

OVERALL CARE

AREA FOR IMPROVEMENT: Patient feedback and complaints

SPECIFIC QIP	QIP ACTIONS	WHAT WILL IMPROVE?	TIMELINE
Thinking about your overall care, if you wanted to give feedback or make a complaint, did you know how and where to do so	<ul style="list-style-type: none"> • Improve Visibility of Feedback Channels • Staff Engagement and Training • Digital Access and Simplification • Feedback Follow-Up • Culturally Sensitive Communication 	<ul style="list-style-type: none"> • Increased Patient Confidence and Engagement: Women will feel more empowered to share their experiences, knowing their voices are heard and valued. • Enhanced Service Quality: Constructive feedback can lead to targeted improvements in care delivery. • Stronger Trust and Relationships: Transparent and responsive feedback systems foster trust between patients and care providers. Staff feel more connected to patient needs and motivated by positive feedback. • Better Compliance with National Standards: Aligns with HSE and HIQA expectations for patient-centered care and continuous quality improvement. 	Q2 2026
	<ul style="list-style-type: none"> • Promote point of contact resolution: Encourage frontline staff to resolve concerns or issues at the time they arise • Increase visibility of Feedback Channels: Encourage patients, families and staff know how to provide feedback. This will involve clear signage in wards and waiting areas, QR codes linking to feedback forms and regular reminders in newsletters and on screens. • Staff Engagement and Training: focus on equipping staff with the skills to deliver excellent care and communication by workshops on handling complaints and feedback and hosting staff forums to share experience and ideas. • Increase awareness of Digital Access and hospital website Promote online resources for patients and families by updating website navigation, promote digital access via posters, discharge packs and social media. • Culturally Sensitive Communication: provide training to staff members for culturally awareness. 	<ul style="list-style-type: none"> • Increased Patient Confidence and Engagement: Women will feel more empowered to share their experiences, knowing their voices are heard and valued. • Enhanced Service Quality: Constructive feedback can lead to targeted improvements in care delivery. • Stronger Trust and Relationships: Transparent and responsive feedback systems foster trust between patients and care providers. Staff feel more connected to patient needs and motivated by positive feedback. • Adherence with National Standards: Aligns with HSE and HIQA expectations and standards for patient-centred care and continuous quality improvement. 	Q2 2026

CARE WHILE YOU WERE PREGNANT (ANTENATAL CARE)

AREA FOR IMPROVEMENT: Enhancing Antenatal Information & Communication in CUMH Maternity Services aims to improve the quality, consistency, and accessibility of information provided to women during the antenatal period, ensuring they feel informed, supported, and aware of available resources.

SPECIFIC QIP	QIP ACTIONS	WHAT WILL IMPROVE?	TIMELINE
<ul style="list-style-type: none"> Physical changes during pregnancy. Nutrition during pregnancy. Communication between services. 	<ul style="list-style-type: none"> We have made significant strides in enhancing digital antenatal education and outreach. These initiatives reflect our commitment to improving access, engagement, and continuity of care. However, the absence of national guidance continues to limit our ability to scale and unify these efforts across services. To move beyond individual organisation efforts, we propose identifying and mapping our key stakeholders including maternity units, GPs, public health nurses, community midwives, and national bodies to: <ul style="list-style-type: none"> Identify gaps in communication and resource sharing Align messaging and educational content Support the development of a national antenatal education framework Continue to: <ul style="list-style-type: none"> Increase awareness and utilisation of national and local antenatal education resources. Improve communication between maternity services and primary care providers. Advocate for improved access to dietetic support for pregnant women. Ensure consistent, accessible antenatal education across all care touchpoints. Resource Awareness & Education Campaign Hospital Website Promotion: <ul style="list-style-type: none"> Promote existing educational videos on physical changes, nutrition, and antenatal care QR Code Posters and Leaflets.. Display in antenatal clinics, ultrasound departments, and GP practices Links directly to hospital videos and national resources. Digital Outreach Continue to: <ul style="list-style-type: none"> Use hospital social media to share educational content including women's health podcast - 'Your Body, Mind and Baby' Integration & Promotion of National Resources <ul style="list-style-type: none"> MyChild.ie HSE Health App Train staff to introduce the app during patient interactions. Include app promotion at Antenatal appointments and in printed materials and digital communications. Addressing the Dietetic Gap <ul style="list-style-type: none"> We have developed a nutrition in pregnancy recipe book available on our website/social media and in print. This book has been shared nationally. Advocacy & Documentation: Continue to highlight the lack of dietetic support in internal reports and regional maternity networks. 	<ul style="list-style-type: none"> Women's Understanding of Their Pregnancy <ul style="list-style-type: none"> Improved knowledge of physical changes helps women feel more confident and less anxious. Better awareness of nutritional needs supports healthier pregnancies and fetal development. Empowerment through education leads to more informed decision-making and engagement in care. Access to Information <ul style="list-style-type: none"> By promoting local and regional resources and channels such as website, social media, and patient information leaflets for preparation and enhancing her experience of her pregnancy journey in CUMH. By promoting national resources like MyChild.ie and the HSE Health App, all women can access consistent, evidence- based information. Multilingual and mobile-friendly content ensures inclusivity for diverse populations. Strengthened Communication Between Services <ul style="list-style-type: none"> Clearer communication protocols between maternity teams and GPs reduce fragmentation and improve continuity of care. Women benefit from more coordinated support, especially in complex or high-risk pregnancies. Visibility of Local Resources builds trust with families in our service by: <ul style="list-style-type: none"> Promoting CUMH educational videos increases engagement with trusted, locally relevant content. Women become more aware of what's available to them within our service, reducing reliance on informal or inaccurate sources. Advocacy for Nutrition Support <ul style="list-style-type: none"> Highlighting the lack of dietetic resources Training midwives in basic nutrition helps bridge the gap until more formal support is available. This can lead to better maternal health outcomes, especially in cases of gestational diabetes, anaemia, or obesity. Measurable Improvements in Patient Experience <ul style="list-style-type: none"> Through surveys and feedback, CUMH can track improvements in: Satisfaction with antenatal information. Confidence in managing pregnancy. Perceived coordination of care. Digital Analytics. 	<p>Q1 2026: Stakeholder Mapping</p> <p>Q2 2026: Midwife nutrition training.</p> <p>Q3 2026: Continue dietetic advocacy.</p>

CARE WHILE YOU WERE PREGNANT (ANTENATAL CARE) (Continued)

AREA FOR IMPROVEMENT: Enhancing Antenatal Information & Communication in CUMH Maternity Services aims to improve the quality, consistency, and accessibility of information provided to women during the antenatal period, ensuring they feel informed, supported, and aware of available resources.

SPECIFIC QIP	QIP ACTIONS	WHAT WILL IMPROVE?	TIMELINE
<i>As per previous page</i>	<ul style="list-style-type: none"> Potential Collaborative Solutions: <ul style="list-style-type: none"> Explore partnerships with community dietitians or public health teams for shared antenatal clinics. Midwife-Led Nutrition Education: <ul style="list-style-type: none"> Provide training for midwives to deliver basic nutrition advice until more Dietetic resources are available. Promote the evidence-based nutrition handouts and recipe book for distribution during visits. Continue quarterly GP - Maternity networking, communication and education. 	<i>As per previous page</i>	<i>As per previous page</i>

FEEDING YOUR BABY

AREA FOR IMPROVEMENT: Maternal confidence in early feeding, infant health, and long-term breastfeeding outcomes.

SPECIFIC QIP	QIP ACTIONS	WHAT WILL IMPROVE?	TIMELINE
<ul style="list-style-type: none"> Were your decisions about how you wanted to feed your baby respected by your healthcare professionals? Did your healthcare professionals give you adequate support and encouragement with feeding your baby, shortly after your baby was born (either in the hospital or at home if you had a home birth)? In the days and weeks after your baby was born, did your healthcare professionals give you adequate support and encouragement with feeding your baby at home? 	<ul style="list-style-type: none"> CUMH is committed to advancing a culture of excellence in infant feeding support, grounded in respectful care, evidence-based practice, and equitable access to resources. In response to this feedback, we are developing the following targeted actions: Strategic Actions & Initiatives: <ul style="list-style-type: none"> Development of an Advanced Midwife Practitioner (AMP) Role Expansion of Breastfeeding Support Resources Enhanced Postnatal Support Pathways Staff Training & Education Resource Allocation & Advocacy Feedback-Driven Improvement 	<ul style="list-style-type: none"> In alignment with the Department of Health's national strategy to grow ANP/AMP roles, we are leading the development of a dedicated AMP in Infant Feeding across the Cork and Kerry region. This role will provide advanced clinical expertise, continuity of care, and leadership in breastfeeding support, particularly in complex feeding scenarios. We are establishing a loan library of hospital-grade breast pumps for mothers, particularly those experiencing feeding challenges or whose babies require neonatal care. This initiative is part of our contribution to Healthy Childhood Ireland, ensuring that all families have access to practical tools that support breastfeeding success at home. We are strengthening our community midwifery links to ensure seamless post-discharge support in our Early Transfer home scheme and postnatal hub development including home visits and virtual consultations focused on feeding. This will help bridge the gap between hospital and home, especially in the critical early weeks. We are actively advocating for additional staffing and funding to support these initiatives, recognising that sustainable improvements require adequate resources. This includes proposals for an increase in WTE dedicated lactation consultants to meet the national benchmark for the service in CUMH. As a level 3 Maternity Unit with 6,500 births per year a WTE, 12 WTE is recommended, CUMH has 4.3WTE. We will continue to monitor service user feedback through surveys and focus groups, using this data to refine our approach and ensure that every woman feels heard, supported, and empowered in her feeding journey. We aim to raise this score further by ensuring every woman feels fully supported, respected, and encouraged in her infant feeding journey – whether in hospital or at home. 	Q2-3 2026