



2022 Client Feed-Back Summary

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Introduction

Client feedback is an important tool in quality improvement and quality assurance. At Private Midwives, most team members are working in isolation and out of the direct observation of the management team and/or their peers. As such, client feedback is one of a range of tools (alongside clinical audit, case reviews, outcome monitoring, observed clinical days) we utilise to ensure appropriate standards are being met.

Method

Once care is completed, clients are emailed a short questionnaire asking specific questions about all aspects of the care they received. They also have free text sections to write and inform us of anything they wish to share. Feedback is relayed real time back to the individual midwives and any areas of concern are escalated at once.

This collation of views into an annual summary enables trends for improvement to be identified.

Response rate

This report related to all clients Jan to December 2022. Those having just 0-3 appointments are excluded and only clients having a package of care were sent feedback questionnaires.

- 545 clients were eligible to receive the questionnaire
- 435 got the questionnaire (435/545= 80% efficiency at asking for feedback)
- 311 clients opened their email and read the request for feedback
- 243 completed responses were received (78% of those who opened the email, completed the feedback)

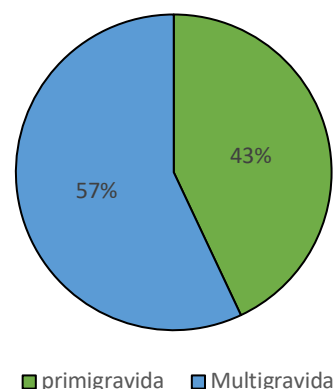
Areas for improvement

Clearly there is a need to improve efficiency at requesting the feedback. Also, an effective system needs to be set up for reminders and then a telephone follow-up. Life with a new baby can be very busy and often emails will not be read or actioned. Whilst overall 78% of those who opened the email completed the feedback, this is only 45% of the total available feedback opportunities.

Who responded?

64% of the clients who responded had booked a package for home birth (65% last year).
19% required support for a hospital birth
17% booked antenatal/postnatal care only

The mix between first time mums and those who have had a baby before is comparable to previous years and reflects our overall client demographic.

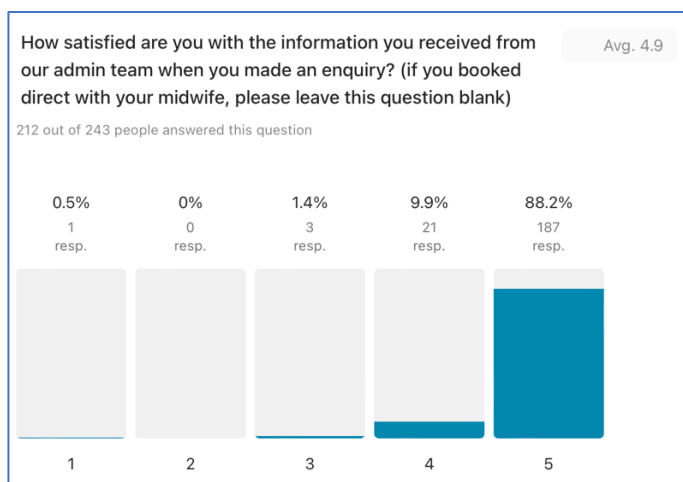


Why did the client choose to access private care?

- Continuity of care
- Home birth services not available locally via NHS/HSE
- Want to feel cared for
- Want personalised care centred around their schedule, their needs, and their choices

Results for admin/non-clinical process

The results for the admin team are excellent with an overall score of 4.9/5. This shows some improvement on previous years and reflects the new finance functions that are now in place.

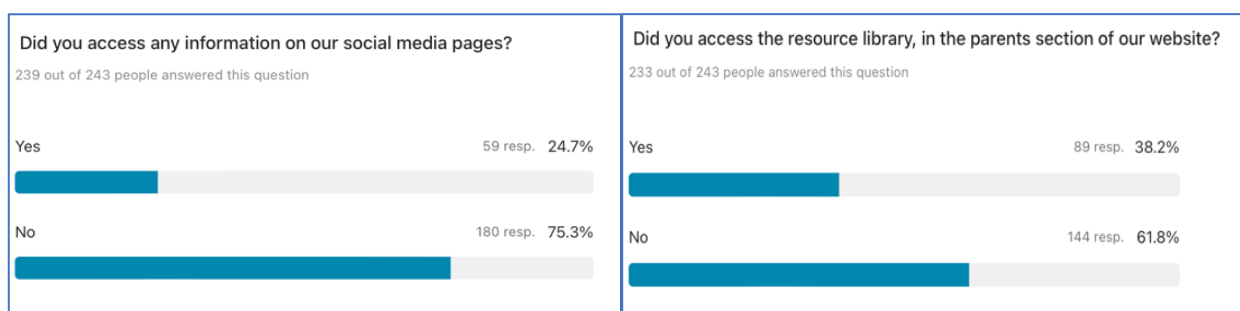


Suggestions for improvement:

- More information on optional extras
- More communication relating to ordering, delivery and collection of pools and gas
- Telephone to arrange collection of pool and gas as not answering emails just after giving birth

Accessing the information that we provide

This is the first time we have asked about clients accessing the information we provide to them outside of their clinical notes and clinical appointments. It is surprising that only a quarter of clients are accessing the information on our social media pages and 38% access the wealth of information that is on our website resource library.



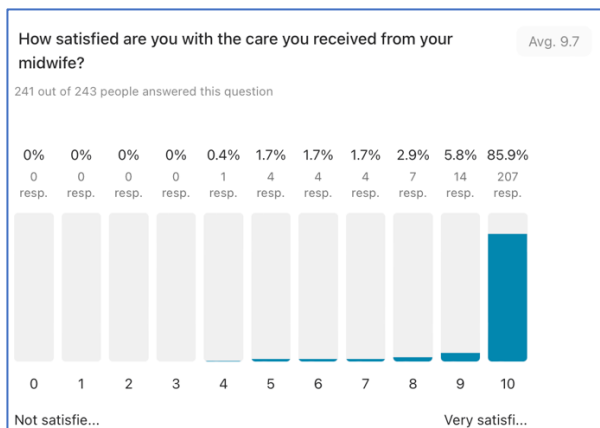
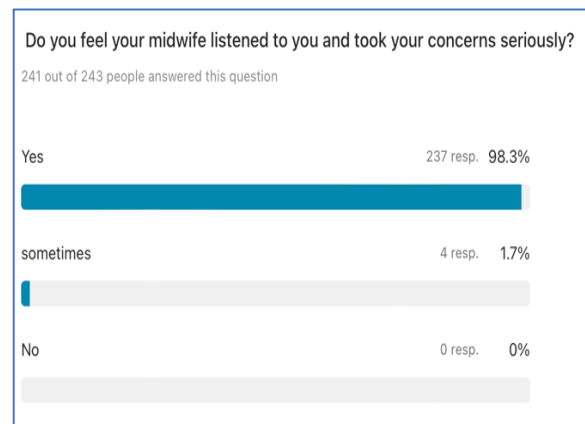
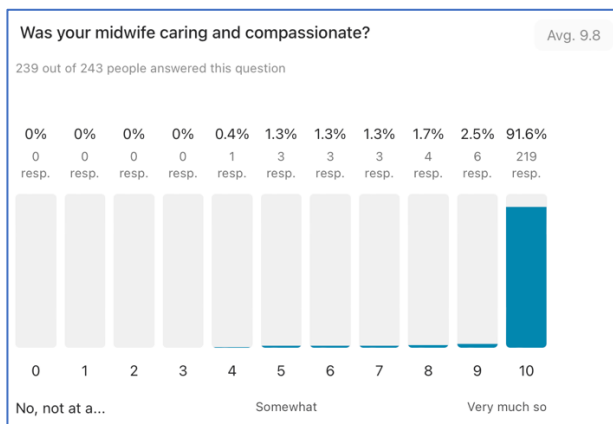
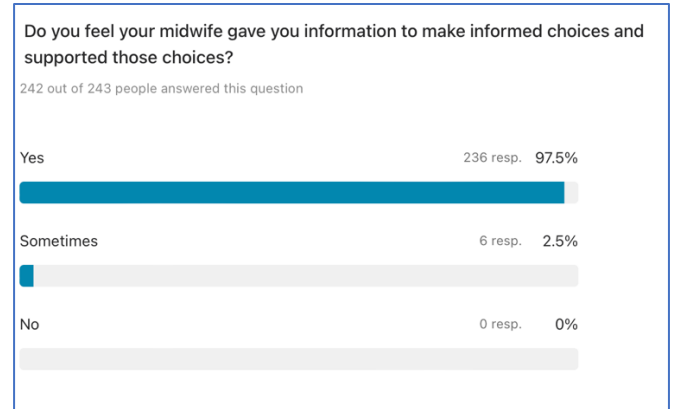
Areas for improvement

A lot of the information is designed to provide a basis for informed decision making and so we need to consider if we need to improve the number of clients who access these resources and if so, how we do this.

Results for clinical care

Overall, clients do believe they are given enough information to make choices. Of the 6 respondents who said they only got sufficient information “sometimes”, only one had accessed our social media pages or resource library.

To have a positive experience, clients need to feel cared for, listened to and supported as well as clinically safe. We asked our clients to rank on a scale of 1-10 how caring and compassionate their midwife was. The average score was 9.8 which is excellent. 98.3% of clients felt their midwife listened to them and took their concerns seriously.



Overall satisfaction score for midwifery care was 9.7/10. This is comparable to previous year (9.8/10 last year).

There were a small number of respondents who were clearly not as satisfied with their midwifery care, and we looked at these cases in more detail to see if we can ascertain why.

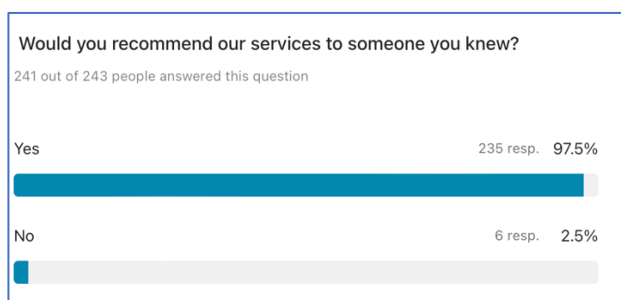
The clients were cared for by different midwives and their feedback comments did not have any common themes other than the importance of communication style and content:

- *I felt dismissed when I raised my anxieties about birth*
- *The midwife gave me lots of information, but I felt lectured to*
- *The midwife appeared distracted and rushed during our appointments*
- *The midwife listened to me, but she didn't demonstrate understanding of my issues*
- *I was struggling to breast feed and wanted to give baby formula. The midwife was very unsupportive of this and insisted I breast feed only.*
- *I would have like more pain relief options for labour at home. This was not offered to me.*

The positive feedback comments far outnumbered the negative ones. Numerous positive comments were received relating to individual staff and the service overall. A selection of positive comments are included in Appendix one.

Would the clients recommend our services to friends or family?

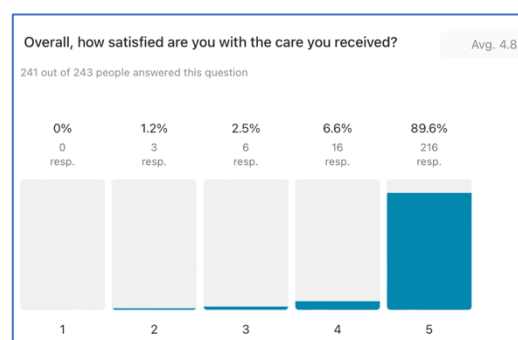
The small number of clients who did not feel fully supported above would not recommend our services. However, 97.5% of clients would recommend us. This is comparable to last year (98.5%).



Clinical areas for improvement

We looked closely at the clients who were dissatisfied or would not recommend us. Some comments related to breast feeding support and being more open to the introduction of formula. Clients felt that midwives were too focused on breast feeding and did not offer enough information on formula feeding or mixed feeding.

Other comments included a perception that midwives were rushed, not listening properly and appointments were shorter and more hurried than they wanted.



Whilst the scores are high, and all staff are to be congratulated, we need to aim for continual improvement and excellence for all.

Continuity of care

A key factor for choosing our service was the desire for continuity. We asked specifically if any elements of our care were provided by someone else, or someone they did not know. Hospital appointments, referrals and NIPE examinations were excluded.

- 202 respondents had care that included birth
- 198 had their lead midwife present for all or some of their intrapartum care (98%)
- 3 had a back up midwife present for their birth care, who they had met before
- In one case (0.5%) care was provided by a midwife the client did not know. We looked at this case more closely and it was due to the Lead Midwife needing to take urgent personal leave at short notice.

Action Plan

1. Vigilance around sending the questionnaire to all needs to improve. This was highlighted last year, and no improvement is seen here. This must be a focus for 2023 with all eligible clients receiving a questionnaire and a reminder. Feedback is a valuable tool to improve and both positive and negative feedback is valuable. If the reminder does not result in any feedback, then a telephone call should be made. This enables those families who are busy, not accessing emails or unable to understand the questions; to give their feedback. One admin person will lead on feedback and the number of replies will be monitored on the clinical dashboard.
2. One admin lead will be identified for the management of pool and gas. Communication around their ordering and collection will be improved. Clients will be telephoned to arrange collection rather than emailed. We will also start to ask clients how they prefer to be contacted – email or phone, so we are communicating with them in their preferred way.
3. 1:1 discussion with some midwives who featured in the lowest satisfaction cases will be held (if this has not already been done).
4. We will consider how we can improve access to the information in the resource library. New case-note covers are due to be printed and it may be beneficial to promote the resource library more prominently on these covers. Some aspects of the website design will be revisited as over the years the website has got very busy. Too much information may be preventing clients accessing the parts they really want/need.
5. Information will be produced for clients who wish to introduce formula feeding. This will be aimed at both midwives and clients so their choices can be respected and supported. Whilst breast feeding is always promoted and encouraged, there is a balance to ensure clients feel able to change their mind and supported to do so.

Conclusion

Overall, excellent feedback and all staff members will be congratulated. However, there are a few areas where improvements could be made and as an organisation we will work to address these in a positive and supportive manner.

Appendix: Some positive feedback quotes

- I had a great experience. Rene went over and beyond what was required of her. Admin team were also very good and helpful.
- Madelaine was amazing throughout my whole care right from day one, I felt like I could trust her fully, my birth was at home and all went well and the aftercare was brilliant too, all in all Madelaine was fantastic and I am so grateful to her for looking after me and bringing my baby safely into the world!
- I thoroughly enjoyed the service. Was so professional, kind and informative at every stage.
- You were all absolutely fabulous and I'm raving to all my Friends about how great you are, especially Julia who made me feel so empowered and confident and never let me doubt myself but have me all the relevant and appropriate advice and respected my wishes and supported me to have a euphoric and healing birth!
- Ali is according to us the best midwife in the world and was a great match for me and my partner.
- Joanna was amazing, I'll be in touch when (if) I have my next baby! I really couldn't recommend her highly enough and also want to say- that the office staff were all lovey too! Thank you everyone
- This service is worth its weight in gold. Thank goodness there is an option for women to have the birth experience that they wish. Absolutely brilliant!
- I am so thankful that I found your company and Ann most especially. I will forever be grateful that I was able to have a very positive birth experience because of you.
- She (Kay) was amazing and made my dream birth possible. I'm forever grateful to her.
- She (Flo) did so much more than we could ever have dreamed of!
- Paige was incredible. She felt like part of our family and we miss her!
- Ann went above and beyond and was amazing
- I ended up having a hospital birth but thanks to Angie what could have been a traumatic experience was positive and I felt supported and empowered.
- Sarah is an absolute treasure
- I absolutely loved both Carole and Paige. They were both so great. Paige in particular is an absolutely sensational and thorough midwife. I thought I would be nervous with someone a bit younger and "less" experienced, but actually she did all my postnatal checkup appointments and was unbelievably thorough and helpful. I would ask for Paige again 100%. Made me feel very reassured and relaxed during birth and afterwards during intimate checks etc.
- Jo is a wonderful Midwife and has always been so incredibly supportive
- We got so much more than we initially expected
- Amazing services. I am so happy with the care and support I received. I completely trusted my midwife and it was a perfect birth.
- I am hugely grateful to Private Midwives for the care provided and in particular to Helen. Helen ensured I was listened to, felt and informed and felt safe which was really important to me following my first pregnancy and birth after which I was diagnosed with PTSD. Helen's care enabled me to enjoy my pregnancy and birth and feel healed following my previous experience.
- I am also grateful to Julia for her holistic approach which was what I needed in early pregnancy.
- Just that I feel Angie should be particularly praised and commended for the level of care and attention she provides her clients.
- Thank you Joanna for helping me through one of the worst weeks in my life and making it one of the best!!!
- Sarah's approach is kind thoughtful and informed she was a brilliant midwife and was with me during my difficult first birth and my very easy second she was fantastic at both and I feel privileged to have had her
- Paige was perfect for us. She was everything we wanted in terms of help and care.
- As I already made really obvious to Madelaine in our final meeting and her card - we're incredibly grateful for the support we received from her. It helped us at what was a real turning point in our lives feel like we were doing a good job and could get through the sleepless nights, stress and huge changes and be good parents. She's incredibly missed!

- The Admin Team is always polite, helpful, truly caring and never ignore the requests. My midwife was also great and I am sure the baby is growing healthy and happy due to her proper actions! If I have another baby in the future, I definitely want it with PM again.
- Thank you for being a part of the most magical of journeys with me. Not once, but twice. There isn't a day that passes that I don't recall the incredible moment of my daughters coming into this world, made possible by Linda and her team. With Linda present I knew I had the strength to do what my body was designed to do. With Linda by my side I felt safe, supported and secure in abundance.
- It's hard to imagine going through the process again without the care we received so we may hopefully be back again
- Leonie and Tess. They helped me have the birth of my dreams. Also - a side comment - the pictures and videos she took of my birth are so beautiful. Definitely beyond the call of duty!
- Thank you for everything. And to Pat who was so kind and informative over email and the phone.
- Overall experience was unforgettable. Liz's assistant Lenka was the sweetest & kindest human. I feel like we won the lotto with the two of them supporting our birth. The knowledge & support that they both provided was invaluable. I could talk about them & the experience all day :)
- Hiring a midwife from private midwives is one of the best decisions we have ever made. I cannot stress how happy we are with the care I was provided. Helen and 2nd midwife Sharon were essential to me coping with the hospital labour I ended up having. They were also amazingly supportive and had a wealth of advice and skills.
- The admin team were also very helpful and quick to respond with any orders or questions. Thank you all as a team for helping me. It really means a lot.
- Deciding on having Kay support us on our journey to parenthood was the best decision we could have made! She made a huge impact along the whole process - during pregnancy, through birth and once our little one arrived. Thank you.
- Having Emily and Jo's support through my pregnancy, birth and early postnatal period was one of the biggest factors in my positive experience this time round. I am endlessly grateful for their care which has had a huge impact on my physical recovery and mental well-being.
- I would definitely come back and would be requesting the same midwife. Website and resources were helpful. PM packages offered are clear online and pricing also clear. Booking process was flawless and easy. Could not fault the service from beginning to end and after such a terrible time with the NHS it was just what I needed when feeling worried and anxious, being my first pregnancy.
- I would like to thank your amazing company and services. I have had the BEST experience and I'm so glad I found you. Trish my midwife was truly the best, I still can't believe just how lucky I was to have her the whole time & the Experience. She is one in a million. Best midwife I could have asked for. Thank you again xx
- Wasn't aware of your social media page but would have followed if we did. We feel private midwives has set the bar for the standard of care and everyone should be aspiring to provide this level of care and we feel there should be as much awareness about this company as possible.
- Private midwives are the best thing that ever happened to me, my baby and my entire family!
- I have found the whole experience to be excellent.