Maternity Services Case Study:

Enhanced patient access to maternity care with digital pathways

Summary

The Digital Design and Midwifery team at NAHLN took a novel approach and allowed clinical staff to be 'digital leads'.

This resulted in the rapid adoption of Personify Care's digital patient pathways to unburden midwives, detect early-pregnancy risks, and empower women.

The Experience

The Pregnancy Online Platform NALHN (POPN) digital pathways deliver information that's specific to a woman's stage of pregnancy and automatically captures and screens clinical data-points from consumers to support existing clinical workflows.

This ensures rapid identification of consumers who are in need of additional tests or support before their first face to face appointments with their midwives.

The result has rapidly reduced the administrative burden on their midwives, whilst enabling personalised support for pregnant women.

Government of South Australia

Health
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⬆ **Increased patient intake by 100%**

⬆ **Improved health literacy by 66%**

⬆ **Increased time on high value care by 35%**

NALHN's first POPN Mum, Melissa Jones, with daughter Violet and midwives Dr. Julia Dalton and Bianca Budin

Why Digital Pathways were needed

Prior to the digital transformation, NALHN faced significant administrative delays and patient education challenges:

- 25-30% of women were booked into the wrong triage appointments
- Delays in booking doctors' appointments for women with medical/obstetric complications / processing GP referrals
- 73% of consumers never read the NALHN antenatal booklet
- 0% use the handouts provided
- 66% of consumers will google search if they have questions

Midwives and obstetricians co-design consumer pathways

The digital platform engages pregnant women as soon as they are referred, allowing women to be more informed and involved in their antenatal care.

- Reduce the number of incorrect triage bookings
- Ensure all women who need an early obstetric review are booked
- Medical and Obstetric history is available prior to triage
- Encourage women to engage with a GP early in pregnancy
- Allow midwives more time to educate women at their triage appointment
- Provide ongoing education to women that's timely and relevant

Increased attendance rates

50%↓ admin time spent per patient

93% consumer response rate

Reduced waitlists for appointments

47.5 minute Average reduction in total triage time

Enhanced midwifery care

35% more time spent on F2F education and care planning

> *"91% of users who have previously given birth with NALHN consider POPN to be the same, if not much easier than their previous triage experience"*
>
> ***Dr Julia Dalton***
> *RN RM BN Grad Dip Mgt PhD*
> *POPN Project Manager - NALHN*

Solving real challenges for midwives and patients

Feedback from users, collected via the Personify Care platform, has been overwhelmingly positive according to Julia Dalton PhD, Midwifery Lead at NALHN for POPN.

For Amy who is in her first pregnancy, she has found the information and updates provided through POPN useful. "Your first pregnancy is so overwhelming, so being able to receive information on the type of care I will receive and general information on common symptoms and experiences in pregnancy was really useful."

Future of Digital Transformation at NALHN

Based on the current success of POPN, the same digital transformation model is being considered to support women for the rest of their pregnancy journey, in addition to other patient cohorts for a range of elective surgery specialties across NALHN.

"The result has been a positive, rapid implementation of secure digital pathways that provide immediate results for consumers and clinicians alike.

Our midwives and clinical staff are the experts on how to support our consumers and ensure we improve our clinical workflows. This provides us with a meaningful way to accelerate our digital transformation strategy."

Arindam Chaudhuri
Executive Director Digital Health, NALHN

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