

# Continuity of Midwifery Carer

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# Transforming Maternity Services in Northern Ireland



... The journey so far



# Drivers for Transformation Change in Northern Ireland

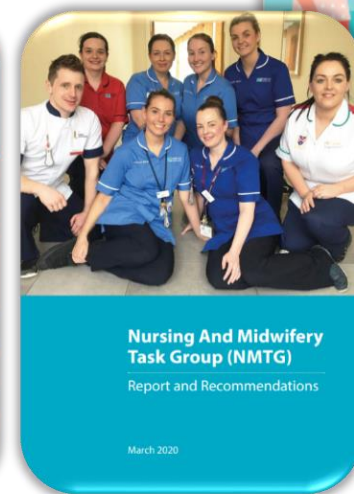
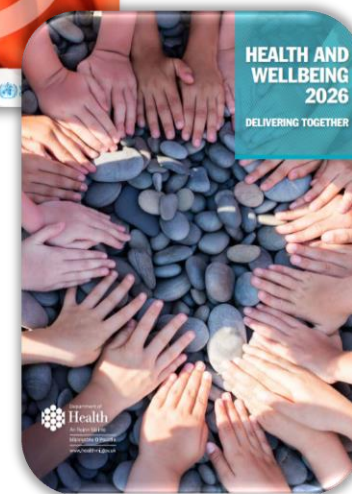
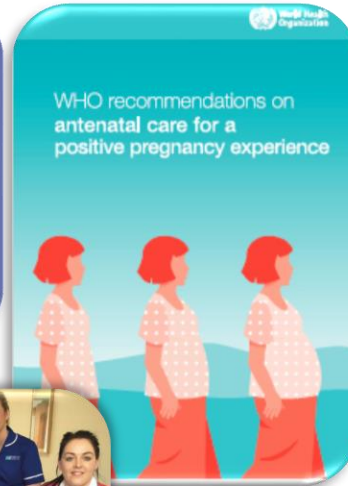
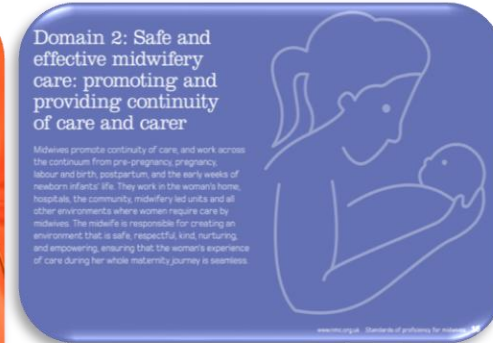
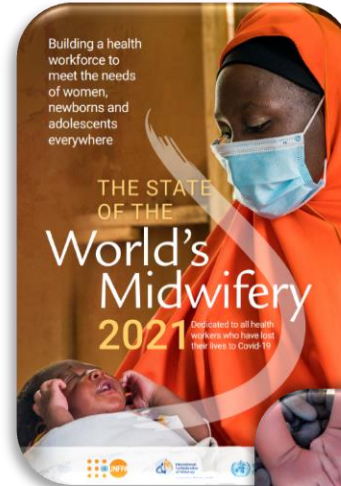
Strategic Drivers

Evidence

International & National Context

Regulatory Change

Transformation  
CoMC  
Implementation NI



# What is Continuity of Midwifery Carer?



- ✓ Seamless care across continuum of care
- ✓ Small teams of midwives
- ✓ Named midwife
- ✓ Co-ordinating care for all women across wider maternity services

# The Benefits of CoMC

## For Women

Women who received models of midwife-led continuity of care



7x more likely to be attended at birth by a known midwife



16% less likely to lose their baby



19% less likely to lose their baby before 24 weeks



15% less likely to have regional analgesia



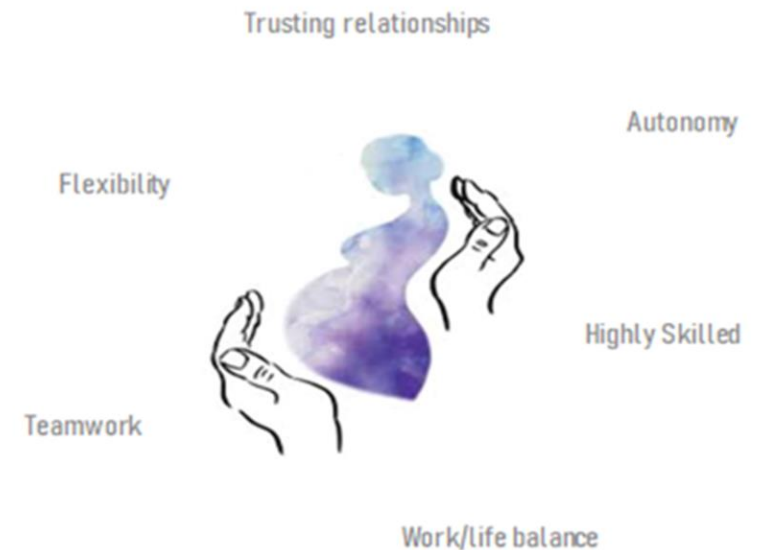
24% less likely to experience pre-term birth



16% less likely to have an episiotomy

## For Staff

Continuity of carer team midwives report higher level of job satisfaction through...



# What do women value about CoMC?



**Midwife woman relationship**



**Building of Trust**



**Empowerment**



**Personalized Care**



# Essential Building Blocks

- Communication and Engagement
- Midwifery deployment plan following receipt of EOI
- Training (TNA/Clinical updating)
- Skill mix
- Team Building ( 2week bespoke induction)
- SOP
- Obstetric support/contribution
- Estates/Equipment
- Constant data retrieval and evaluation



# CoMC Team Emerald in Action

HSC Southern Health  
and Social Care Trust





# Team Emerald Southern Health & Social Care Trust (SHSCT)

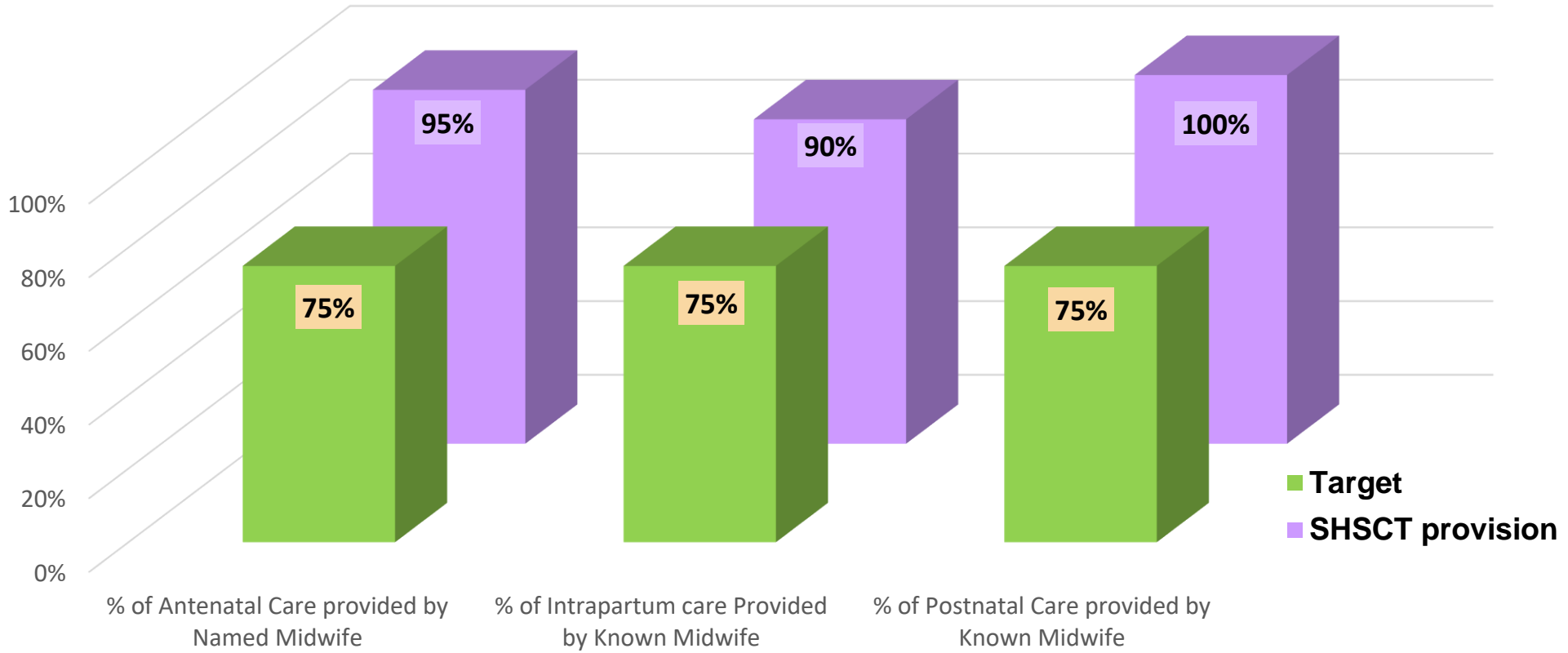
- Team Emerald consists of 8 Midwives and 1 Maternity Support Worker
- Launched 17<sup>th</sup> April 2023 following a two week induction
- At end of March had 156 births and have 127 women on caseload
- Second team (Team Sapphire) have been appointed for Daisy Hill Hospital (DHH) and have just had their induction. Became operational on 29.4.24



# CoMC Team Emerald in Action, Continued

- As of 31<sup>st</sup> March 2024.
- 283 Women offered and aligned to CoMC
  - 127 women being cared for in the CoMC model of care
  - 156 Births

## CoMC Provision Data

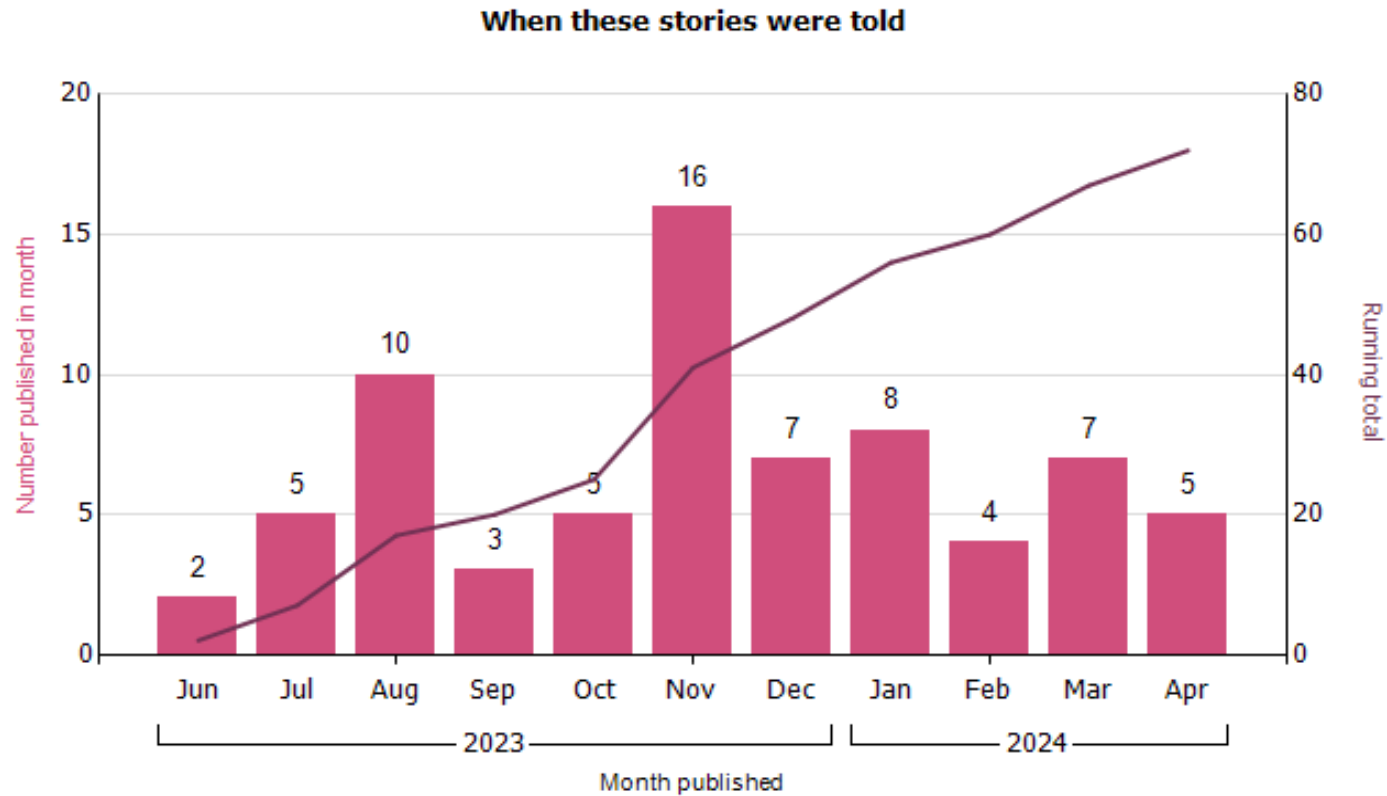


# CoMC and Care Opinion

- Regional transformation of Maternity services
- Keen to get service user experience
- Commitment to collect feedback through Care Opinion
- Unique Care Opinion QR code specific for Team Emerald generated
- Supported feedback to be shared safely



# When were these stories told?



# Numbers of stories...

23 April 2024 COMC  
have received:  
**72 stories/156 births**  
**(46%)**

**96% of stories had**  
criticality rating of  
**0**



# CoMC and Care Opinion

- Service feedback
- What was good about your experience?
- What could have improved your service?
- What are your feelings/emotions relating to story?
- Following word clouds relate to closed questions and illustrate the feedback which related to CoMC



# What was good?



# What could be improved?

room readiness  
access

more publicity

drop off point

more staff

hospital pain relief

accessing service





# How did you feel?



# Our first story

*I have recently been selected to be part of the CoMC programme and so far it has been brilliant. The lovely girls who make up the team can't do enough for me and their friendless and professionalism puts me at ease whilst dealing with health issues during my pregnancy. I am very happy to be under their care*



# Our most recent story

*I have been under the care of the continuity of midwifery carer team emerald and have had exceptional care throughout my whole pregnancy and post-natal period. The service is an absolute credit to the girls within the team. A special mention goes to Sarah for the outstanding attention I received throughout!!!*



# In between.....

*Overall, I found the Continuity of Care Team very helpful and hope I'll be able to use this service during my next pregnancy!*

*I am so grateful for getting an opportunity to meet and work with such a great team! They all made me feel so calm and relaxed during each trimester of my pregnancy as well as postnatally.*

*I got all the information and help that I needed and that's why I felt extremely ready and confident becoming a first time parent...*



# You said ...we did

YOU SAID  
WE DID

## Continuity of Midwifery Carer Service Based on you it better face but better drop off access needed

"Good to see a familiar face but better drop off access needed"

Midwifery Carer Service (MCS) is a service that provides continuity of care for women and babies during pregnancy, birth and the postnatal period. The service is based on the principle of continuity of care, where women are cared for by a midwife who is known to them and who has been involved in their care from the start of their pregnancy.

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Responses

Response from Mrs. Sarah, 1st Nov 2019  
I received my MCS midwife and I love her. I love the continuity of care. I love the fact that I have a midwife who knows me and my baby. I love the fact that I have a midwife who is known to me and who has been involved in my care from the start of my pregnancy.

Response from Mrs. Sarah, 1st Nov 2019  
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As a result of this feedback this social media post was viewed over 35k times



# Next Steps CoMC and Care Opinion

- Have QR code for new CoMC team (Team Sapphire)
- Continue to listen and learn from service users
- Embed the concepts of Care Opinion through training and provision of individual QR codes
- Work in collaboration with our Trust CO staff
- Support quality improvements initiatives highlighted through CO relating to CoMC.



# CoMC Team Sapphire

 Southern Health  
and Social Care Trust



# *Thank-you!*

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