

digitalhealth

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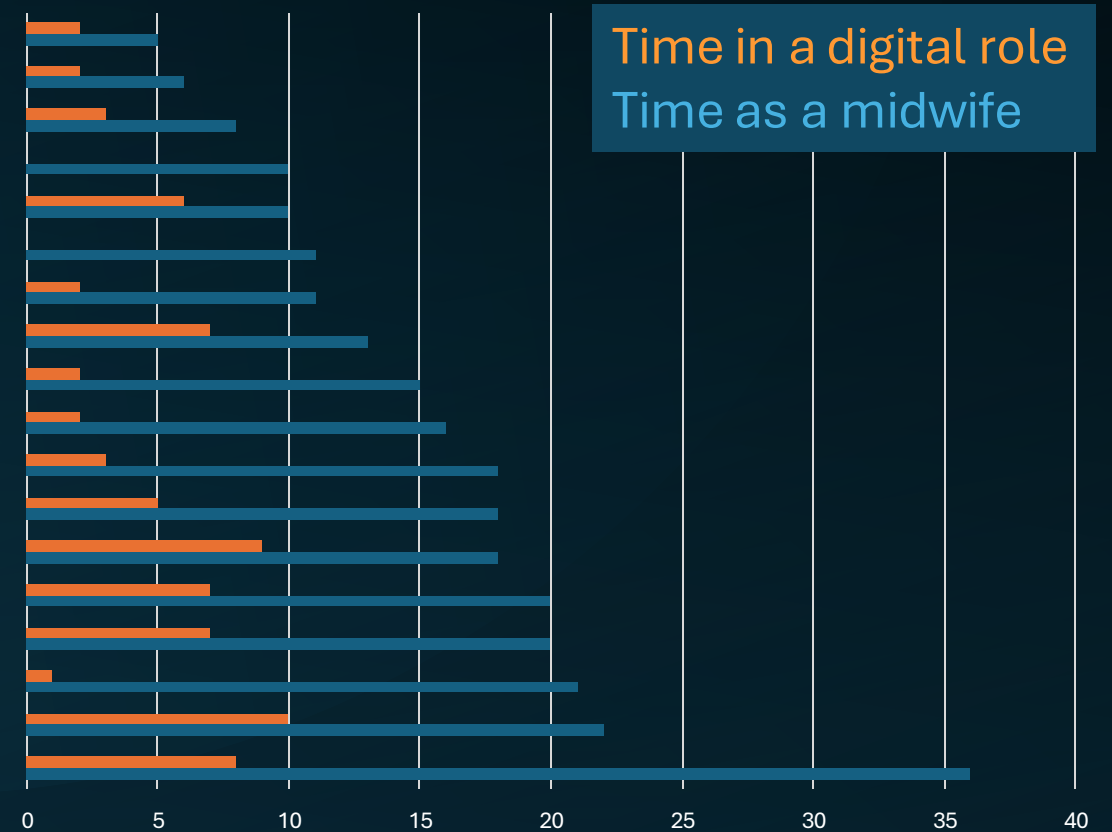
# The role of the Digital Midwife as a Leader Supporting the Implementation and Adoption of an Electronic Health Record into UK Maternity Services: An Ethnographic Study

Supervised by Prof. Rebecca Randell and Dr Mel Cooper

# Research Methodology

- HRA approved ethnographic study design
- Scope of existing evidence
- Engagement with digital midwives
- Observation of digital practices in UK maternity services

# Informant Characteristics By Location



Informant Length of Service (years)

## Summary of Demographic Information

The sample of informants was:

- Exclusively female or identifying as female
- Representative of the wider population for age and ethnicity
- Demonstrating inconsistencies between the job title, department employed and pay band

# Reported Institutional Support - v - Reported Practical Realities

“My role is to advocate for change and be a disrupter if necessary. The course gave me the skills to push a certain agenda instead of thinking I was going mad” (Penny)

“I’d rather be involved than have it done to me. I took on the role with the promise of training but so far, there just isn’t the time or support” (Rachel)

“How can I expect my department to be able to use a system when it was procured and planned for without utilising my experience as a midwife” (Jody)

“the systems don’t talk to each other; we don’t communicate well between staff groups either and this has a negative impact on everything” (Jen)



# No time for Transformation – Concluding Thoughts

“xxxx feels intimidated when I sit over her, and we go over the same thing again and again. If she had somewhere to sit on her own and play with it [the EPR system] her confidence would be better”(Rowan)

Trusts to invest in digital maternity TEAMS with the right skills who can share the workload

“I love what I do but I don’t think I can do it much longer. I need 3 of me to work to my job description but it just isn’t an option”  
(Lou)

“I have to fight for a seat at the table when it comes to communicating the digital needs of maternity. We know what works and what doesn’t” (Jesse)

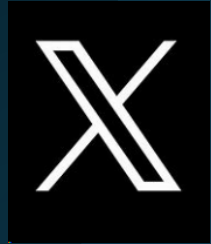
Genuine investment in basic digital literacy for all staff with protected time for staff to properly invest in specialist systems

Develop clear lines of communication across all Trust staff groups



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