

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Maternity and Neonatal Patient Experience Lead
<b>GRADE:</b>	Band 8a
<b>BASE:</b>	Homerton Healthcare
<b>MANAGED BY:</b>	Director of Midwifery and Lead for Neonatal Nursing

### JOB SUMMARY:

This new role will co-ordinate aspects of both quality and safety, in line with the maternity and neonatal Clinical Governance strategy and the overarching Trust's Clinical Governance framework. This will include supporting patient experience and staff experience.

The post holder will implement a consistent approach to the management of concerns raised by patients and their families, and patient feedback, to preserve quality whilst meeting the trust deadlines. They will consider innovative ways to capture patient experience of treatment and care, analyse and prepare the data, and present feedback to local and divisional governance meetings.

They will work closely with the Quality, Governance, Operational and Corporate Management Teams and staff at all levels in the organisation and there will be a requirement to work both independently and as part of a wider multi-disciplinary team.

It is essential they have the skills required to analyse, interpret and present themes from concerns raised and complaints. They must be able to collate lessons learned, share and maintain a log of action plans and improvements via an action tracker.

### MAIN RESPONSIBILITIES:

- Able to identify and work to engage women and birthing people (both directly and through appropriate conduits, community leaders and so on) and their families, across maternity and neonatal services.
- Highly motivated and enthusiastic taking an active role in quality and safety, working collaboratively with the governance teams and building relationships with the clinical teams.
- Particular focus on identifying and disseminating lessons learned from concerns raised/complaints and supporting changes to practice, some of which may be through the implementation of quality improvement projects.
- Representation of the maternity and neonatal services and relevant themes at the Improving Patient Experience Committee.
- Responsible for ensuring that feedback from patient experiences are collated, analysed and that learning is implemented within departments creating a positive governance culture for staff.
- Ensure oversight and responsibility for patient experience related elements of CNST and other relevant national initiatives.



- Lead in the development of a variety of effective methods to obtain service user and staff feedback/views. Support the implementation and collation of data in local and national surveys eg Friends & Family test, 15 Steps, staff survey, SCORE survey, walk the patch.
- Ensure feedback relating to patient and staff experience (eg. from CQC) is understood and that action plans are developed, implemented and reviewed.
- Develop and support ongoing innovations for the dissemination of feedback and audit information such as; the Quality and Safety noticeboards, maternity and neonatal newsletters and staff-facing social media accounts.
- Ensure there is accessible, good quality information for service users related to our services and staff, including leading on oversight and updating of service user leaflets, promotion of services and information sharing via social media accounts (Instagram & Twitter) and on reviewing, updating and maintaining the maternity pages of the Trust website.
- Implement systems to support effective learning from feedback, working with the education team where required to ensure this is translated into improved patient experience. This will include teaching staff on annual mandatory training and dealing with complaints training with staff.
- Establish close working relationships with PALS, MNVP, and other similar organisations.
- The postholder will be expected to manage their workload, work flexibly to meet changing operational requirements which may require immediate attention, make decisions about incident management and policy development.
- Be accountable for decisions affecting their sphere of responsibility and seeking further advice or support for actions that effect adjacent areas.
- Contribute to clinical practice – approximately 10% of the contracted hours and working as part of the midwifery manager on call rota.
- The postholder will establish effective and trusted channels of communication with childbearing women, pregnant people and their families. They will ensure all midwives and neonatal nurses are aware of the services and pathways being developed and offered to support personalised patient experience improving in accordance with the Equity and Equality Guidance for Local Maternity and Neonatal Services.
- Local data and service user feedback will be used to support the development of a collaborative action plan to improve experiences of care for childbearing women and pregnant people and their families to ensure safety, well-being and positive maternity and neonatal care experiences.
- The post holder will liaise with the full range of maternity and neonatal healthcare professionals, Maternity Voices Partnership (MVP), London Neonatal Operational Delivery Network, Local Maternity and Neonatal System, wider Integrated Care System and other relevant stakeholders as well as service users as part of the role. Providing a point of contact and liaison between the maternity and neonatal services and external groups.
- They will lead on the allocation and oversight of any non recurrent funding allocated via ICB/NHSE in relation to patient experience, in conjunction with the Director of Midwifery and Lead for Neonatal Nursing.
- Establish avenues of service user engagement to support regular, meaningful co production of information/leaflets/guidelines.
- The postholder will have a remit in supporting the maternity unit to understand the experiences of staff and liaise with the senior teams and those in the wider Trust to help develop strategies to improve this.



## PROFESSIONAL RESPONSIBILITIES:

- Work in line with the WHO directive on the role of the midwife and in accordance with the NMC rules and codes of conduct.
- Maintain a high standard of contemporaneous and concise record keeping including the recording and reporting of all adverse clinical risks, using the appropriate systems and maintaining client confidentiality.
- Liaise with colleagues and other services to ensure the provision of optimal care for women and birthing people and their families across the maternity and neonatal services.
- Act as an effective role model and dynamic change agent to members of the multidisciplinary team in leading service development and promoting professional excellence.
- Develop and maintain good relationships with service users, carers and all stake holders.
- Resolve and/or escalate any service delivery or performance issues in a timely fashion and work collaboratively to reach solutions as soon as possible, minimising impact on the service.

## EXPERT ADVICE AND CLINICAL CARE RESPONSIBILITIES:

- Work in collaboration with service users, cross-site teams and LMNS to co-produce patient information material, with particular attention to translation needs and those requiring visual or easy-read resources.
- Lead the unit's work on the Capital Midwife Staff Wellbeing Framework, collaborating with relevant staff and teams.
- Support clients and their families to be aware of and access the various debriefing and support pathways as needed.
- Be involved in clinical governance processes such as PMRT (Perinatal Mortality Review Tool), CLIP (Complaints, Litigation, Incidents and PALS), ATAIN and others as identified, in order to identify patient experience themes or issues that need addressing.

## MANAGEMENT AND LEADERSHIP RESPONSIBILITIES:

- Provide positive leadership on policy development and give advice within the maternity unit, wider Trust and other agencies and groups on improving patient experience.
- Provide line management support to the Specialist Midwife for Equity and Equality.
- Provide regular monitoring information, reports and updates to the senior midwifery and neonatal team members, and other relevant parties as required.
- Monitor and audit the quality of service provided against agreed standards provided by the maternity and neonatal services and commissioners.



- Ensure that families are supported to resolve issues or concerns with their care at the earliest opportunity, acting as a conduit for feedback and concerns, and supporting them to make complaints where appropriate. Support senior team members to ensure responses to complaints are appropriate.
- Engage with the wider Local Maternity and Neonatal System to enact positive change across the North-East London footprint, sharing best practice with colleagues in other units and teams. Feed into workstreams as appropriate.
- Participate in the recruitment and selection of staff, supporting us in our journey of ensuring our workforce is representative of our community.
- Effectively induct new staff into the Trust/department in accordance with the Trust's induction programme.
- Facilitate the personal and professional development of staff. This involves identifying training and development needs, providing suitable development opportunities and evaluating development actions in accordance with the Trust's appraisal and training procedures.
- Monitor the level and standard of work undertaken by your staff and to guide, coach and advise them as appropriate.

#### EDUCATIONAL RESPONSIBILITIES:

- Provide regular briefings to the maternity and neonatal teams, other colleagues and students regarding patient experience.
- Develop and participate in relevant research which will inform the evidence base for effective improvement of patient experience. Encourage and motivate midwives to participate in audit and research supporting innovation in practice.
- Share knowledge and expertise in developing and improving patient experience in different ways, for example, writing local articles, publication in professional journals or speaking at conferences.
- Ensure relevant research findings related to patient experience are integrated into the practices and policies of the hospital. Encourage and take an active role in the evaluation of new approaches to practice.



## FURTHER INFORMATION

### Other Job Duties

This job description outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and this job description may, therefore, be amended in consultation with the postholder.

### Equality, Diversity and Inclusion

We are committed to achieving [equality and inclusion for all our people at Homerton Healthcare NHS Foundation Trust](#) and we respect and value the diversity and differences of our patients and our people, ensuring everyone is enabled to thrive, feels a sense of belonging, and is able to be their authentic self.

We are proud to be in one of the most diverse locations in the country, with nearly 90 different languages spoken as a main language, and we champion equality, diversity and inclusion in all aspects of our employment practices and service delivery. Every member of our staff is expected to understand, commit to, and champion equality, diversity and inclusion throughout their work.

We offer a range of flexible working options that enable you to balance your work and personal life, including part-time, compressed hours, remote working and job-shares.

If you are interested in joining our team, please let us know your preferred working pattern in your application, and we will consider all requests for flexible working and try to accommodate them wherever possible

### Standards of English

All employees are required to have the appropriate level of English competence to enable them to effectively carry out their role, deliver safe care and enhance the patient experience. This is a requirement of the Immigration Act 2016 (Part 7), and the Person Specification will clearly define the required level of competence for the role.

### Health and Safety

Employees, in line with the Trust's commitment to the Health and Social Care Act 2008 (Previously known as the 'Hygiene Code'), improving infection control and health and safety are individually required to ensure that they make every effort to contribute to making the Trust a clean and safe environment within which to work and receive care.

All staff have a responsibility to prevent and control infection within Homerton Healthcare. This includes ensuring personal and team compliance with the Hygiene Code (Health and Social Care Act 2008) and all relevant policies including Hand Hygiene, Homerton Dress Code, MRSA screening and Infection Control.

### Trust Policies

All employees of the Trust are required to observe legislation, Trust policies, standards and guidelines relating to risk management, equal opportunities, data protection and standards of business conduct.



## **Safeguarding**

It is the responsibility of each member of staff to be aware of, and work in accordance with, the Trust's safeguarding children and adults policies and procedures. This includes ensuring that they undertake statutory and mandatory safeguarding children and adult training appropriate for their role. In addition to acquiring safeguarding knowledge and skills, each member of staff must be competent and maintain their knowledge and skills in clinical practice to safeguard the health and wellbeing of children and adults.

## **Sustainability**

It is the responsibility of leaders of the Trust to demonstrate and foster the Trust's commitment to environmental sustainability and corporate social responsibility by acting as a role model and enabling others. It is the responsibility of all staff to minimise the Trust's environmental impact by recycling wherever possible, switching off lights, computers, monitors and equipment when not in use, minimising water wastage and reporting faults promptly.

## **Smoke-Free**

Homerton Healthcare NHS Foundation Trust is smoke free. Smoking by staff is not permitted on Homerton premises.



## Living Our Values – How We Work at Homerton Healthcare

At Homerton Healthcare we consider all our people as leaders and we expect everyone to demonstrate our leadership behaviours in their work:

- Be compassionate and kind
- Have a growth mindset
- Demonstrate professionalism
- Practice gratitude
- Champion equality and inclusion
- Advocate Just Culture

**Our five values, Personal, Safe, Respectful, Inclusive, and Responsibility, underpin our leadership behaviours and set out how we show this in practice**

### Personal

We will give compassionate care that addresses individual needs and is responsive to our patients, service users, their families and carers, and our people.

**We will:**

- ensure that relationships with patients and service users are founded on compassion, empathy, and kindness
- appreciate each person as an individual and address their specific needs to ensure we deliver equitable care
- actively listen to and involve patients and service users in decisions about their care
- provide continuity of care through good communication and teamwork

### Safe

We will do everything we can to make our services as safe as possible and constantly seek to learn and improve.

**We will:**

- be open and honest when we get things wrong, and do all we can to correct and learn from our mistakes
- listen to our staff, patients, service users and their families and carers and use their feedback to improve services
- ensure that we have the right staff, in the right numbers, with the right skills, in the right place, at the right time
- constantly monitor standards of care and respond quickly if there are concerns

### Respectful

We will treat others as we would expect ourselves or our families to be treated and cared for.

**We will:**

- treat everyone with dignity and respect
- listen to others and value their contribution
- provide services that meet the diverse needs of our communities
- value and support the health and wellbeing of all our staff



### Inclusive

We will respect and value the diversity of our patients and people so everyone can thrive, feel a sense of belonging and can be their authentic self.

**We will:**

- celebrate and value everyone's uniqueness and difference
- create psychologically safe spaces that enable people to bring their whole, authentic selves to work
- foster a sense of belonging
- have an anti-racist approach and tackle all forms of discrimination

### Responsibility

We will take responsibility for our actions and any problems that we come across – we lead by example.

**We will do this by:**

- being open and transparent about our performance and setting challenging improvement targets
- thinking differently and looking for new and innovative ways of working
- ensuring our care is evidence based and follows best practice
- doing the right thing, even when it is difficult





# PERSON SPECIFICATION

**POST** Maternity and Neonatal Patient Experience Lead  
**DEPT/UNIT** SWNS Maternity

**BAND** 8a  
**DATE** January 2024

	ESSENTIAL	DESIRABLE	ASSESSMENT
<b>Education / Qualifications</b>	<ul style="list-style-type: none"> <li>Registered midwife with active registration and significant experience across all areas of practice, including at a B7 level or above</li> <li>Evidence of post-qualification education at Masters level or equivalent</li> <li>Mentorship qualification/training</li> </ul>	<ul style="list-style-type: none"> <li>Managerial / leadership training or qualification</li> <li>Debriefing training</li> <li>RCA training</li> <li>Human Rights in Childbirth</li> </ul>	<b>AF</b>
<b>Skills / Abilities</b>	<ul style="list-style-type: none"> <li>Excellent interpersonal skills with ability to communicate at all levels within the multidisciplinary team</li> <li>Excellent written and verbal English communication skills</li> <li>Ability to make independent decisions and work autonomously</li> <li>Developed IT skills with good understanding of windows applications and clinical records systems</li> <li>Effective presentation skills</li> <li>Ability to work under pressure and meet deadlines</li> <li>Ability to act as a role model to junior and senior staff alike</li> <li>Ability to prioritise a busy workload</li> <li>Works well on own initiative as well as working well within a team</li> <li>Evidence of ability to influence and motivate others</li> <li>Able to recognise limitations and need for advice and support</li> <li>Ability to apply research to practice and to support changes in practice as a result of clinical audit</li> <li>Assertive and able to challenge others when the rights of a woman/birthing person /families may be impinged</li> </ul>	<ul style="list-style-type: none"> <li>Counselling skills</li> <li>Motivational interviewing skills</li> <li>Debreifing skills</li> </ul>	<b>AF / I / P</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Completed preceptorship</li> <li>Experience of all areas of midwifery</li> <li>Evidence of delivering high quality teaching to staff and patient groups.</li> <li>Experience of working across local agencies and systems</li> <li>Audit experience</li> </ul>	<ul style="list-style-type: none"> <li>Previous experience within similar role at Band 7 or equivalent</li> <li>Demonstrable experience of advocating for marginalised groups</li> <li>Experience of successfully working with individuals or groups who may be untrusting of statutory services due to previous experiences</li> </ul>	<b>AF / I</b>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Knowledge/understanding of confidentiality issues</li> <li>Understanding of NMC Codes of Practice</li> <li>Understanding the needs of those from marginalised groups, and those at risk of or experiencing health inequalities</li> <li>Detailed knowledge of current midwifery issues</li> <li>Knowledge of clinical governance and patient feedback and engagement processes</li> <li>Understanding of wider NHS agenda and drivers for change.</li> <li>Evidence of knowledge of recent midwifery research and clinical audit</li> <li>A specialist interest in and passion for reducing health inequalities</li> </ul>		<b>AF / I / P</b>
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>Understanding and demonstration of the Trust Values</li> <li>Commitment and adherence to equality, diversity and inclusion</li> </ul>		<b>AF / I</b>

**Signed:** ..... **Position:** .....

Mandatory components in all job descriptions are shown in *italics*

Means of Assessment include application form (AF), Interview (I), Test (T), Presentation (P)

