

Digital Transformation of Midwifery

Jules Gudgeon - National Digital Midwife Lead for Maternity



What is a Digital Midwife?

- Historically a project manager
- A reactive problem solver

Better Births Report (2016)

- Subject Matter Expert
- Recognised digital leader
- A strategic thinker
- A **recognised** specialist Midwife within the profession



Digital Midwives Expert Reference Group



Previous maternity services experience

- Did not have a positive difference
- resulting in unintended consequences
- Hindered by an over crowded marketplace

Golden rule: quality improvement

- Common ownership issues / solutions
- from the beginning
- bringing stakeholders into the room

DMERG

- Representation from nearly all maternity services
- Communicating regularly through Teams
- Aided by the development of regional groups



Women centred,
clinically led,
digitally driven.

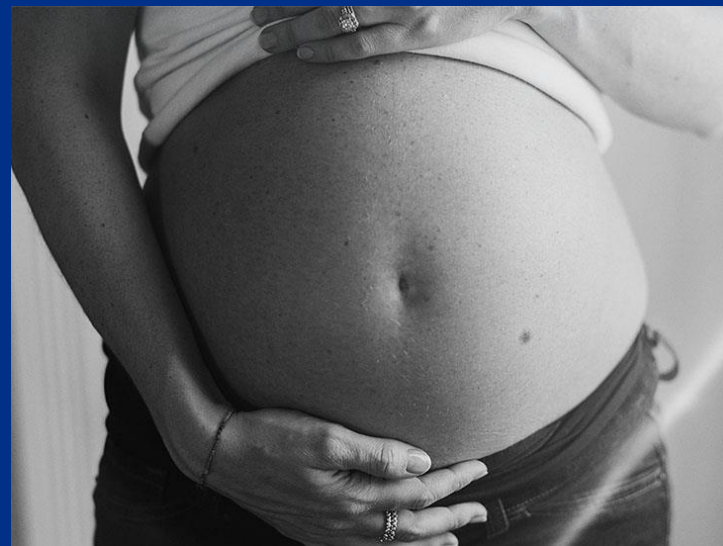
Why?

Time spent being a Midwife

- Admin 25%
- Indirect care time 40%
- Direct care time 30%

Implementation of a new system

- Admin 10%
- Indirect care time 20%
- Direct care time **70%**



Whose driving?

The 3 Challenges

- Infrastructure meets clinical need
- Infrastructure supports clinical need
- **Well Led**



Learning



**Stakeholders
in the room
from the start**



**Must have a
positive
difference**



**Steal with
pride**
(and permission)



**Competence
or
confidence?**



**Measure
success
wisely**

- STANDARDISATION
- Recognised specialist role v. national job profile
- Competency framework
- Career framework
- Leadership and development opportunities

- Maintain a voice
- Grow recognition of the role



Connect with us



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