

Northampton  
General Hospital

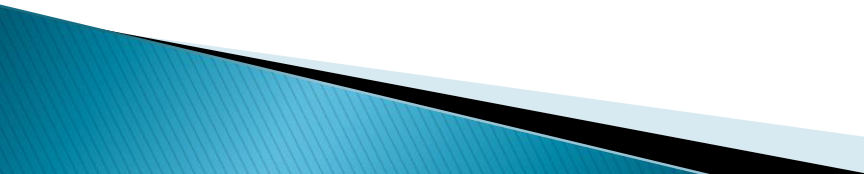
NHS Trust



# “Meet the Matron”

Anne Richley & Paula Briody  
Midwifery Matrons

# Background


- ▶ The Maternity Unit delivers in excess of 4,700 births each year and offers choice of birth including homebirth, birth in an onsite Birth Centre and an Obstetric Birthing Suite.
- 

# CHOICES

**Not all women 'fit the criteria'**

***Their* choice is not always *our* choice.**

**A plan is developed and shared with the MDT  
We act as advocates ensuring that the women  
and their families are at the centre of the care.**



# CONCERNS/COMPLAINTS

We listen

We apologise

We validate

We speak with staff and feedback

We make meaningful changes

Significant reduction in complaints



# CLOSURE

- ▶ Around 6% of women are diagnosed with traumatic stress after birth
- ▶ A further 20–25% go undiagnosed

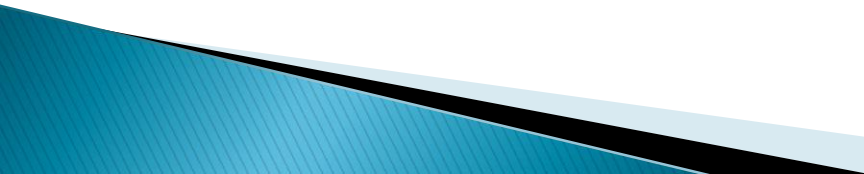
*“ Can’t you put it behind you and be thankful that you have a healthy baby?”*

- ▶ We treat.....but we also try to *prevent.*

# What do we do?

- Listen
- Show interest
- Care
- Apologise
- Validate
- Advocate
- Follow up
- Implement change



- **Women can self refer or be referred**
  - **PALS/Complaints office**
  - **All day clinic –45 min appointments**
  - **Home visits**
  - **Return–no time limit**
- 

**Staff, including students, are encouraged to sit in on the clinic. There is value in staff hearing the women's experiences, and our responses.**

**We encourage transparency and aim to empower staff to put the women and their families at the heart of the care.**





100% of FFT's completed would recommend the service.  
Comments have included:

- ▶ *'I just wanted to say a massive thank you for everything you did to make sure my birth went with success. You gave me so much confidence in myself from a first meeting and I can't thank you enough'*
- ▶
- ▶ *'We met with you pre and postnatally to discuss birth options and then to reflect on the twins birth. You listened and acknowledged our fears and worries and put me at ease for the birth we wished for. Your service is so valuable and I'd recommend it to all. We also had a positive experience with every area in maternity. Thank you!'*
- ▶
- ▶ *'Thank you so much for all your help and support. You put so much in place to make my elective section a wonderful experience and I can't thank you enough. I really couldn't have asked for more, it was better than anything I could have expected'*

