

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

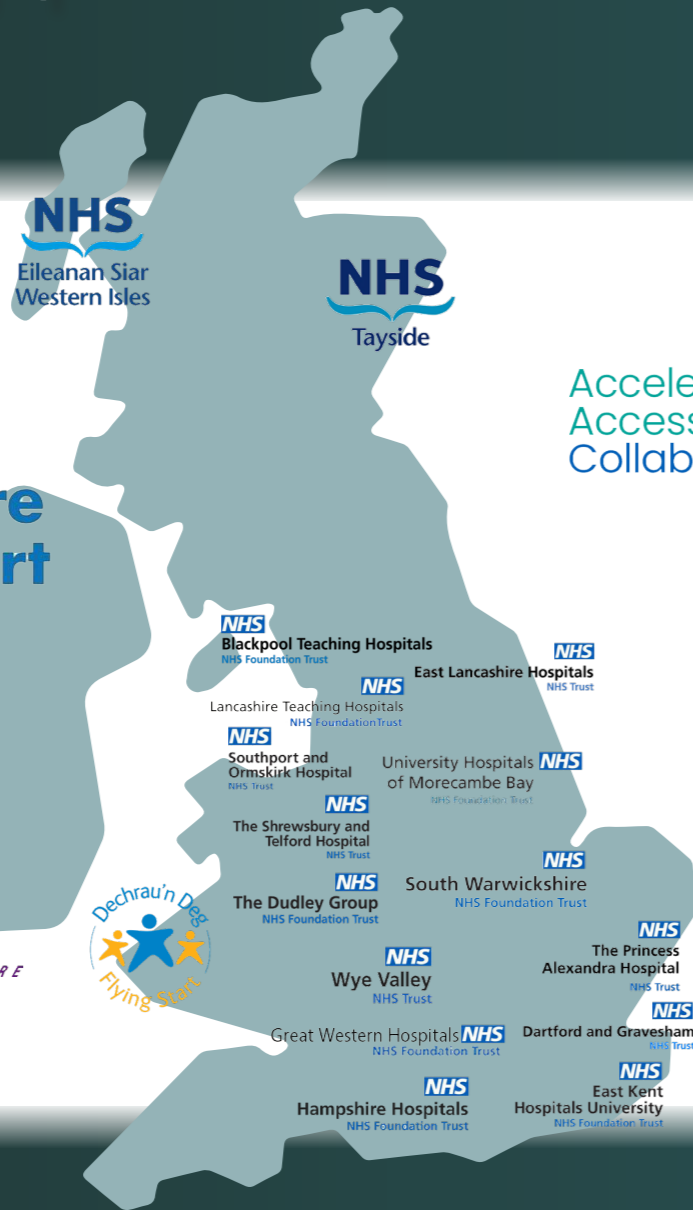
OUR CREDIBILITY



Kent Surrey Sussex Academic Health Science Network



Sure Start



The **AHSN** Network

Accelerated Access Collaborative



NICE META Tool



The **AHSN** Network **England**
NHS Innovation Accelerator



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.

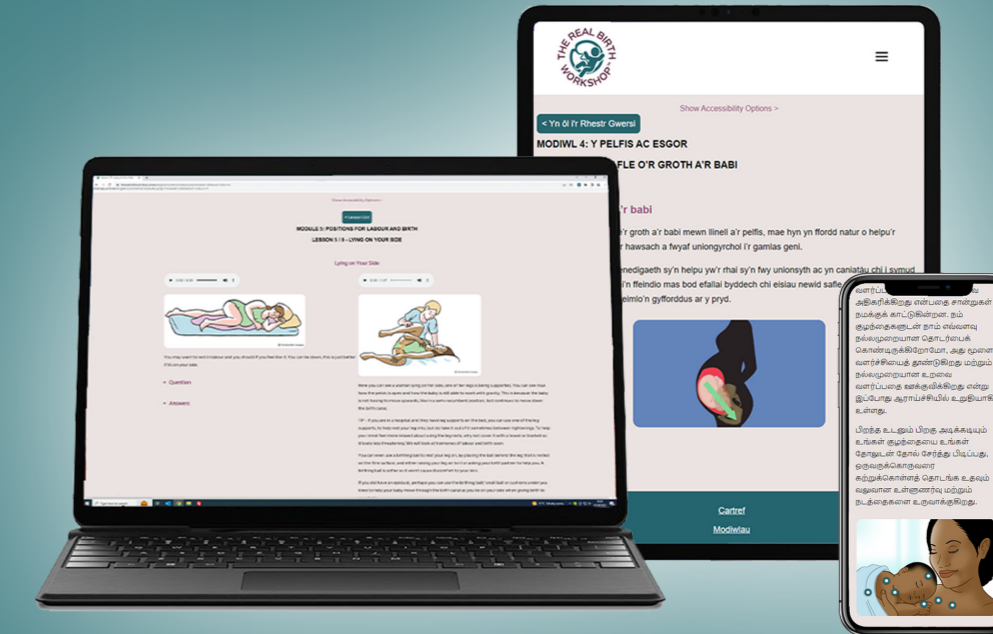
OUR DIGITAL SOLUTION



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

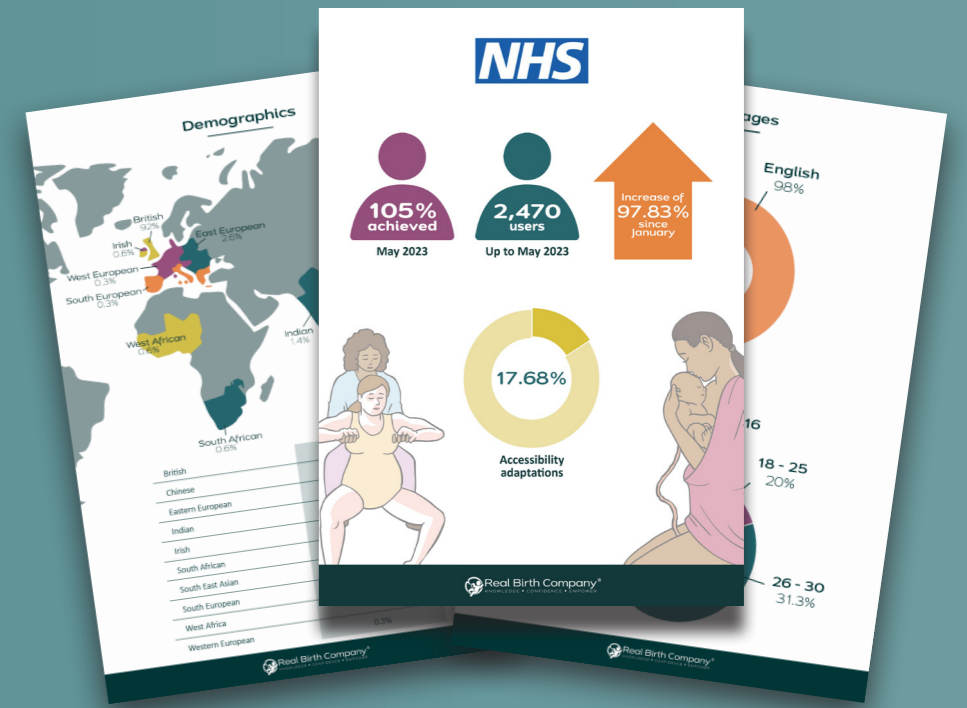
- 👤 Training retention guaranteed
- 👤 4 day hybrid training programme
- 👤 Minimum of 2 training slots per acute site included
- 👤 2 year access to resources and syllabus



OUR COMPLETE SOLUTION

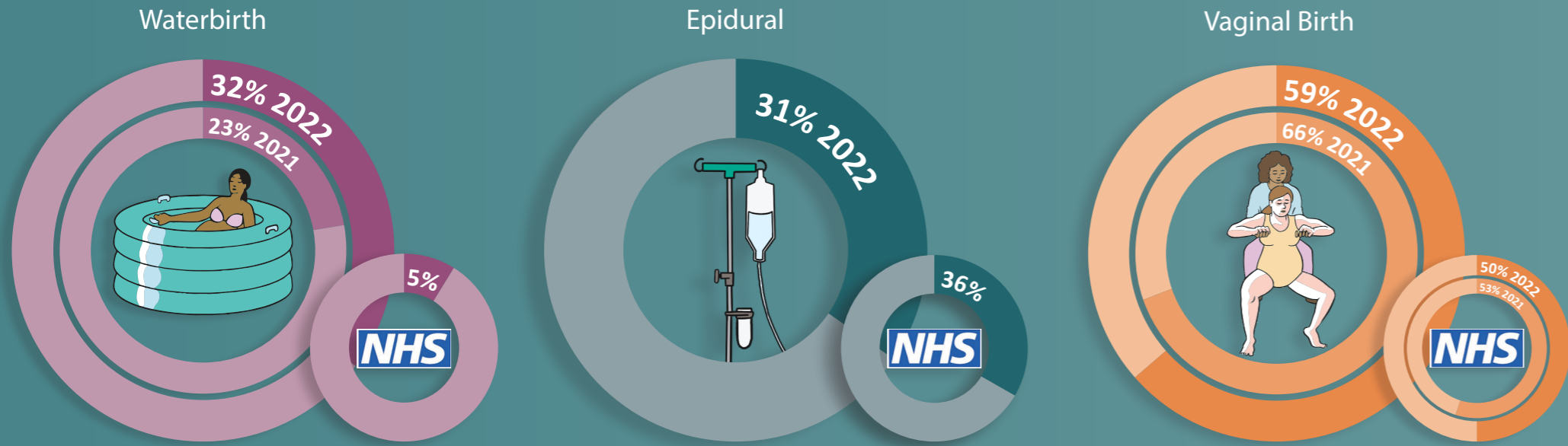


- 👤 Digital information presented in a holistic way
- 👤 Facilitate workshops using our accredited antenatal teacher training programme and syllabus
- 👤 Developed with service users, and ongoing consultations with users
- 👤 Evidence-based information regularly reviewed and updated
- 👤 Quarterly reporting 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

294,174
BIRTHS
(50.85%)

£560m
COST
(29.7%)

Unplanned Caesarean

126,683
BIRTHS
(21.9%)

£842m
COST
(41.95%)

Planned Caesarean

89,905
BIRTHS
(15.54%)

£329m
COST
(16.39%)

Instrumental Birth

67,800
BIRTHS
(11.72%)

£267m
COST
(13.3%)

Potential savings of
£176,013,500

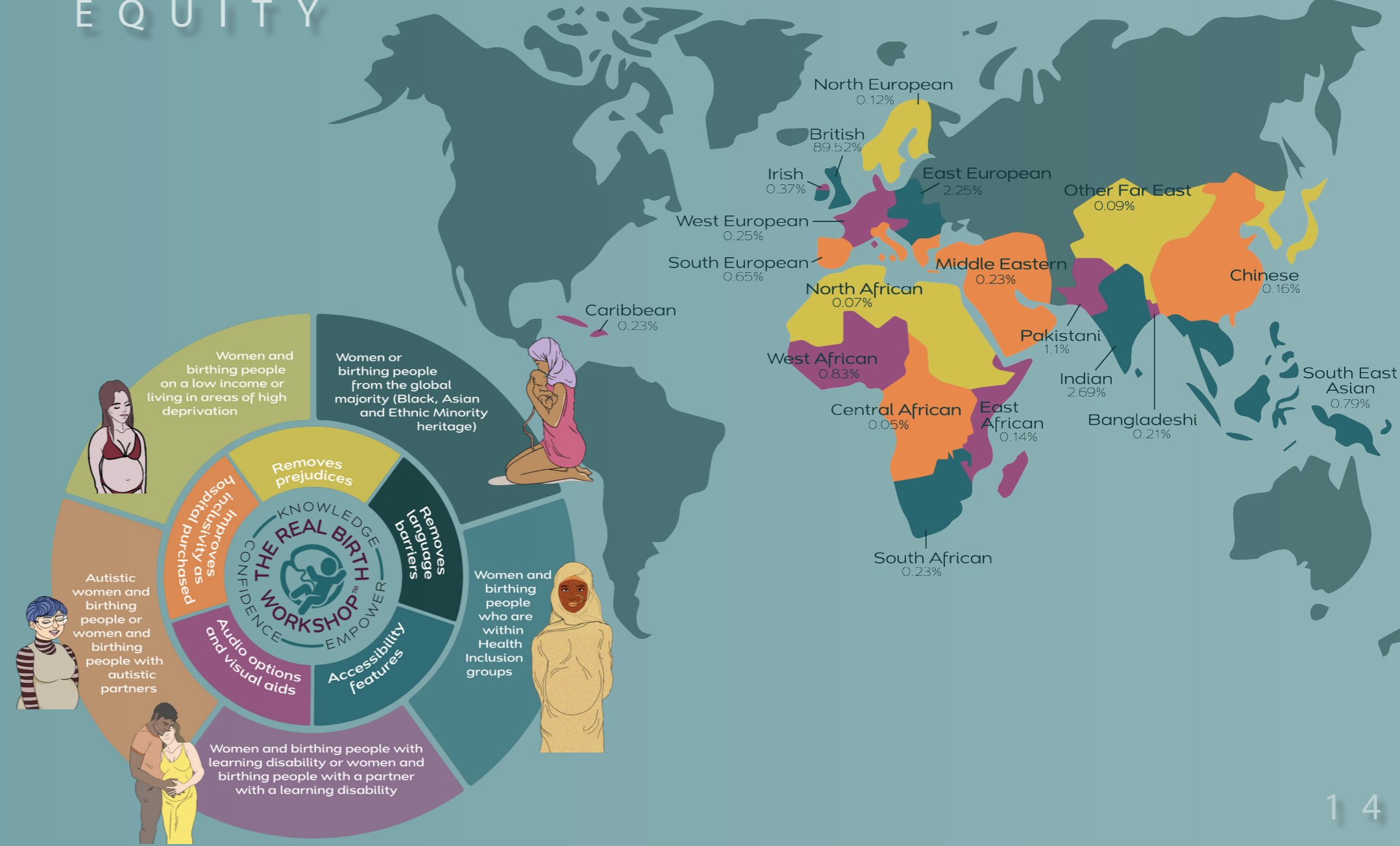
These figures have been calculated using a 29% combined caesareans section rate per annum and an average c/s cost of £5.5k but excludes potential savings on analgesia, postnatal beds, transitional care for babies, increase in breastfeeding rates, benefits in postnatal mental health.

HOW WE COMPARE

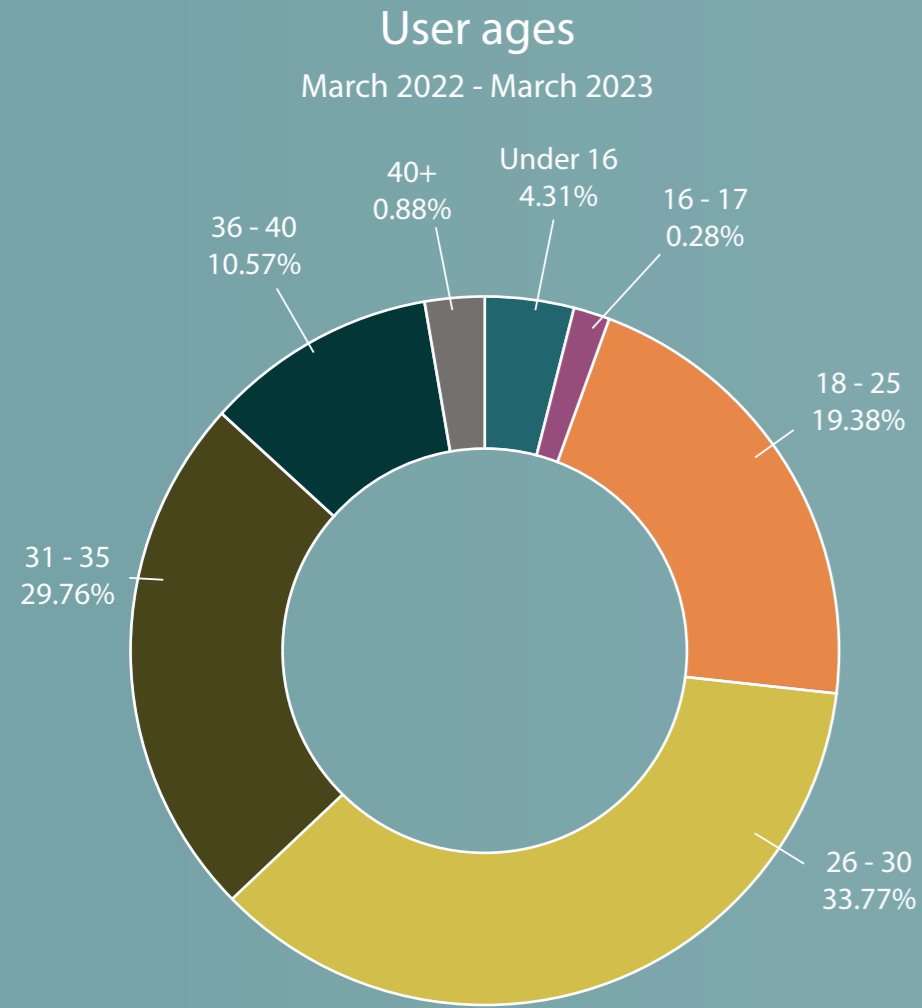
| Real Birth Company® <small>KNOWLEDGE • CONFIDENCE • EMPOWER</small> | The Real Birth Company | The Solihull Approach | Baby Buddy App | NCT | Hypnobirthing | Other Antenatal Education Providers |
|--|------------------------|-----------------------|----------------|-----|---------------|-------------------------------------|
| 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

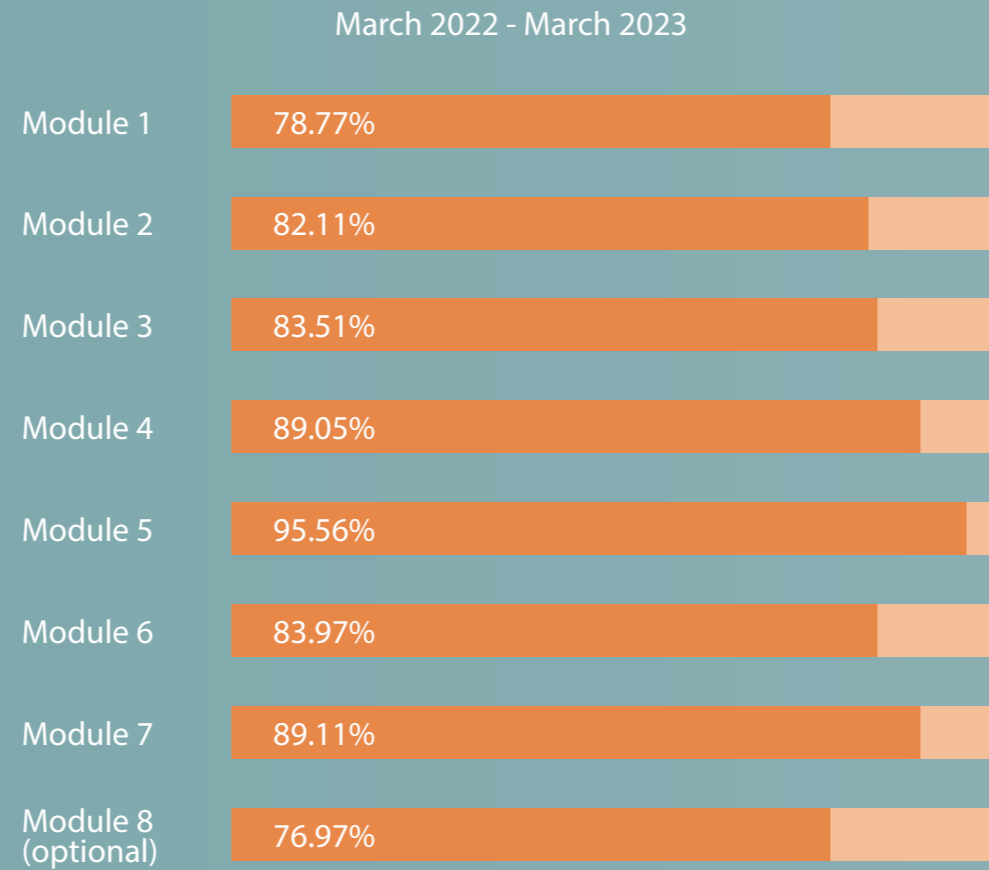
SUPPORTING HEALTH EQUITY



USER STATISTICS



Percentage completion per module



NET ZERO CARBON BENEFITS

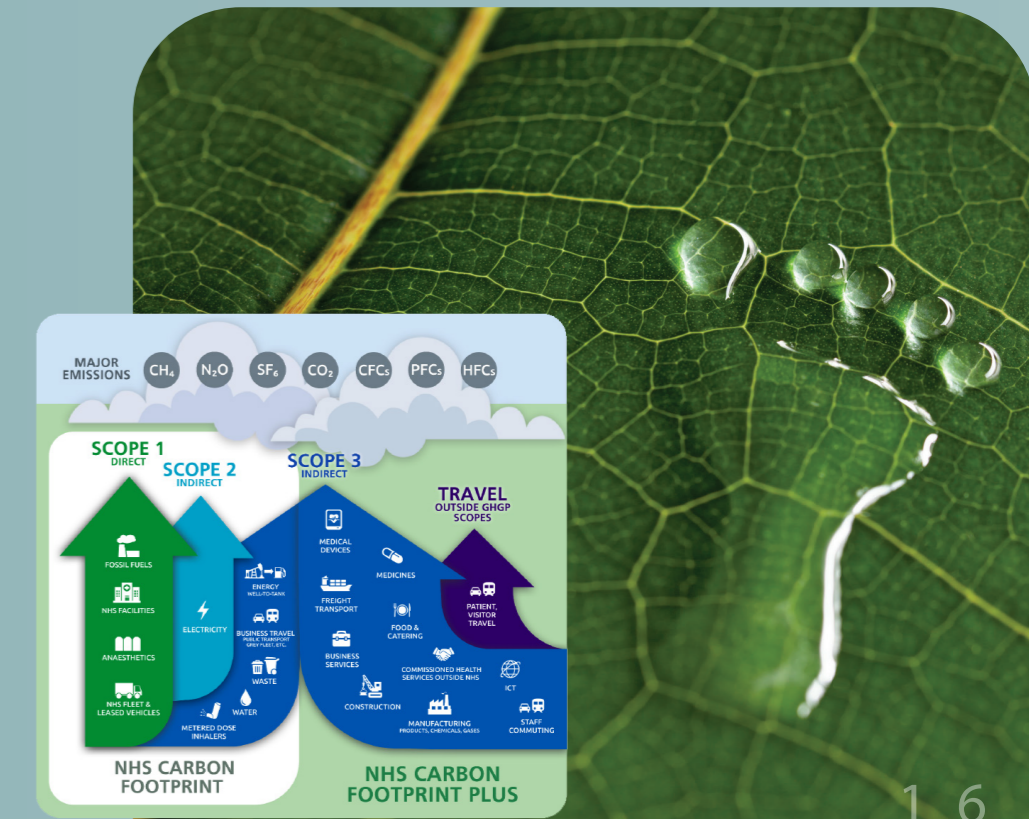


Committed to change by:

- 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



GHG scopes in the context of the NHS

Zoe Wright

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