



Gill Diskin

Maternity Matron

Liverpool Women's NHS

Hospital Trust

- ✓ Being in control
- ✓ Listening to women's choices
- ✓ Personalised Maternity Care Budgets



@gdiskin
@Improvingme1
@LiverpoolWomens

Liverpool Women's Hospital



- Largest Women's hospital in Europe
- Approximately 8,500 births per year
- 10,500 pregnancy bookings per year
- Working with 3 CCG'S
- Level 3 Neonatal Unit and tertiary referral site
- 300 Midwives

Cheshire and Mersey Vanguard

- Liverpool chosen as the pilot site due to its size and the diversity of the population served
- Variation in services across the region with 9 multiple providers of Maternity services
- The project's aim was to identify the choices women make during pregnancy
- The first time a PMCB has been introduced

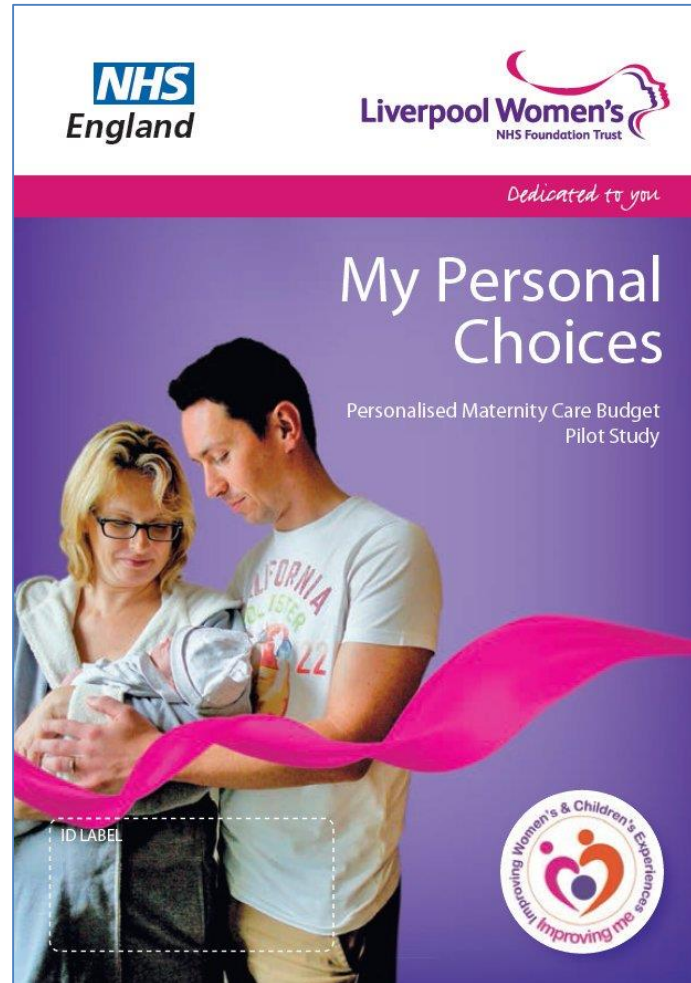
Pioneer Site – Better Births

- Largest of the 7 Pioneers in the country - Maternity transformation - Workstream 3
- Pioneer site chosen to pilot “Choice and Personalisation - Maternity Care Budgets” for women (PMCB’S) launched December 2016
- 200 women in the pilot study
- Women asked to choose virtual options during pregnancy

Choices for women

- Discussions with all women about their chosen place of birth - Birthplace study
- Additional Services : Extra postnatal visits
 - Parent Education
 - Hypnobirthing
 - Breast Feeding Support
 - Aqua Natal Sessions
- Options chosen by local women in focus groups

My personal Choices Booklet



What did the women tell us?

- Hypno-birth was a popular option – Midwives trained across the region and courses provided
- Women said they would like extra postnatal support as well as support with breast feeding
- Parent education and information as well as extra postnatal visiting

Roll Out

- Roll out across Cheshire and Mersey region
- All providers giving women choices and personalised care plan with maternity budgets
- All women booking in at Liverpool now on a personalised budget and asked to make a virtual choice
- Empowering women and midwives – social media



Thank you for listening

Any Questions?

