



**Better Births: Personal and Safe**

# Maternity Booking System

An Overview for Primary Care Teams

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## What is the Maternity Booking System?

- Electronic referral system enabling pregnant women to self refer themselves directly to maternity services via Maternity Pages on Gloucestershire Hospitals website.
- Women can self refer to maternity services from early pregnancy or on moving into the county during pregnancy



## What are the Benefits?

- Women will be able to make early contact with maternity services and their named midwife.
- Women will receive essential information electronically ahead of their booking appointment.
- Early contact should reduce number of women booked later than 12 weeks gestation
- The system will enable a fair and equal distribution of women to midwives based on their geographical location, rather than peaks and troughs of bookings by GP surgery.
- Will enable managers of continuity of carer teams to ensure caseloads for midwives and teams are appropriate.

## How will it work for women?

- Pregnant women or women moving into the county log onto public facing internet to access maternity services.
- Women can use a QR Code to link directly to system via posters
- Or use a link on a surgery website to direct to the page.
- Women will complete a simple online proforma
- Women will receive an e-mail with auto response following submission.
- Women will receive links to direct them to electronic leaflets and useful information to look at prior to booking

# Links to Booking System with QR Code

- Printed materials have been produced with a QR code that can simply be scanned to take women to the booking form
- They can also go to: [www.gloshospitals.nhs.uk/maternity-booking](http://www.gloshospitals.nhs.uk/maternity-booking)

Front



Reverse



# Inventory of materials available for you (Print)

- Print materials can be ordered directly from the printer for use in surgeries and for reception staff to give to people who need to book
- We will send you the inventory of materials to order from

## Maternity Booking Materials: **Print**

Front



Reverse



1: Business Card



2-5: Poster

# Inventory of materials available for you (Digital)

- Digital assets for your websites and social media can be ordered from the Trust
- The digital button can be with or without a QR code and can simply link to [www.gloshospitals.nhs.uk/maternity-booking](http://www.gloshospitals.nhs.uk/maternity-booking)
- You can also support this on your social media channels if you wish – we would be grateful for your support!

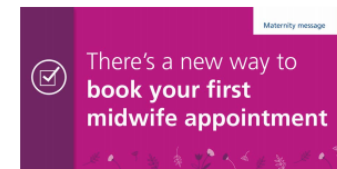
## Maternity Booking Materials: **Digital**



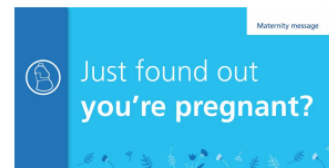
6: Digital button



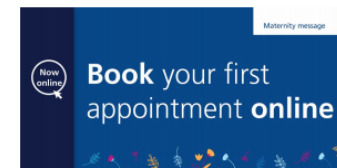
7: Social post



8: Social post



9: Social post



10: Social post

## Public Facing Website

# Book your first midwife appointment

Book your first midwife appointment with one of our Gloucestershire midwifery teams, and start your pregnancy journey with us.

We will then contact you within 1 week to arrange your first midwife appointment (also called your booking appointment).

For information on how we look after and use your information, and your rights, please see [our Privacy Notice](#)



# Key Questions

First name*	
Surname*	
Any previous surname(s) (if applicable)	
Date of birth*	<a href="#">Click here to enter a date.</a>
Address*	Address Line 1 Address Line 2 Town
Postcode*	
NHS number (if known)	
Mobile phone number*	
Home phone number	
Email address*	
Preferred method of contact	<input type="checkbox"/> Mobile <input type="checkbox"/> Home Telephone <input type="checkbox"/> Email
Do you need interpretation services at your booking appointment?	<a href="#">Choose an item.</a>
*If yes* What language do you require?	
Your GP Surgery	
Is this your first pregnancy?	<a href="#">Choose an item.</a>
*If no What is the name of your previous midwife?	
What was the date of the first day of your last menstrual period? <i>If unknown, please put closest known date:</i>	<a href="#">Click here to enter a date.</a>

\*Mandatory field

**NB Questions will be over several pages rather than as a proforma**

## Following completion

### Thank you screen

Thank you for completing your first midwife appointment booking form. A midwife will be in touch within 5 working days. **This call may appear as an unknown number.**

If you do not hear from a midwife within 1 week - please contact us on the numbers below depending where you live.

- Cheltenham / Tewkesbury / North Cotswold areas – Cheltenham Birth Unit **0300 422 2324** Mon-Thurs 10am – 2pm
- Gloucester / Forest of Dean areas - Gloucester Community Admin **0300 422 5128** Mon-Thurs 10am- 2pm
- Stroud / Cirencester areas – Stroud Maternity Unit **0300 421 8018** Mon-Fri 9.30-1pm

Your midwife will ask you questions about you and your family's health, so you should come prepared with the relevant information. Find out [what to expect at your first midwife appointment](#).

You can find pregnancy health information and support on the [Gloucestershire Healthy Lifestyles website](#).

# E-mail Auto Response

## Email auto response

Thank you for completing our first midwife appointment booking form. A midwife will be in touch within 1 week.

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## How will it work for GHFT?

- Depending on postcode online proforma's are directed to e-mail inboxes for midwifery teams
- Lead Midwives or nominated deputies will screen the inboxes daily and allocate referrals to a named midwife with an overview to the most appropriate geographical team taking into account caseloads size and complexities of midwives.
- Default inbox is screened daily for any new bookings the system has been unable to allocate and Lead Midwives will contact women to plan care.
- Named midwife or a team member to contact the woman within 1 week of receipt of electronic referral to arrange a booking appointment and discuss information she has received
- Woman is booked by her named midwife ideally at 8-10 weeks gestation but prior to 12 weeks gestation by face to face or online platform.
- Complete MW-HV-GP liaison form noting vulnerabilities
- Complete Midwife Request to GP for patient Summary Record

## How will it work for Primary Care?

- Links to online booking system from surgery website
- Posters and cards with QR code in pharmacies and surgeries.
- Widespread Communication will direct women to online portal, reception staff may need to direct women to portal initially.
- Women who do not speak any English or have no access to internet may need support from reception staff or a maternity hub to complete proforma initially.
- For women who do not have an email address or alternative (family members) can they please use 'xxx@xxx' in the box and then submit the form. As long as they provide a phone number they will be contacted.
- System is for all women requiring community midwifery care in Gloucestershire regardless of place of birth.
- Women with an out of county GP who wish to deliver in Gloucestershire will require referral to ANC as currently.

## Frequently Asked Questions?

- **What if the woman is unable to complete the online form?**
- *The Referral form can be completed by a health worker (e.g. GP Receptionist) or a person nominated by the woman (e.g. family member/friend / support worker) Staff in maternity hub*
- **What if the woman is unable to speak or understand English?**
- *The Referral form can be completed by a health worker (e.g. GP Receptionist) or a person nominated by the woman (e.g. family member/friend / support worker) The requirement for a translator and which language should be noted.*
- **What if a woman does not hear from maternity services within 5 working days?**
- *Women will be directed to Maternity Advice Line 0300 4225541 9-13.00 midwives will complete proforma with woman and e-mail to Community Matron who will forward to Lead for the area.*
- **How will GP surgeries know that a patient is pregnant if midwife not entering data on their system?**
- *Midwives will complete MW-HV-GP liaison form and send to woman's surgery for scanning into system (consideration to electronic form) Midwives will complete Request for GP summary record. Midwives will ensure attendance at GP safeguarding meetings or will liaise with surgery midwife.*

## Frequently Asked Questions?

- **What if a woman lives out of county but has a Gloucestershire GP?**
- *Women with a Gloucestershire GP can self refer via the portal*
- **What if a woman lives in county but has an out of county GP?**
- *Women living in county can self refer via the centralised booking system if they wish to be cared for by local CMW's in hubs rather than CMW attached to their surgery.*
- **What if a woman lives out of county with an out of county GP?**
- *Current referral systems will remain in place via GP or out of county midwife to ANC community midwifery care will be provided by out of county CMW. Any online referrals will be directed to a default inbox which will be screened daily and women contacted by the lead midwife.*

## Next Steps

- Completion of trials of system
- Assurance that Criteria for Success is met
- A Trial of the system within selected GP surgeries W/B 4<sup>th</sup> May 2021
- Communication plan to stake holders highlighting new process for accessing maternity services.
- Webinar for practice managers
- QR code to use on posters to link to portal
- Link to portal from GP surgery websites
- Social Media to support launch
- **Full launch planned 1<sup>st</sup> June**
- Ongoing monitoring of women who do not receive contact from midwife within allotted time frame through incident reporting systems.