



The Queen Elizabeth
Hospital King's Lynn
NHS Foundation Trust

Midwifery Digital Strategy

Our one year roadmap

August 2022 - 2023

Approved 22nd September 2022

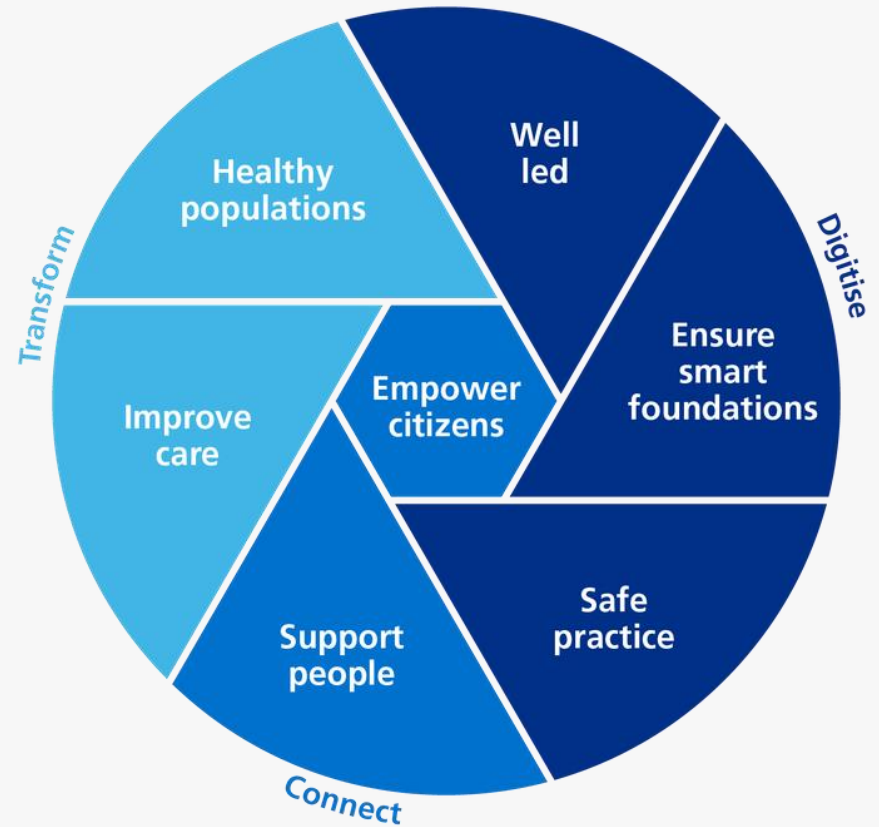


The Executive Summary

This Digital Maternity Roadmap 'A Strategy for Digital Transformation in Maternity' sets out the vision for the next year.

The strategy is developed against the What Good Looks Like Framework (August 2021) 7 success measures.

It has been developed in line with the system-wide Norfolk and Waveney ICB digital strategy and also supports The Queen Elizabeth Hospital organisational digital strategy.

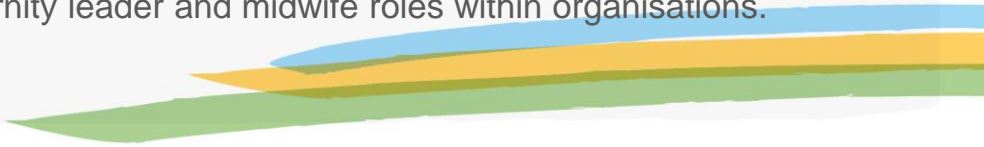


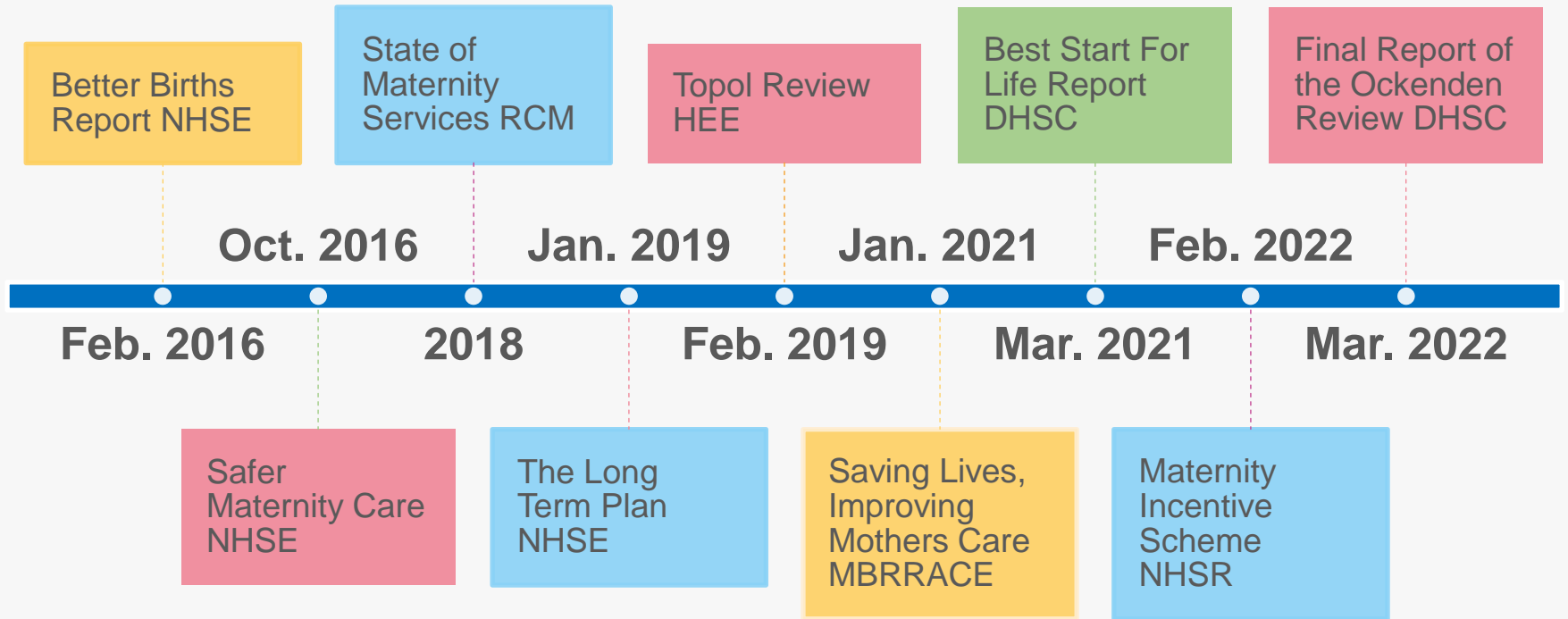
National Context

Digital technology and advancements are changing how maternity care is delivered and this is further driven by consumer expectations to have greater visibility of their clinical maternity record and care plans, results and pregnancy and birth information to enable them to make informed choices about the care they wish to receive. The evolution of technology in healthcare requires a specialised workforce where midwives and maternity multi-professional teams have the skills to use data, information, digital knowledge and technology to deliver person-centred quality care. Ultimately driving safety, providing a better maternity experience for women and their families and improving outcomes.

The previous Health Secretary, Sajid Javid, furthermore identified the power of digital to drive a new era of recovery and reform following the Covid-19 pandemic and focusses on 4 priorities. These are: firstly, making sure the NHS is set up properly for success; secondly, levelling up across the NHS and social care; thirdly, pursuing personalisation; and fourthly, making big breakthroughs on emerging technologies and data.

The "What Good Looks Like (WGLL)" framework provides a vision which outlines the 7 success measures that establish best practice for ICBs and organisation to accelerate digital transformation. The framework identifies how this applies specifically to nursing and has been adapted for use by midwives and midwifery leaders. It provides objectives and a blueprint of how leaders can facilitate digital transformation locally and for the profession. This provides impetus for the professionalism of digital maternity leader and midwife roles within organisations.





Digital Maternity Drivers

Background and Local Context

Our Vision is to be the best rural District General Hospital for patient and staff experience. Our mission is working with patients, staff and partners to improve the health and clinical outcomes of our local communities.

Our Maternity Service is a shared Midwife and Consultant service covering King's Lynn and the surrounding area. We provide antenatal care at The Queen Elizabeth Hospital King's Lynn; at Rowan Lodge, which is based within North Cambridgeshire Hospital; Maple Hub in King's Lynn and Juniper Hub situated in Downham. We offer choice to women around labour and birth with settings in the Central Delivery Suite, Waterlily our midwifery-led birthing unit and a homebirth service.

Our vision is to deliver compassionate and safe care for our women, children and families. We will do this by listening and working together to ensure the best outcomes are achieved.

In July 2022 , we saw our newly revamped Brancaster Unit open. During the initial plans for development, it was important we thought about future digital development. To continue modernising our estate we have installed ethernet ports to enable E-CTG and with the personal use of USB ports available for our women to utilise.

The use of Badgernet has enabled us to support our MSDS data and streamline approach

From August 2021 to August 2022 our annual birth rate was 2031 babies born.

Maternity Digital Landscape

We currently have a 'paper light Maternity Information System' in place called BadgerNet provided by CleverMed. Our Maternity Services are not currently utilising the system to its full capacity but are working towards this at pace.

BadgerNet allows real-time recording of all pregnancy events where ever they occur; in the community, hospital or home. This includes high risk and low risk pregnancy pathways. Based on women-centred care models, the BadgerNet Maternity system comes with a portal for women to access their own maternity records via a web browser or smart device. Enabling women to document journeys through their pregnancy diary, upload images while creating their pregnancy memories.

To access BadgerNet, we have iPads enabled with the BadgerNet App with online and offline capabilities, a desktop application that can go entirely offline, and access to national servers anywhere there is a secure connection. We have made great progress with the supply of new iPads to our community and core midwives, with another batch arriving soon. This will enable all midwives to access and utilise their own individual iPads to support accessibility across the workforce.

Further scope for development would be to enable future accessibility and connectivity within our local community. We are aware of some challenges we are currently facing within our infrastructure within Norfolk. The community teams are Aware of the common geographical areas with connectivity concerns.

BadgerNet allows women to access their summary maternity data online. As a fully opt-in process, women can choose to see their pregnancy details on a dedicated iphone app or over a web browser. In addition women can contribute to their record, allowing for feedback and birth plans to directly fed back into the clinical record.

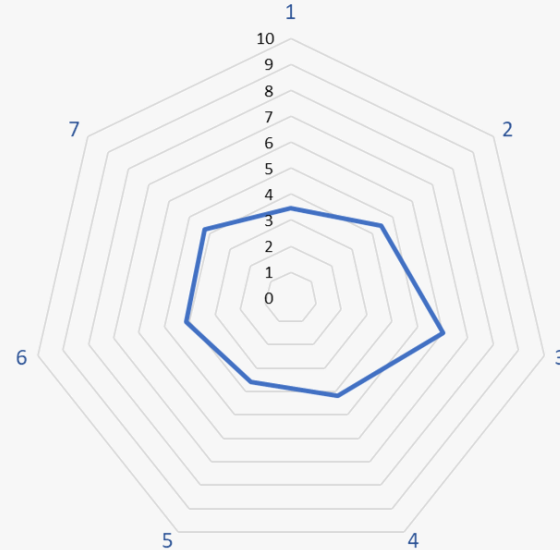


Maternity Mapping to the What Good Looks Like

We have developed our Digital Roadmap for Midwifery aligned to the seven What Good Looks Like success measures and the wider strategic goals of The Queen Elizabeth Hospital and/or Norfolk and Waveney ICB Strategic Plan.

1. Well led
2. Ensure smart foundations
3. Safe practice
4. Support people
5. Empower citizens
6. Improve care
7. Healthy populations

TRUST - Maternity Radar Benchmarking to WGLL



Well Led

What we will do:

- Recruit to a substantive Digital Midwife in 2022
- Digital Leadership Academy
- Ensure Digital Midwife/ Digital Team are well connected with the wider Trust and represented at all Trust and system wide meetings
- Support the involvement of all of our teams within W&C to support and identify future data and digital opportunities to join up care.

What does good look like for your ICS:

Has a clear strategy for digital transformation and collaboration. Leaders across the ICS collectively own and drive the digital transformation journey, placing citizens and frontline perspectives at the centre. All leaders promote digitally enabled transformation to efficiently deliver safe, high-quality care.

Integrated Care Boards (ICBs) build digital and data expertise and accountability into their leadership and governance arrangements and ensure delivery of the system-wide digital and data strategy.

What does good look like for your organisation:

Boards are equipped to lead digital transformation and collaboration. They own and drive the digitally enabled transformation journey, placing citizens and frontline perspectives at the centre

Ensure Smart Foundations

What we will do:

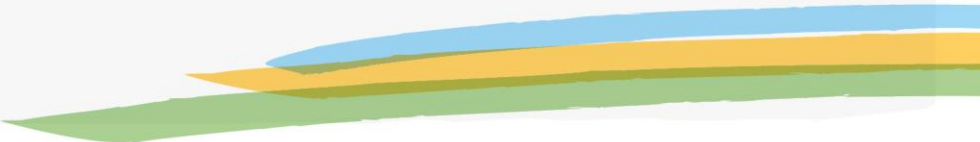
- To ensure midwives are provided with protected time to help design, implement, test and evaluate our Maternity Information system and any technology used within the service.
- Implement 'why data matters' workshops for colleagues
- Continue to maintain stakeholder relationships with the MVP.
- Ensure we are sharing best practice across the region

What does good look like for your ICS:

Digital, data and infrastructure operating environments are reliable, modern, secure, sustainable and resilient. Across your ICS, all organisations have well-resourced teams who are competent to deliver modern digital and data services.

What does good look like for your organisation:

Digital, data and infrastructure operating environments are reliable, modern, secure, sustainable and resilient. Organisations have well-resourced teams who are competent to deliver modern digital and data services.



Safe Practice

What we will do:

- Connect maternity staff with the trusts Clinical safety officer (CSO) through engagement and clinical forums to ensure safe midwifery practice and digital clinical safety.
- Collaborative working across the LMNS to identify risks associate with digital maturity and reviewing sustainability and resilience of our current EPR.
- Appoint Badgernet Champions in clinical areas to support training and development of all staff members.
- Educate managers and digital leaders on the structured approach to promote and ensure safe effective applications of clinical risk management by organisations responsible for the development and maintenance of health IT systems and its use within the health care system and environment, - This standard gives staff and patients confidence that digital health technology meets NHS standards.

What does good look like for your ICS:

Organisations across the ICS maintain standards for safe care, as set out by the Digital Technology Assessment Criteria for health and social care (DTAC). They routinely review system-wide security, sustainability and resilience.

What does good look like for your organisation:

Organisations maintain standards for safe care. They routinely review digital and data systems to ensure they are safe, robust, secure, sustainable and resilient. Digitally-enabled outcome-driven transformation is at the heart of safe care.

Support People

What we will do:

- Ensure all staff have access to the technology and up to date services that best support their roles
- To collaborate a training system with the PDM and digital team to support further training for all members of staff
- Roll out of clinical forums to increase engagement through learning and development opportunities.
- Update maternity teams on the Digital Literacy Self Assessment Diagnostic tool and the importance of engagement to support self assessment digital literacy skills. Develop a learning needs analysis to support digital maturity and increase awareness through anonymous data to increase training needs.
- Support the roll out of the Badger Link.

What does good look like for your ICS/organisation:

Your workforce is digitally literate and able to work optimally with data and technology. Digital and data tools and systems are fit for purpose and support staff to do their jobs well.

Empower Citizens

What we will do:

- Support the incorporation and work with the MVP to enable their voices to be heard through listening events to gauge findings, share experiences and to design digitally enabled care, with the incorporation of our Badgernet Portal
- Empower colleagues to provide feedback, thoughts and ideas within our service design. What would our staff like to see.
- “Meet the teams” – to enable a visual design for our women and their families.
- To support digital inclusion, to not leave anyone behind. To support staff, increase their awareness and support their usage on digital elements.

What does good look like for your ICS/organisation:

Citizens are at the centre of service design and have access to a standard set of digital services that suit all literacy and digital inclusion needs. Citizens can access and contribute to their healthcare information, taking an active role in their health and well-being.

Improve Care

What we will do:

- Shared approach with our local universities and PDMs to enable a shared vision on digital safety and creating a digital culture to support midwifery practice.
- Incorporate additional training within the preceptorship period, incorporate within the induction period and engage through feedback sessions.
- Work in partnership with the CNO to obtain leadership programmes which can support the development and improve quality outcome through data improvement and digital priorities.

What does good look like for your ICS:

Your ICS embeds digital and data within their improvement capability to transform care pathways, reduce unwarranted variation and improve health and wellbeing. Digital solutions enhance services for patients and ensure that they get the right care when they need it and in the right place across the whole ICS.

What does good look like for your organisation:

Health and care practitioners embed digital and data within their improvement capability to transform care pathways, reduce unwarranted variation and improve health and wellbeing. Digital solutions enhance services for patients and ensure that they get the right care when they need it and in the right place

Healthy Populations

What we will do:

- Collaborate with midwives and managers to identify through data analysis population health gaps to enable us to ascertain and to advocate for their inclusion.
- Draw up plans to improve inclusion and embark on a project to enable data to close the

gap . Informatics support will enable consistent collection of data, allow us to understand the data and act on the data provided to increase patient outcomes and digital maturity.

- Development strategies are in the process with Clevermed to enable non –English speaking women to access their portal within their own language.

What does good look like for your ICS:

Your ICS uses data to design and deliver improvements to population health and wellbeing, making best use of collective resources. Insights from data are used to improve outcomes and address health inequalities.

What does good look like for your organisation:

Organisations use data to inform their own care planning and support the development and adoption of innovative ICS-led, population-based, digitally-driven models of care.

Digital Maternity Road Map

Ensure we are sharing best practice across the region

Connect maternity staff with the trusts Clinical safety officer (CSO) through engagement and clinical forums to ensure safe midwifery practice and digital clinical safety.



1

Recruitment substantive
Digital Midwife

2

3

The roll out of Badger link

4

5

Empower colleagues to provide feedback, thoughts and ideas within our service design. What would our staff like to see.