



Maternity Quality: Consumer Perspectives



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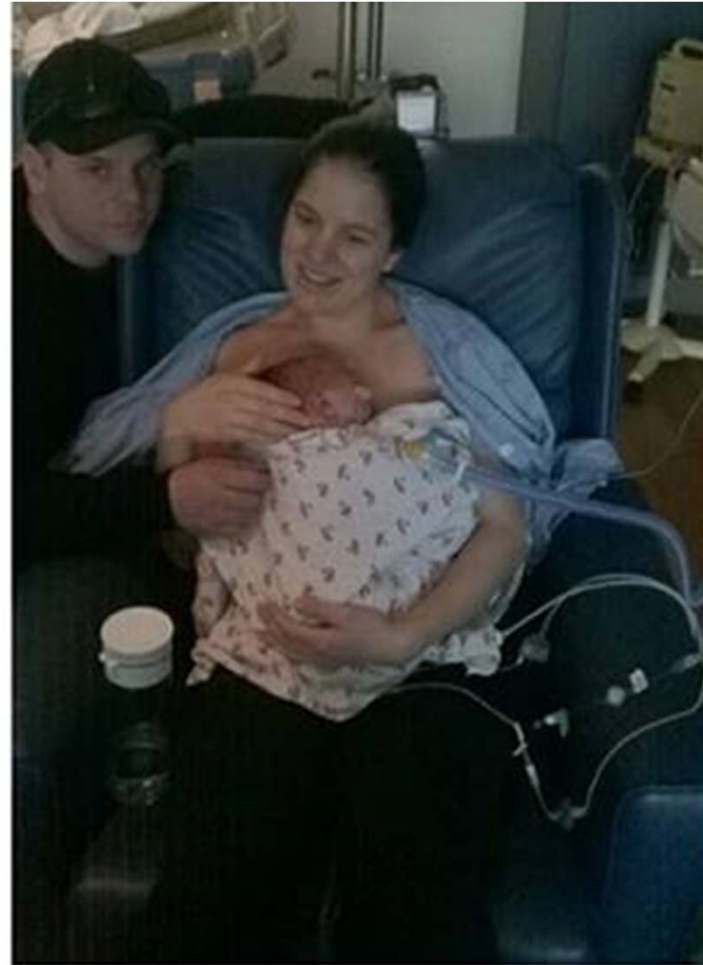
Stories behind the data

'I think the most important element for the mother and the baby in the childbirth experience is that the woman feel enriched and empowered to make her own decisions and thus to come out able to mother'



Stories behind the data

- The three C's: communication, consistency and coordination.
- High quality interactions with staff.
- Women-centered care.



Capturing 'Patient' experience

- 2014 - 877 surveys completed by users of the National Women's Health Service.
- In 2014 6997 women gave birth at NWH.
- Only 606 Maternity consumers completed the survey.
- 271 Gynaecology Service users completed the survey.
- Surveys are sent out 1 -2 weeks after discharge.



Amy Vandenberg's Story



Timeliness

Birth trauma study:
85% ready to reflect within
Six months – one year
postpartum.



Understanding consumer experience

“Didn’t want to revisit and by the time I felt able to it was much later (a year or so)”

“Too busy caring for baby, complaint goes nowhere anyway”

“I feel like it’s too late to [make a complaint].”

“It took awhile to come to the realisation that my care was inadequate”



High satisfaction or low expectation?

“I didn’t fully understand my trauma until my following pregnancy”

“It wasn’t until I was able to have a ‘good’ birth that I could fully make peace with my first birth.”

“I was told to be appreciative that baby and I were healthy.”

“It was only after having a positive experience second time round that I truly got over the first experience.”

“My midwife almost excused her mistakes.. so it wasn’t until after a few months, I really found out how serious her mistake was.”

“I believed that what happened to me was normal, until I studied and became educated on the issue.”



Thank you



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