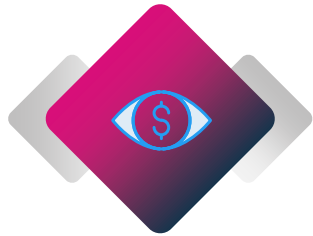


Digital Services in Maternity Care

Why Should We Introduce Digital Service To Maternity Care



Agenda



Why Do We Need A
Digital Service in
Maternity Care?

01



Some Facts

02-06



Examples From Other
Sectors.

07-08



What Can We Learn &
Take Away.

09-11



A Short Video.

12



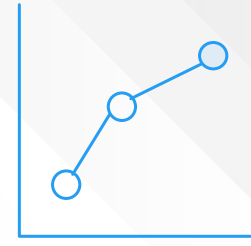
What Can We Take
Away From This?

13

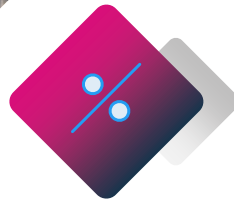
Demand & Supply

There are over 5.1million babies born in the EU member states alone & over 130m a year world wide every year (source: EU & WHO)

14.1m & rising



Around the world, over 14m births are considered to be complex births (source WHO 2014)



22%

In some parts of the UK, GdM is now in 1/5 pregnancy



Less Resources

There is less and less resources available across the public hospitals to balance across all services



Private Clinic Cost

Private Clinic cost rising for both Patients and Providers



Qualified Staff

Shortage of qualified staff across not just in MEA, Asia, Africa but also in Europe

Some Data to Support Digital

Mobile Penetration in EU Countries among pregnant women is almost 88% and in Middle East region it is 75% and in South Asia it is 47%. (Source GSMA).



77% of Clinicians Use Digital Unofficially

Already!

Clinicians are already using many forms of digital tools to manage patients e.g. WhatsApp. and text message. Clinicians under the age of 45 are 70% more pro-tech. according to a recent survey we did of around 180 clinicians. (Source NHS Clinicians)



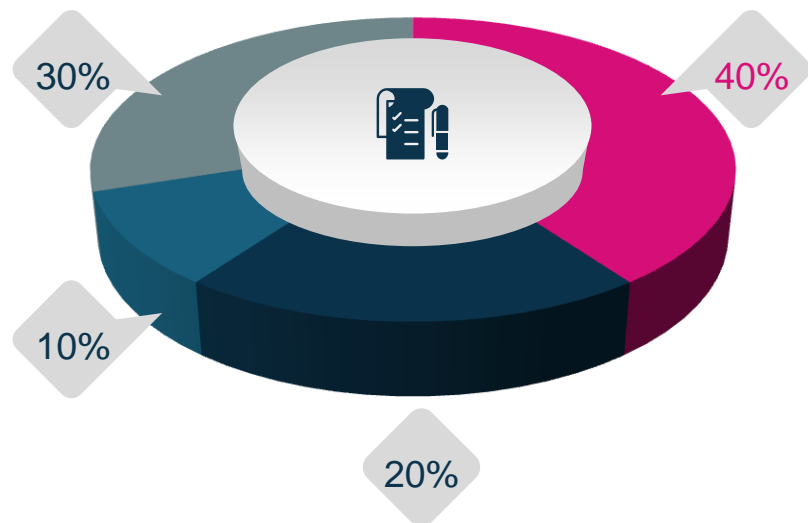
NHS Savings of 50% on Outpatient

Appointments
In some maternity dept up to 50% of appointment times were saved by using Smartphone application to manage GDM and Hypertension.

- Smart phone use and penetration among women aged between 20-35 over 80% in EU and 77% in Middle East and 17% in South Asia
- In some developing countries Mobile is the on the only device to access internet and pay for services
- In summary, mobile hold the key to providing healthcare not only in developed markets but also in developing countries.



Patient Use of Digital In Europe



Source: NHS & EC Europa

◆ Web tools

◆ WhatsApp/Skype

◆ Health Apps

◆ SMS

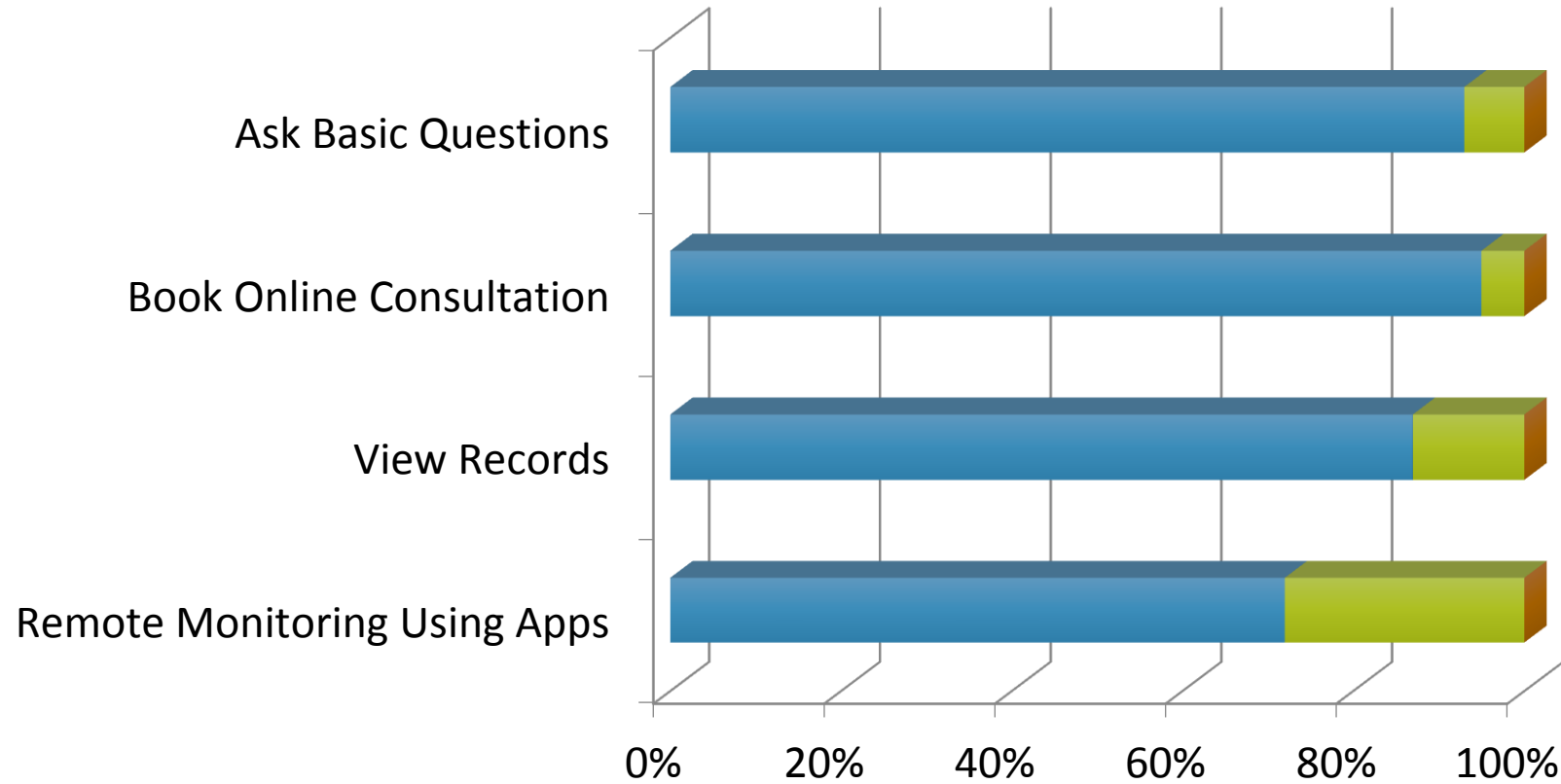


Patients Use of Digital Tools

Mothers expectation is on the rise partly because their experience as consumers outside of healthcare. Mothers now expect online access for basic information, alerts for appointments and information and advice available at their convenience and much more at their finger tips



Using Digital – Patients Preference



Patient Attitude to Digital Channel

A 2018 survey of 7,000 patients across 3 countries found that at least 70% would like to use more digital services.
(source SmartMed)

Evolution of Finance Sector

Digital Banking took over 40 years to come about. We now have not just multi channel but Omi channel banking services

ATM Machines

Introduction of ATM Machines enabled consumers to access cash 24/7



SMS Alerts

Providing customers with key alerts about their bank accounts



Telephone Banking

Telephone banking enabled customers to truly have 24/7 banking service



Internet Banking

Providing customers with basic services to their accounts for online Transaction



Mobile Banking

With advent of Smartphone, customers can now do everything via an App.

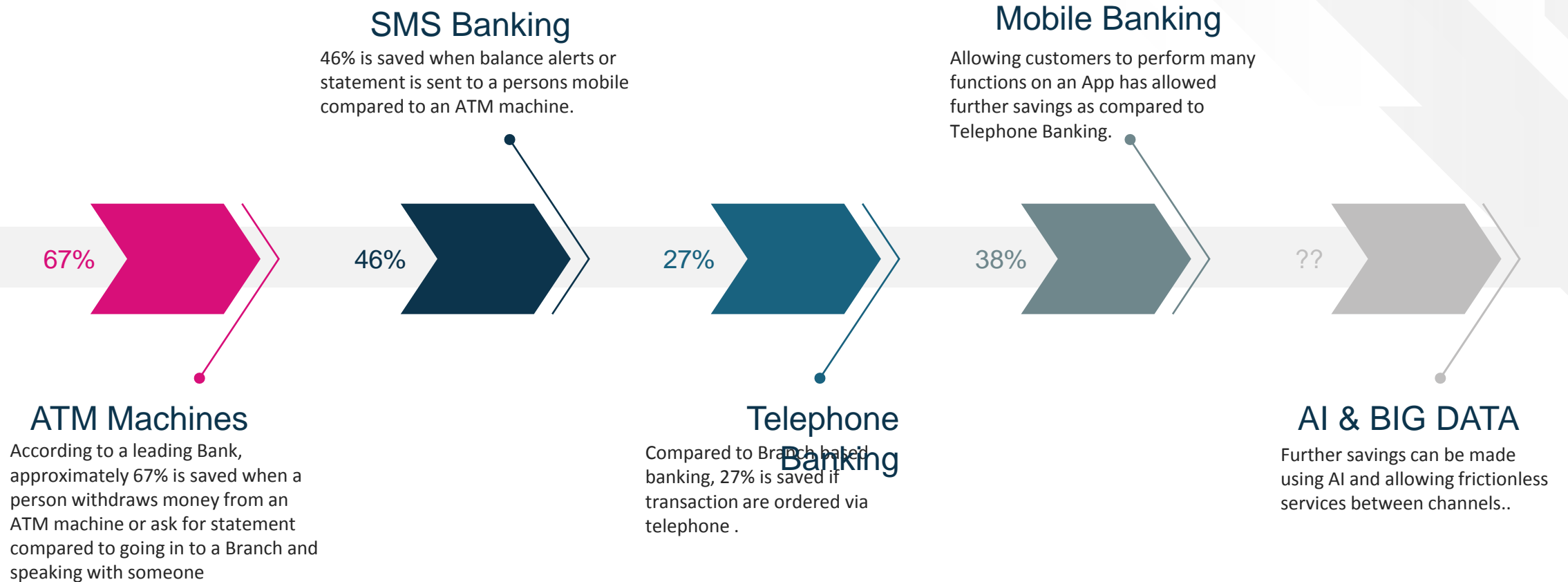


Omni-Banking

A true Omni-banking is being established, where each channel has a consistent feel and information is exchanged between them.



Savings Made Across the Banking Sector



What can we learn?



Within the Banking sector, it was not just a technology project but a cultural and business transformation project



Co-ordination

Each area had to develop and change and thus make the whole journey for the customer easier and at the same time ensure the bank carried on working.



Openness

By allowing customers the keys to their accounts and trusting them with many self service tools, it has allowed banking to change



Set Time Lines

Realistic timelines and support across all areas was key to establishing a cultural change and introduce technology in a controlled way



Stakeholders

Buy-in across management and staff and customers enabled new technology to be introduced within the banking sector.



Risk

The banks identified risks and are constantly developing tools to keep up but it has not stopped them introducing new services. Managed risk is key to introducing new services

What can we take away from this?

Healthcare is complex not only from managing a hospital but we have to also consider the clinical side of the work. Unlike banking there are many stakeholders and decision makers such that a single strategy cannot be implemented easily. However, there are areas digital can be implemented and success can be seen quickly. Maternity is a good place to start. Patients are younger, they are experienced at using technology, they want more information and ask more questions and finally it can actually improve outcomes and reduce days in hospitals.



Demand

Demand from patients are rising. Many want access to clinicians quickly or they want able to ask questions using mobile devices or they want their weekly/monthly appointments at a convenient time/location. Pregnancies are also becoming more complex



Supply

Clinics around the world are struggling to hire qualified staff. Many pregnancies. In the UK, there is over 30% less midwives than 10 years ago



Digital Technology

Most people are already shopping, paying bills and banking on their mobile using Apps and SMS. Patients want to see similar service for their healthcare especially around information, reminders, online consultations and monitoring.

Keep it simple to start with

Confusion

We can confuse the patient using multitude of Apps and channels to engage. Need to keep it simple and easily accessible. Right channel for each patient.



Clarity

Having a simple digital tool that supports patients care plan will be key. Furthermore, consistent engagement and experience will be better than trying to enable to many ways of managing the patient. Build Trust and take the patient and your colleagues with you on the journey



A Short Video

<https://youtu.be/NcHdF1eHhgc>

Summary

Time

If we don't implement new ways of maternity care using digital, there will be a rise in costs and worse rise in complex births and possible rise in **infant mortality rate** due to cut in health budgets

Identify

Look at the engagement models you have and identify what can be changed and how digital can support it.

Ideas

Never be afraid to implement innovation that has clear benefits for patients & clinicians. Risk is part of healthcare and we have forgotten that

Objective

Improving patient outcome is all our goal and if we can support patients more efficiently and reduce complications then we have delivered a better maternity care.



Patients are ready and willing to use digital tools. Many are now demanding online consultations and access to information. We can improve outcomes and reduce the burden of care and costs by implementing a digital strategy that meets this demand!