



Our strategy for Excellence in Maternity Care: a summary

Pregnancy and childbirth are life changing events for approximately 6,500 women and their families that deliver in our care every year.

We are committed to providing excellent care to every mother and baby who uses maternity services - at home, in the community and in hospital.

This document summarises our Strategy for Excellence in Maternity Care – our roadmap for delivering high quality maternity services. You can download the full document here: www.ekhuft.nhs.uk/maternitystrategy

Our strategy builds on our improvement programme - Birthing Excellence: Success Through Teamwork (BESTT) - to deliver the ambitions of 'Better Births', the National Maternity Transformation Programme and the NHS Long Term Plan.

We are committed to continually improving, creating the right environment for our staff to provide the highest standards of care for every woman throughout their pregnancy and the birth of their baby.

We have listened to women and families – to those who have received excellent care, and also those we have failed by not providing the right standard of care. To these women and families, we are profoundly sorry.

We have also listened to our staff to better support them to deliver a high quality care for every patient and family in our care and to have the confidence to raise concerns when standards are not being met. Our strategy will continue to build on the findings, recommendations and feedback from independent investigations, to ensure that we learn the lessons of past failures and provide maternity care that we can all be proud of.

Our values underpin all that we do.

People feel **cared** for as individuals

People feel **safe**, reassured and involved

People feel confident we are **making a difference**

People feel teamwork, trust and **respect** sit at the heart of everything we do



How we will deliver our strategy

Our strategy has five objectives that put people at the centre of decisions, so that all women, babies and their families receive the highest quality of care, every time.



1. Women and families

Our vision

“Women and families will receive personalised care by a multi-professional team, planned in partnership with them and reflecting their choices and health needs.”

We commit to...

- Empower women to make informed choices
- Provide the right care, from the right person, at the right time
- Be open when things do not go as planned
- Learn and embed change.



On pages 12-13 of our full strategy document you can find our commitments that put women and families at the heart of everything we do, and the measures that will evidence our progress.

2. Quality and Safety

Our vision

“We have systems in place which provide continuous assurance that our care is safe and effective. Underpinned by a culture of continuous learning it aims to reduce unnecessary variation and improve the quality of the experience for women and staff.”

We commit to...

- Best practice standards for every woman and baby
- Further embed a safety culture
- Share and embed learning
- Trusted and transparent governance systems.



On pages 14-15 of our full strategy document you can find our commitments to delivering consistently high quality, safe services, and the measures that will evidence our progress.

3. Our People

Our vision

“To create a positive learning environment where staff development is encouraged and fostered to build a team with the values, skills, and experience to embed a safety culture based on continuous quality improvement. We will be a staff wellbeing focussed employer who people choose to join, want to stay with and where they can develop their careers.”

We commit to...

- Enable staff to have the time, skills and training to listen to every woman and care for her and her baby.
- Provide excellent training and development opportunities for staff and students
- Develop an open and transparent culture
- Develop a sustainable workforce.



On pages 16-17 you can find our commitments to support, recruit and retain the very best people, and the measures that will evidence our progress.

4. Our Future

Our vision

“Our Maternity Service will be actively involved in research, development, innovation and improvement to enhance the safety, effectiveness and quality of experience for women, their families and our staff.”

We commit to...

- Maximise opportunities for digital innovation
- Improve the environment for our patients and staff
- Use data to inform our improvements
- Work with partners to improve care.



On pages 18-19 you can find our commitments to be forward looking, and the measures that will evidence our progress.

5. Our Sustainability

Our vision

“Maternity Staff, our leadership team and the Trust will live the vision, it’s values and behaviours and pledge to spend resources for providing best value for the use of public money to sustain and deliver our strategy.

We commit to...

- Make the best use of every pound to improve care
- Embed learning and innovations from the Covid-19 pandemic
- Minimise our impact on the environment.



On pages 20-21 you can find our commitments provide sustainable services, and the measures that will evidence our success.

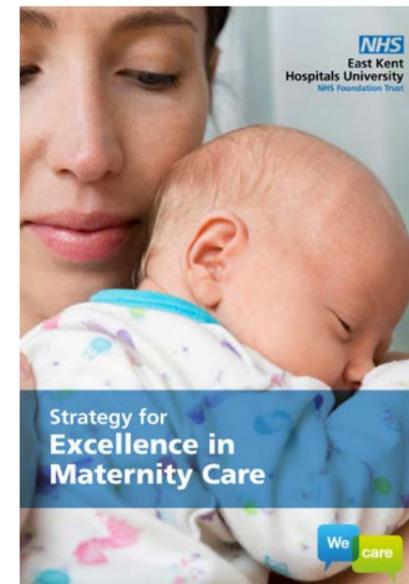
How we show we care

Our values and behaviours



East Kent Hospitals University
NHS Foundation Trust

East Kent Hospitals offers five choices of place of birth: home, midwife-led unit and consultant-led obstetric unit at both the QEQM Hospital in Margate and William Harvey Hospital in Ashford.



Download our Strategy for Excellence in Maternity Care

www.ekhft.nhs.uk/maternitystrategy



Contact us

For more information about our maternity services visit www.ekhft.nhs.uk/maternity

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