

---

# It's enough. Or is it? Redesign of Rural Maternity Service

Initiative Type

Service Improvement

Status

Deliver

Added

06 February 2020

Last updated

20 February 2020

URL

<https://clinicaexcellence.qld.gov.au/improvement-exchange/its-enough-or-it-redesign-rural-maternity-service>

## Summary

Rural maternity services are currently experiencing a high degree of political focus and consumer driven advocacy forcing system review and change. Across the Darling Downs, maternity services have battled significant workforce shortages and heightened media scrutiny. In order to meet consumer expectations and ensure continuity of services, change processes have been implemented

---

to improve service delivery. This project highlights the continuity of care for maternity clients across rural settings. Embedding sustainable models for the future and earlier engagement of women.

Key dates

Feb 2020

Feb 2020

## Key Contacts

Peta Zupp and Jennifer Gordon

6220

[william.vanheerden.ced](mailto:william.vanheerden.ced)

Midwifery Manager Rural Projects

Darling Downs Hospital and Health Services

07 46166622

[peta.zupp@health.qld.gov.au](mailto:peta.zupp@health.qld.gov.au)

## Aim

- Introduction of continuity of care for maternity clients across rural settings
- Embedding sustainable models for the future
- Earlier engagement of women with maternity services

---

## Benefits

- Consumer feedback
- Staff feedback

## Background

The project team realised that a change processes had to be implemented to improve rural maternity service delivery.

## Solutions Implemented

Integrated continuity of care with all risk Midwifery Group Practice (MGP).

## Evaluation and Results

Clinical outcomes will be reviewed Year to Date

- Maternity care indicators
- Consumer satisfaction
- Numbers of women allocated to MG
- Recruitment challenges and outcomes

## Lessons Learnt

Key themes identified during change process:

- Communication, or lack thereof
  - Comfort with status quo - "it's good enough"
  - Feedback statements received - varied understanding and acceptance of different care models available
  - Resistance to change
  - Challenges of consultation across multiple campuses, rural towns and different audiences
  - Engagement - the power of consumers
-

- 
- Consumers views of current service - vision for future service.
  - Media engagement
  - Knowledge of midwifery scope of practice
  - Choice for women
  - Rural workforce challenges
  - Staff choice
  - Knowledge of midwifery consultation and referral guidelines

## **References**

Draft Framework: Queensland Rural and Remote Maternity Service Planning Framework , August 2019.

Rural Maternity Taskforce Report, June 2019

PDF saved 03/07/2024