

Midwives as CEOs

Presented by Joanne Parkington
Midwife and Entrepreneur



ENTREPRENEUR



Definition of an entrepreneur

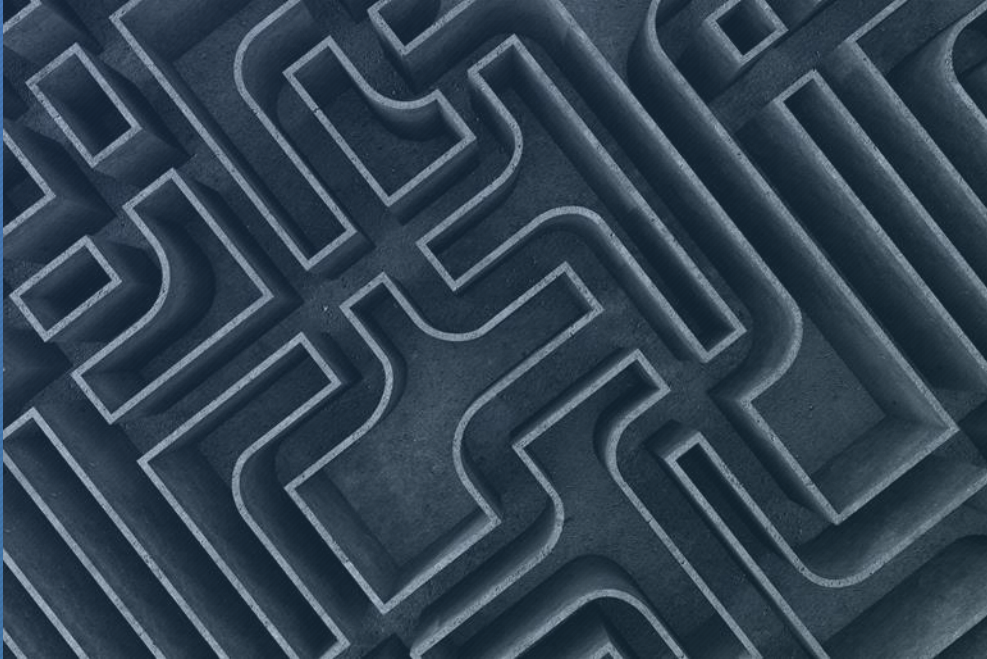
Someone who starts their own business, especially when this involves seeing a new opportunity

Cambridge dictionary

Entrepreneurs, in the purest sense, are those who identify a need---*any* need---and fill it. It's a primordial urge, independent of product, service, industry or market.

Forbes.com

Challenges



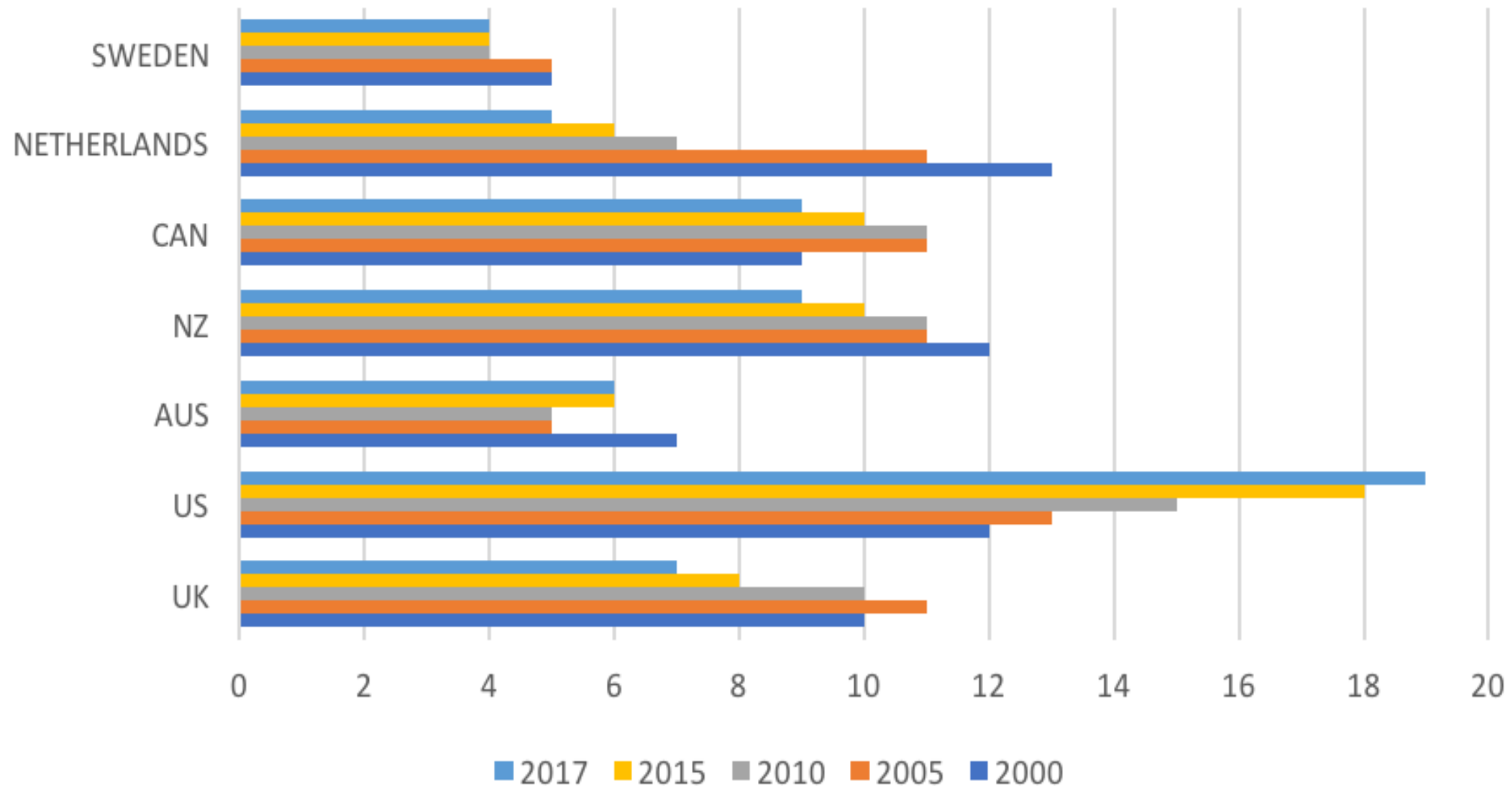
- **Politics**
- **Commissioning**
- **Midwives**
- **Choice**
- **Insurance**
- **Competition**
- **Money**

A photograph of a midwife with curly hair, wearing a light blue uniform, supporting a pregnant woman from behind. The woman is wearing a striped shirt and is leaning forward, resting her hands on a surface. The background shows a clinical setting with large windows. A solid blue rectangle is located in the top right corner of the image.

*“Midwifery is a vital solution
to the challenges of providing
high-quality maternal and newborn
care for all women and newborn
infants, in
all countries”*

Lancet series 2014

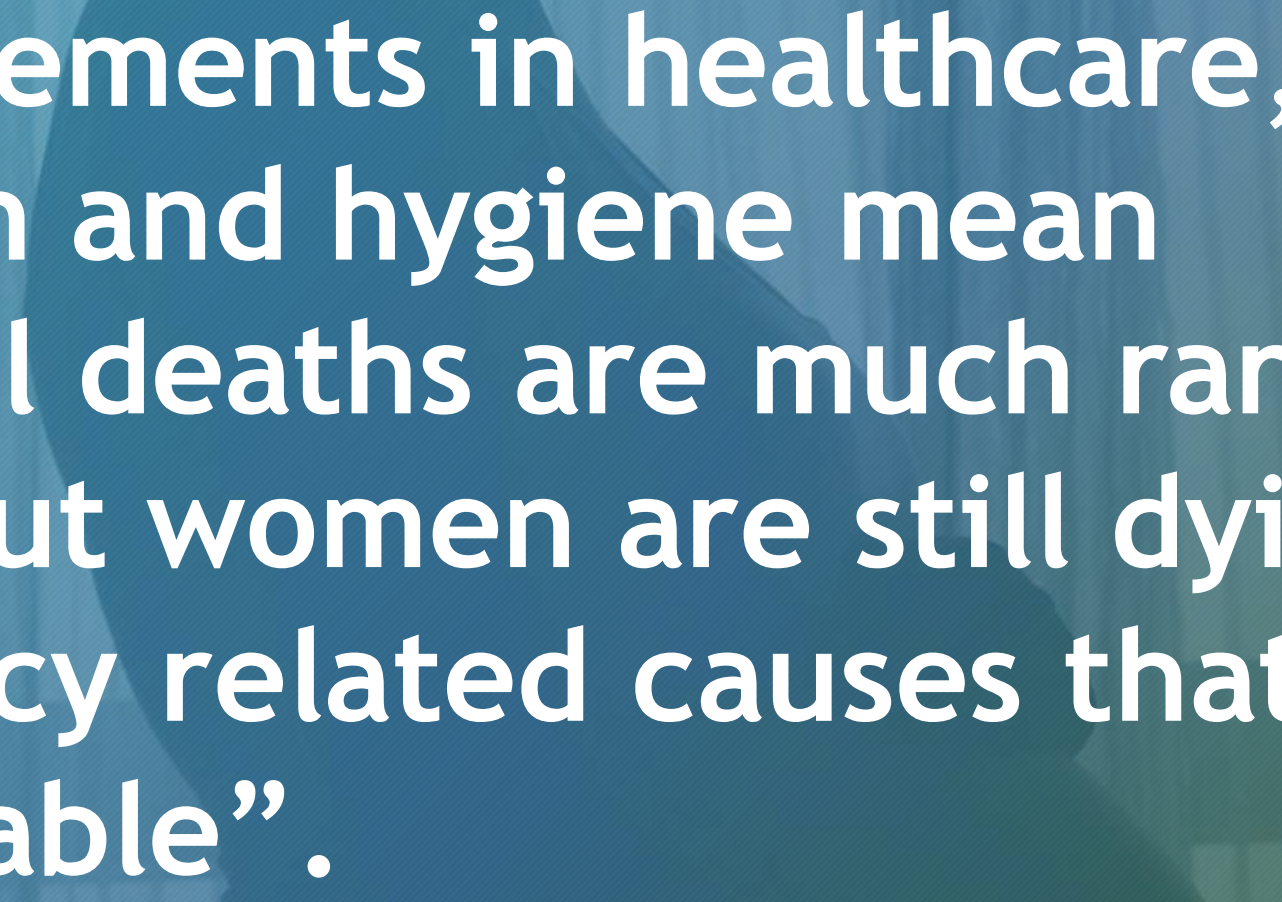
MATERNAL MORTALITY RATES – TRENDS 2000 – 2017 (SOURCE WHO)



“Poor quality of care is now a bigger barrier to reducing maternal mortality than insufficient access to care”

*Lancet Global Health
Commission 2018*



A faint, dark silhouette of a pregnant woman is visible in the background, centered behind the text. The image has a blue-to-green gradient background.

“Improvements in healthcare, nutrition and hygiene mean maternal deaths are much rarer today. But women are still dying from pregnancy related causes that are preventable”.

Rosser and Ritchie - Our World in Data

Outcomes

UK Statistics – snapshot taken from Jan 2019 (Source NHS Digital)

- *57% Spontaneous vaginal delivery*
- *11% Instrumental births*
- *30% Caesarean section rate – 16% emergency section rate*
- *26% Episiotomy*

CQC Survey 2018 - Women's experiences of maternity services

The report shows that overall, women reported many positive experiences of maternity carethere had been small improvements across most questions.

From 2013 onwards, very few showed this trend continuing between 2017 and 2018, with some questions showing a decline.



What about Midwives?

RCM states that the UK needs a further 3500 midwives.

Challenges facing UK midwifery workforce include:

- poor midwifery retainment
- retirement
- Brexit

Facebook thread

“less than a third of midwives thought their workplace had a positive culture. Which is also impacting the women they care for”

“sad for midwives, unable to be ‘with women’ in the true context of continuity of care. The whole system is WRONG!”

Facebook thread

"....how better births is going to fit in a medicalized/ bureaucratic and impersonal NHS?"

"....the culture must be the first to change and midwives need to focus their frustrations and get organized for change. We know better!"

"Sooo glad I am at the end of my working days."

The ICM - Definition of the Midwife

A midwife is a person who has successfully completed a midwifery education programme that is based on the ICM Essential Competencies for Basic Midwifery Practice and the framework of the ICM Global Standards for Midwifery Education and is recognized in the country where it is located; who has acquired the requisite qualifications to be registered and/or legally licensed to practice midwifery and use the title 'midwife'; and who demonstrates competency in the practice of midwifery.



Who has the power?



CEO

● abbrev.

● n.

cep

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*So, why do I think that
Midwives should be CEOs?*

- Caseloading
- Continuity of carer
- Autonomy
- Evidence based resources
- Self managed teams



Continuity of Carer rates

Antenatal Care <ul style="list-style-type: none">• Named midwife only• Routine appointments	98%
Births (Homebirths only) <ul style="list-style-type: none">• Named midwife and Buddy	89%
Postnatal Care (up to 6 weeks) <ul style="list-style-type: none">• Named midwife only• Named midwife and MaMa*	92% 99%



Safety Outcomes

Safety Outcomes	One to One	National
Homebirth rate	32%	2.4%
Normal birth rate <ul style="list-style-type: none">• For all births, including home and hospital• For homebirths	78% 97%	56% overall
Stillbirth rate (Per 1000 births)	2.3	4.6
Neonatal admission rate at term	1.14%	10%
Prematurity rate	5.4%	8%



Self managed teams

True autonomy

Decision making

Accountability and responsibility

Supported by data, clear guidelines, senior expertise, appropriate resources



Solution

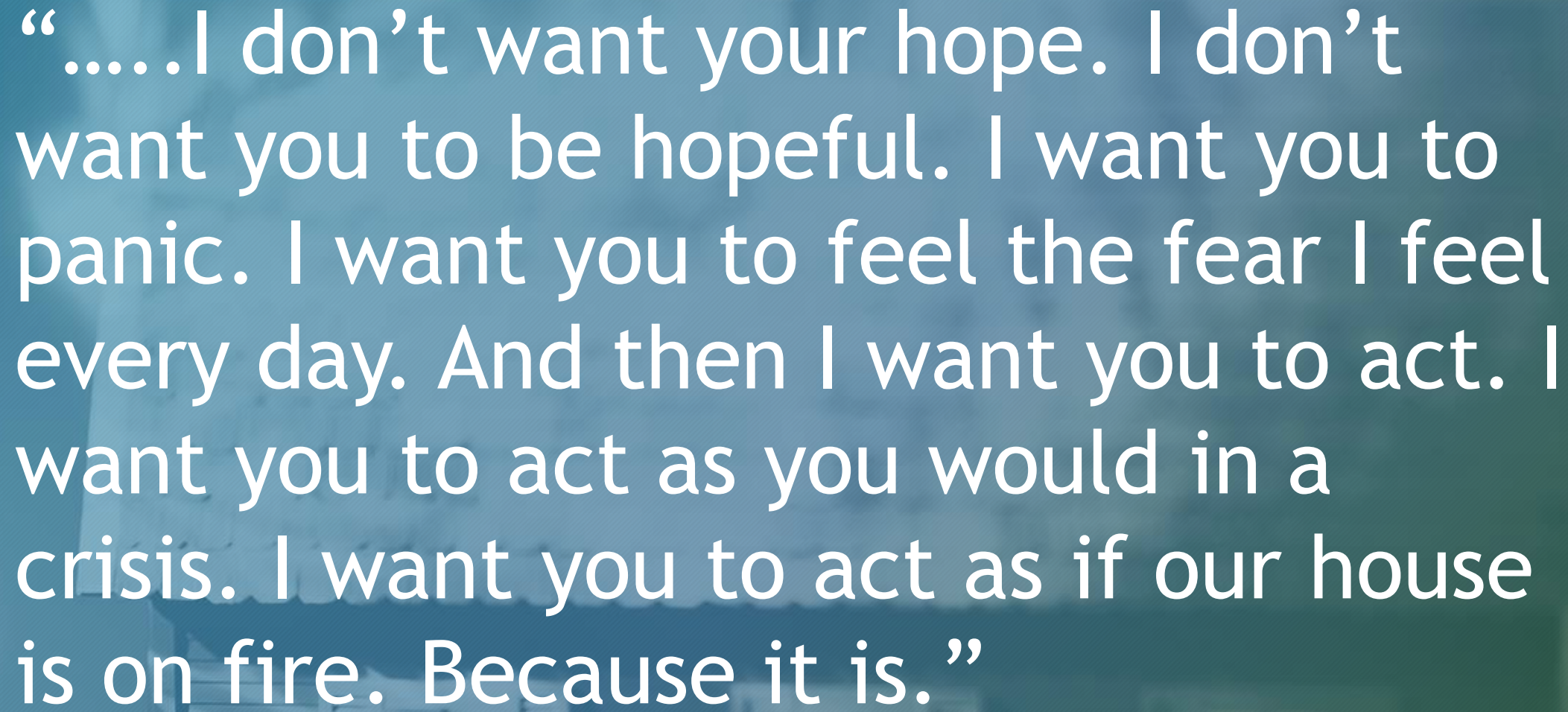
Every midwife should
be her own CEO!

We need a
revolution!



Midwives who are empowered can empower women

“Empowered women, empower women”



“.....I don’t want your hope. I don’t want you to be hopeful. I want you to panic. I want you to feel the fear I feel every day. And then I want you to act. I want you to act as you would in a crisis. I want you to act as if our house is on fire. Because it is.”

Greta Thunberg 2019