

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"> • Display clear and accessible information on how service users can give feedback or make a complaint in all clinical areas in maternity services. • Inform Women that the 'Your Service, Your Say' service is offered in multiple languages and digital resources. • Display QR code links to 'Your Service, Your Say' comment/complaint/compliment webpage in clinical areas and on all bedside lockers on laminated stickers to ensure there are accessible to women. • Engage with communications team to review use of social media platforms to improve our engagement with younger demographic. Include messaging and links on how to provide feedback and or make a complaint. • Have hard copies of women feedback survey/comment cards available in each of the clinical areas. • Introduce a system for hard copy feedback forms to be given to all women on admission to all wards. • Educate staff on proactively informing women of their rights and the complaints, feedback process. • Ensure that women feedback, complaints and compliments are discussed at ward and department meetings so staff are fully aware of women experiences. This should inform corrective actions and improvement plans in the unit. • Advertise the 'Maternity Voices Forum' both Antenatally and postnatally so women are aware of the scheduled meeting time and venue. 	<ul style="list-style-type: none"> • Women will easily access an online method of providing comments, complaints and compliments. These will be processed by PALS and Consumer Services as appropriate and fed back to the relevant staff. Feedback will continue to be analysed and presented on a monthly basis. • Women will have the opportunity to provide anonymous feedback and return the completed forms in the return box situated at the ward exit. Responses will be analysed and reported by PALS. • Present the results of feedback surveys and profile of complaints to staff and the Women and Family Forum and identify possible areas of improvement. This will foster a culture of partnership with the woman and her family in quality improvement in the service. • The 'Maternity Voices Forum' is an opportunity to hear direct feedback on women's experiences which will improve communication and information sharing between the service and service users. • Staff will have greater awareness of women experience and will be better placed to plan future service delivery. 	Q4 2025 and ongoing, monitored monthly

CARE WHILE YOU WERE PREGNANT (ANTENATAL CARE)

AREA FOR IMPROVEMENT: Information on diet and nutrition in pregnancy

SPECIFIC QIP	QIP ACTIONS	WHAT WILL IMPROVE?	TIMELINE
Response to comment feedback of long waiting times and overcrowding of Antenatal Clinic area in GUH.	<ul style="list-style-type: none"> • Assess the new check-in process for women on trial within the Outpatient Department. • Review the current testing criteria for screening for Diabetes in Pregnancy to ensure the appropriate women are referred to the appropriate clinic. • Develop a business case to increase the resources for the Endocrine service. • Improve scheduling and patient flow by assigning named midwife to co-ordinate women attending. • Introducing satellite assisted care clinics led by the AMP's to decongest the main clinics and offer alternative location options for women. 	<ul style="list-style-type: none"> • Shorter wait times for women and less crowding improve comfort and emotional wellbeing for pregnant women attending the Antenatal services in GUH. • Targeted specialised appointments support early detection and management of complications. • Improved Women Satisfaction, a smoother, more predictable experience enhances trust in maternity services. • Streamlined flow reduces bottlenecks and improves staff productivity. • Less crowding lowers infection risk and improves emergency response capacity. • Satellite Clinic locations offer more local options for receiving the obstetric care required for women. 	Q2 2026

FEEDING YOUR BABY

AREA FOR IMPROVEMENT: Feeding your baby

SPECIFIC QIP	QIP ACTIONS	WHAT WILL IMPROVE?	TIMELINE
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)?	<ul style="list-style-type: none"> Review current information on breastfeeding education provided to women in both the antenatal and postnatal period. Update breastfeeding information as required. Continue to roll out the new National Infant feeding training programme for all staff working in maternity services. Prioritise uninterrupted skin to skin contact for newborns in all labour and delivery settings. Increase Midwives focus on hands on help with feeding techniques and practical advice on feeding cues and observations. Standardise assessment of breastfeeding by introducing the Breastfeeding observation assessment tool (BAT) tool to assist early identification of feeding issues. Educate all clinical staff working in the maternity setting on the use of the BAT. Ensure contact details for all services and supports available in the community are shared with women on discharge for continued support. Refer women who require additional support to Community infant feeding coordinators. 	<ul style="list-style-type: none"> The use of the BAT tool will ensure standardised of assessments and support consistent advice being provided to new mother and improved documentation of this advice. Increased satisfaction, Mothers will feel more supported and informed, leading to higher satisfaction and success rates. Improved targeted education helps mothers feel more confident in breastfeeding, reducing anxiety and improving bonding. Structured education and referral pathways streamline support, reducing ad hoc interventions and unnecessary referrals. Having up to date information available on community supports will give women access to continued support. 	Q1 2026