

# Harnessing Digital Technology in Maternity

# WHO WE ARE

The Real Birth Company was founded in 2017. We combined expertise in **midwifery**, **teaching** and **technology** to launch a new digital multilingual antenatal platform to support midwifery practice and access to information for people accessing their services. We have over 300 Real Birth midwives trained nationally and train midwives globally.



# OUR FOUNDER



## Zoe Wright

Registered Midwife

Zoe is CEO of The Real Birth Company, a current Fellow on the NHS Innovation Accelerator programme and has recently joined their Strategic Operations Team as a fellow representative. She has been involved in many maternity digital transformation projects around the UK and is actively involved in supporting under-represented communities to gain access to resources to support them in pregnancy and childbirth.

Specialising in building and creating teams that deliver and design services that the maternity services can implement to meet targets.



## WHY US?

### OUR EXPERTISE

With our strong clinical and technical team, we have created and designed resources that health care teams trust and families expecting a baby want to access. We create and design our services with the public and clinicians at the centre of design.

### OUR PHILOSOPHY

Everyone has the right to access information to support their choice and informed decision making. No-one should have to receive treatment or care if they do not understand the benefits and risks. There was no easily accessible resource that supported people, so we created one.

### OUR MISSION

Our mission is to carefully design, create and execute a digital platform that embraces cultures, ideas and evidence-based holistic information, to promote understanding, support choice and help facilitate better birth outcomes for all people.

## OUR TEAM



**Hannah Gibbons**  
Chief Operating  
Officer



**Dan Davies**  
Development  
Manager



**Lucy Robertshaw**  
Financial Officer



**Sarah Smith**  
Digital Midwife



**Annemarie Wylie**  
Client Liason  
Officer



**Aby Cross**  
Graphic Design  
& Marketing



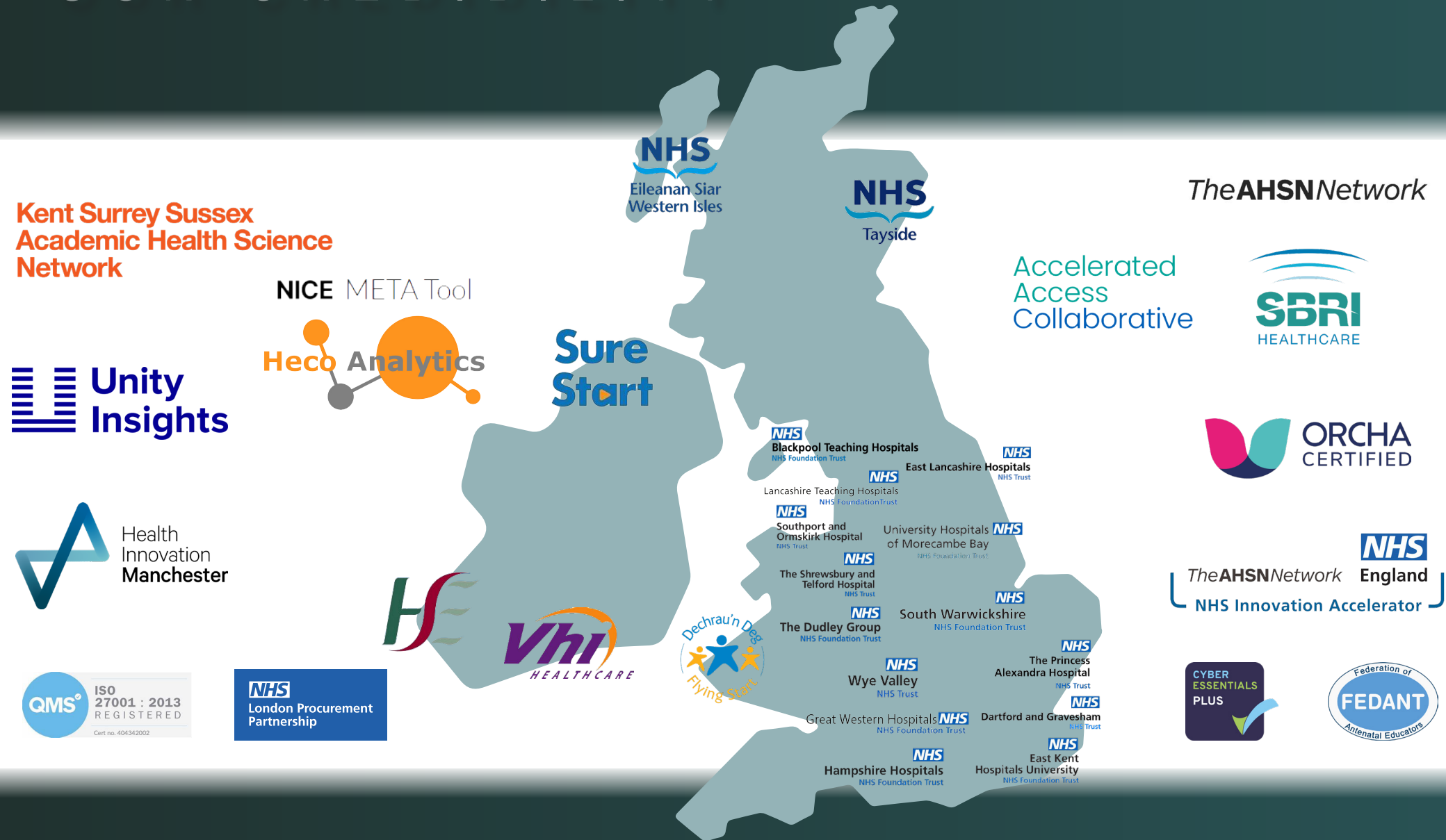
**Thom Mussell**  
Software & Website  
Development



**Joao Paiva**  
Software & Website  
Development



# OUR CREDIBILITY



# SERVICE PROVISION



## DIGITAL

We implement digital solutions into your digital patient notes, records or provide you with digital access via a QR code. This unique code allows access only by the people accessing your maternity services. We liaise with your digital team to support the implementation.

## TRAINING

Through training, we support your midwifery and obstetric teams to deliver continuity of information and resources that are backed by evidence that are updated on a regular basis. Our Hub is designed for ease of use and we guarantee to re-train any new staff if those trained in our programme leave or change roles.

## RESEARCH

Research with Public and Patient Involvement and Engagement is at the centre of our work. Our clinically led Research Team keep up to date with information and involve both clinicians and users in all new developments, creating and providing your midwives with resources that you can trust and people want to use.

## DATA

We provide you with site specific data, through live dashboards, quarterly data sets and yearly overviews. With users feedback and engagement rates attached for easy community engagement assessments. Our data collection makes us more responsive to the community and midwives.

# THE EQUITY GAP

The Ockenden report 2020 listed an essential action. *“All Trusts must ensure women have ready access to accurate information to enable their informed choice of intended place of birth and mode of birth, including maternal choice for caesarean delivery.”*

## Birth **interventions** are rising

- Increasing:**
- Staff pressures
  - Time pressures and NHS resources
  - Use of drugs that affect the newborn
  - Recovery time for women and babies

## **Unequal** access to birth preparation information

- Reducing:**
- Engagement with the NHS services
  - Ability to support informed decision making
  - Understanding of choices
  - Rates of breastfeeding related to intervention in labour

## This **results** in...

- Unequal informed choice
- Increased negative birth experiences
- Marginalised communities further disadvantaged
- Longer hospital stays
- Reduced rates of breastfeeding
- Increased costs in many health sectors
- Poorer CQC reporting

People from under represented communities and those identified within the **CORE20PLUS5** become further disadvantaged, creating increasing disparities in healthcare.

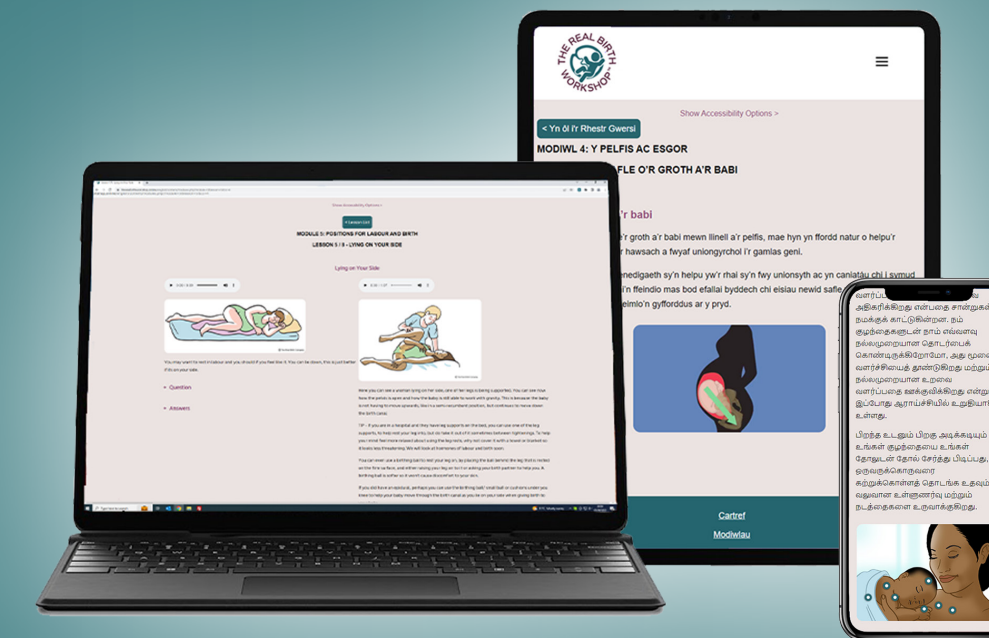
# OUR DIGITAL SOLUTION



Digitally accessible birth preparation programme

9 hours over 11 Modules, including Caesarean and Pre-Term Birth

119 individual lessons on birth preparation



Human translated into 8 languages

Range of accessibility features, video content, audio guides in all languages with breathing techniques for birth

Over 60 minutes of animated content

# WHAT WE PROVIDE

## The Digital Programme

- 👤 Links into a range of digital record providers
- 👤 Multiple human translated language options
- 👤 Over 2,000 users a month since Q4 2022
- 👤 14.89% languages usage since Q4 2022
- 👤 Increasing MoM by 10%



## The Training Programme

- 👤 Training retention guaranteed
- 👤 4 day hybrid training programme
- 👤 Minimum of 2 training slots per acute site included
- 👤 2 year access to resources and syllabus



# OUR COMPLETE SOLUTION



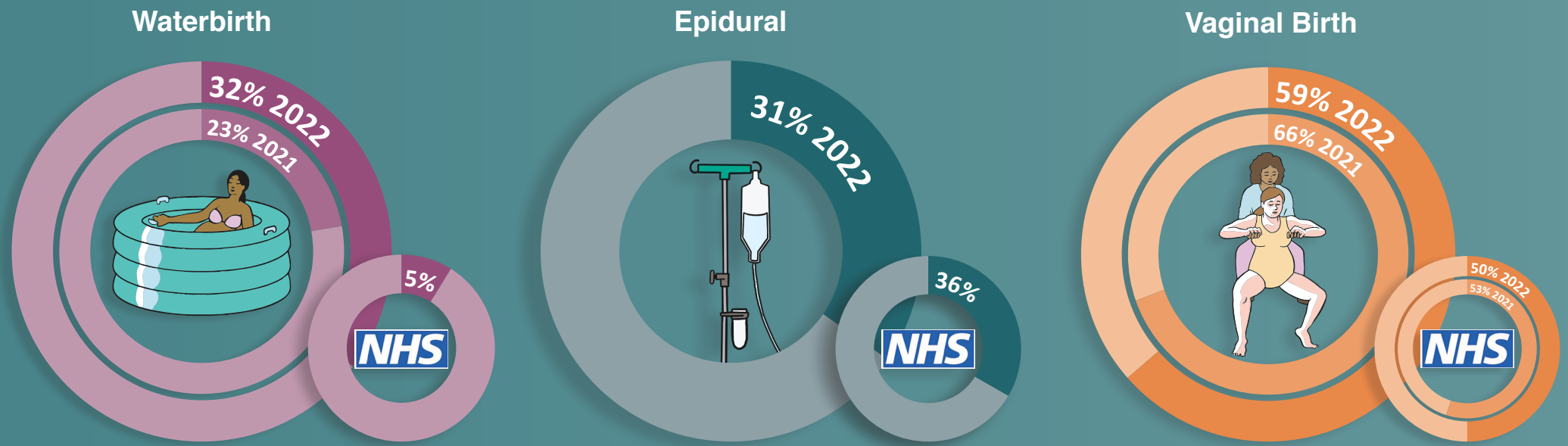
- 👤 Digital information presented in a holistic way
- 👤 Facilitate workshops using our accredited antenatal teacher training programme and syllabus
- 👤 Developed with service users, and ongoing consultations with users
- 👤 Evidence-based information regularly reviewed and updated
- 👤 Quarterly reporting to adopted sites, including language uptake, ethnicity, and age
- 👤 Supports NICE guidance on birth planning conversations
- 👤 Supports the NHS long-term plan
- 👤 Supports findings from Ockenden Review
- 👤 Improved CQC reporting
- 👤 57.6 days saved per year per midwife





# 2022 IMPACT DATA

57% of people who completed our programme were in active labour on first contact with a midwife, having a direct positive impact on bed days.



The use of water in birth is linked to increased reports of **positive birth experiences** and **reduced intervention** Feeley, et al 2020  
Various NHS public data sources

NHS Digital

26% stayed on postnatal ward for up to 24 hours NHS digital comparison; 46.1% stayed up to 24 hours  
NHS Digital

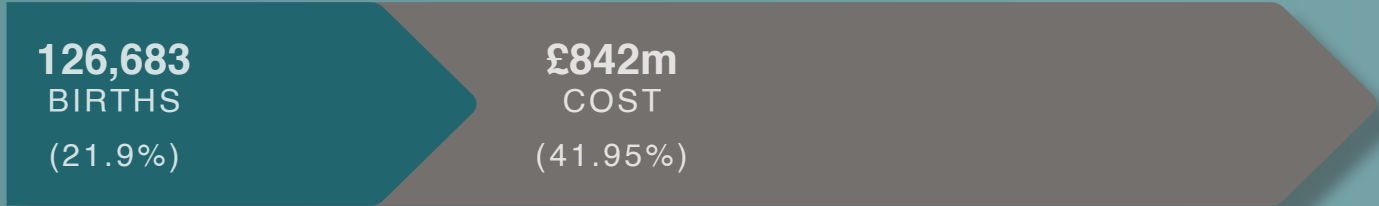
# COST TO THE NHS



## Vaginal Birth



## Unplanned Caesarean



## Planned Caesarean



## Instrumental Birth




Potential savings of

# £176,013,500

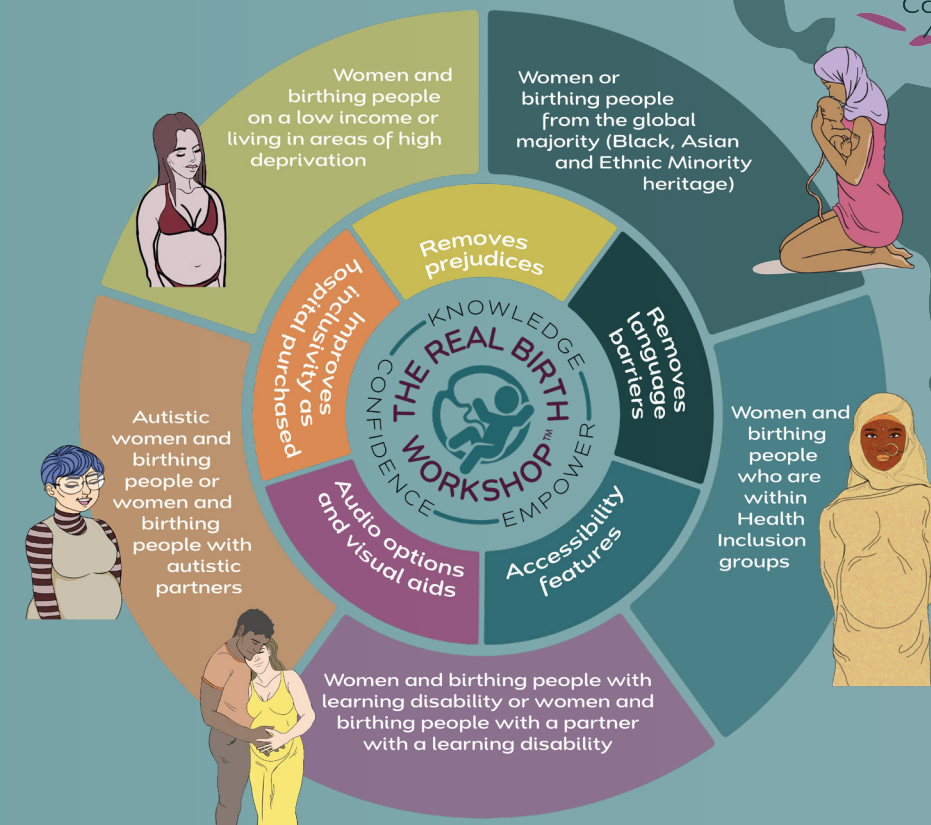
These figures have been calculated using a 29% combined caesareans section rate per annum and an average c/s cost of £5.5k but excludes potential savings on **analgesia**, **postnatal beds**, **transitional care for babies**, **increase in breastfeeding rates**, **benefits in postnatal mental health**.

# HOW WE COMPARE

 Real Birth Company® <small>KNOWLEDGE • CONFIDENCE • EMPOWER</small>	The Real Birth Company	The Solihull Approach	Baby Buddy App	NCT	Hypnobirthing	Other Antenatal Education Providers
Midwifery Training	✓	✓	✗	✗	✓	✗
ORCHA Accredited	✓	✗	✓	✗	✗	✗
FEDANT Accredited	✓	✗	✗	✗	✗	✗
Proven Antenatal Cost Saving Benefits	✓	✗	✗	✗	✗	✗
Interactive Multimedia Programme	✓	✓	✓	✗	✗	✗
Asynchronous Learning	✓	✓	✓	✗	✗	✗
Multilingual	✓*	✓	✗	✗	✗	✗
Human Interpreter Translation	✓*	✗	✗	✗	✗	✗
Ask A Midwife Help Desk	✓	✗	✗	✗	✗	✗
Statistical Reporting	✓	✗	✓	✗	✗	✗
Language Uptake Analysis	✓	✗	✗	✗	✗	✗
Post Birth Data Collection	✓	✗	✗	✗	✗	✗
Detailed Birth Planning	✓	✗	✗	✗	✗	✗
Teaches Birthing Techniques	✓	✗	✗	✓	✓	✓
Feeding Off To A Good Start	✓	✓	✓	✓	✗	✓

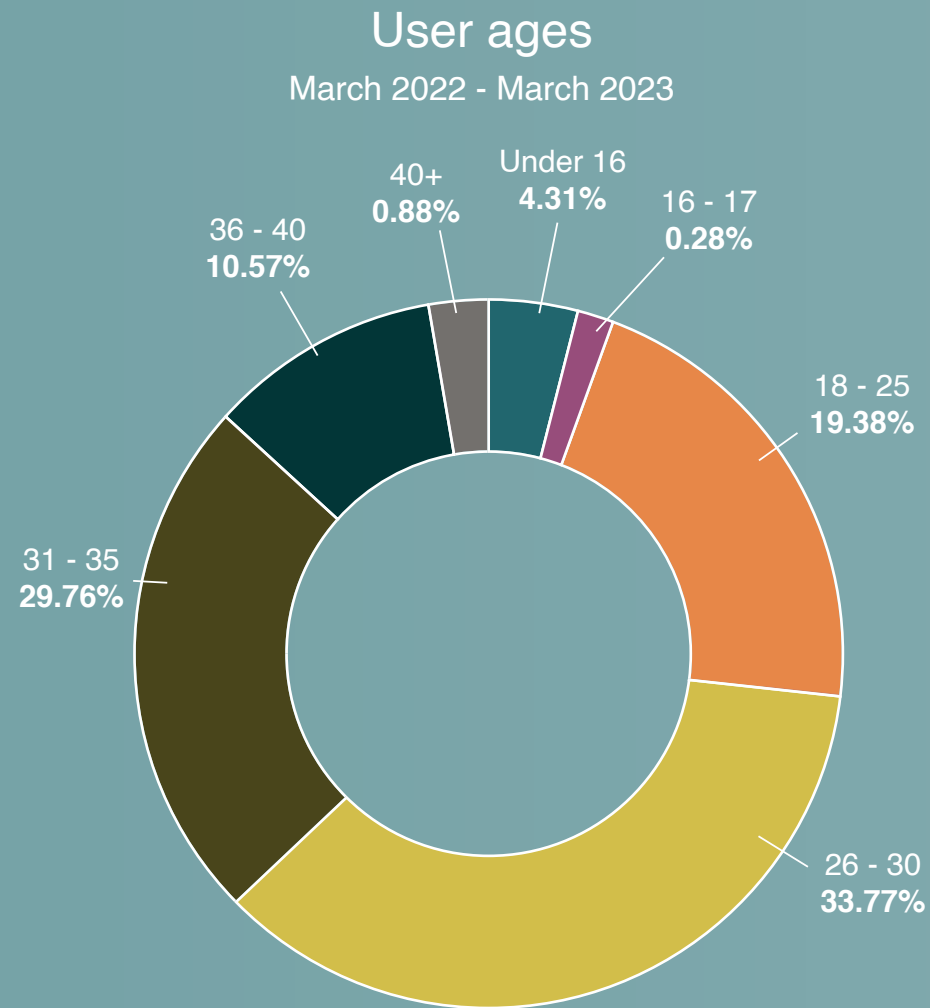
\*English, Arabic, Polish, Portuguese, Tamil, Urdu, Welsh, Romanian, Kurdish

# SUPPORTING HEALTH EQUITY

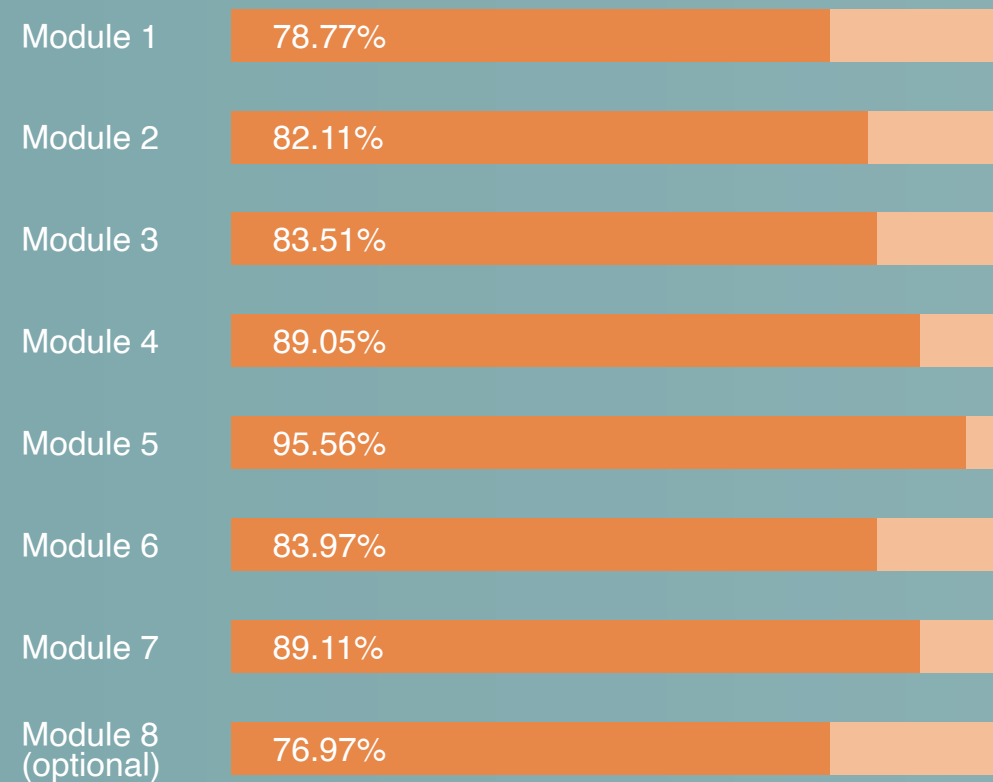




# USER STATISTICS



**Percentage completion per module**  
March 2022 - March 2023



# NET ZERO CARBON BENEFITS

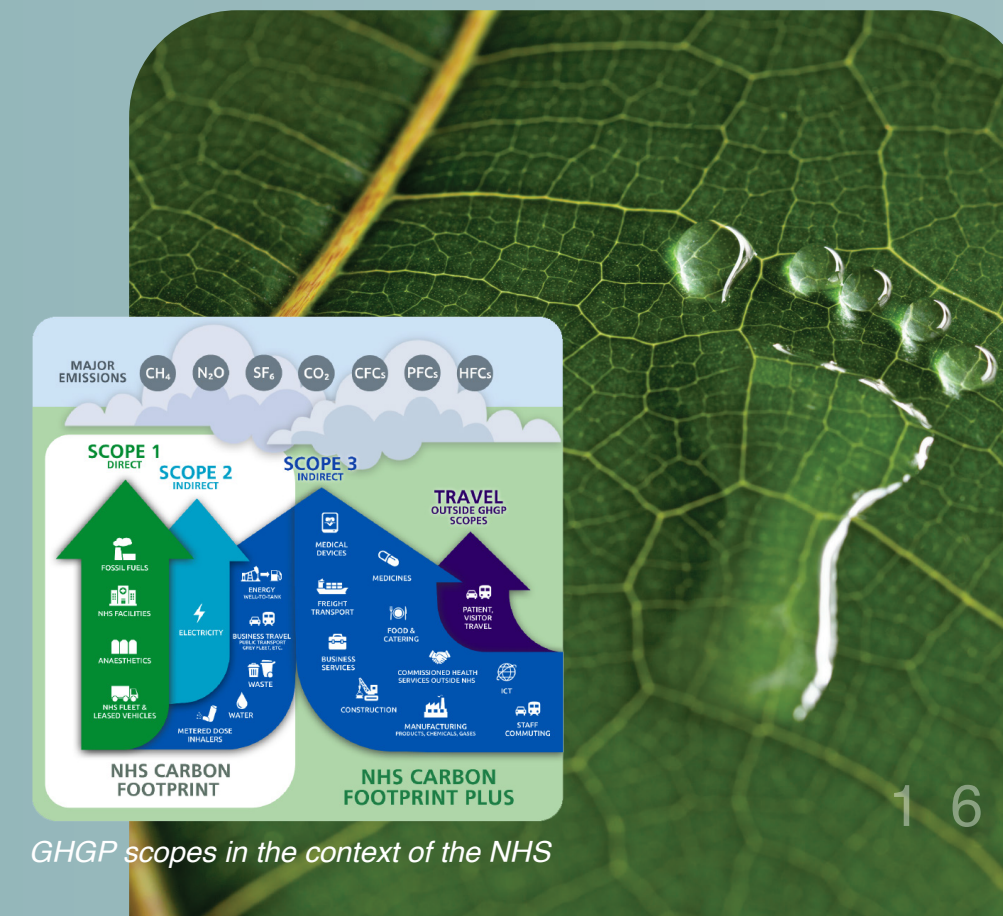


## Committed to change by:

- Carbon literacy training for all staff
- Moved to sustainable printers for any printed materials
- Improved efficiency in creating our service
- Improved recycling and minimising waste
- Seeking out other like-minded companies

## Committed to a Greener NHS:

- Helping to reduce unnecessary visits to hospital - Travel
- Remaining as a web-based app to reduce data usage for users - Scope 3 Indirect
- Reducing paper usage - Scope 3 Indirect



GHGP scopes in the context of the NHS

## C O S T   O F   O U R   S O L U T I O N

- Available in 8 languages
- Software as a Service quarterly payment system
- Training for 2 Midwives included in the set-up per site
- Access to training resources for the term of the contract
- 1 annual site visit
- Regularly updated software, content and languages
- Technical support included

### Contract A

Minimum **2 years**

**£7,750** Upfront cost\* per acute site  
**£3.00** per person\*\*

### Contract B

Minimum **3 years**

**£9,700** Upfront cost\* per acute site  
**£2.75** per person\*\*

### Contract C

Minimum **4 years**

**£11,650** Upfront cost\* per acute site  
**£2.50** per person\*\*

## C O N T R A C T   R E N E W A L   C O S T S



- Available in all available languages
- Software as a Service quarterly payment system
- Update training for previously trained midwives, 4 hrs CPD
- Access to training resources for the term of the contract
- 1 annual site visit
- Regularly updated software, content and languages
- Technical support included
- Quarterly reporting

### Contract A

Minimum **2 years**

**£3,500** Administration cost\*  
**£60** update training cost per midwife  
**£3.00** per person\*\*

### Contract B

Minimum **3 years**

**£4,700** Upfront cost\*  
**£60** update training cost per midwife  
**£2.75** per person\*\*

### Contract C

Minimum **4 years**

**£5,900** Upfront Cost\*  
**£60** update training cost per midwife  
**£2.50** per person\*\*

1 year cost comparison of in-house NHS antenatal education for a hospital with a birth rate of 4500.

In English language: **£424,000\***

*Based on 4500 people accessing birth preparation classes from a midwife. £94\* per person in English only.  
This does not include additional costs for interpreting services. Average additional interpreter rate £37.00 - £67.00 per hour*

**Zoe Wright**

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