users

Develop & Roll out V2

Women

Families

Stakeholders

Personalisation to Trusts
Thank you for listening