

JOB DESCRIPTION

JOB DETAILS	
Job Title	Digital Midwife
Reports to	Perinatal Senior Project Manager
Band	Band 7
Department/Directorate	Maternity Services, Women and Children's Care Group

JOB PURPOSE

The post holder will play a key role in leading maternity digital transformation at Royal Devon University Healthcare NHS Foundation Trust and beyond. This will be a pivotal role in the optimisation of our Stork clinical system, including developing workflows designed and implemented as part of the MY CARE programme and our Epic Systems Electronic Patient Record (EPR).

The post holder will be responsible for assessing and reviewing the maternity service digital requirements, seeking to expand the digital profile with an overall aim of supporting the integration of our digital systems. They will ensure all relevant digital services are optimised throughout the maternity service and women's maternity pathway.

The Digital Midwife role will ensure digital transformation is achieved in a way which enables continued cultural/behavioural change within the sphere of clinical informatics, championing our digital opportunities and maximising staff and stakeholder engagement.

At all times the role will have a focus on building the capability of the organisation to continuously improve and sustain the delivery of safe, high quality and financially sustainable efficient services for our women and our community.

The post holder will assist with data collection and produce reports to support clinical practice in conjunction with local and national reporting and monitoring. They will ensure data collected for audit is an accurate representation of the service delivery. This is done in collaboration with our key stakeholders such as clinical teams and leads, the women's health safety team, IT, senior management and Business Intelligence (BI) departments.

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

- Working towards the ambitions of the NHS Long Term Plan and Better Births, support all aspects of the maternity IT system and its ability, as an enabler, to meet the recommendations to drive up patient safety.
- Practice in accordance with the NMC Code. Ensure the maternity IT system functionality adheres to / supports practitioners professional standards e.g. the NMC Code
- Maintain competencies relating to digital leadership by attending regular updates such as local user group initiatives and the national Digital Midwives Expert Reference Group
- Maintain professional clinical competencies by participating in the band 7 on-call roster and prepopulated clinical shifts each roster once a month.
- Provide professional leadership including motivation of staff regarding the use of digital technology
- To act as a digital clinical expert in liaison with divisional leads, clinicians, peers, service leads, digital and divisional governance structures, Senior IO for Nursing, Midwifery and AHPs, CNIO and CCIO
- Advising key stake holders on EPR and clinical systems optimisation and configuration and participating in clinical informatics advisory discussions within the division and as a team across the trust

- Supporting, promoting and embedding digital capabilities from our clinical systems amongst colleagues in their respective areas within the clinical patient facing environment.
- Support and facilitate patient engagement with clinical systems
- Work in a strong and effective corporate manner with key stakeholders building strong influential relationships with staff at all levels
- Build effective alliances to ensure digital priorities are understood and reflect the needs of patients, in order to have significant impact on safety, quality, performance, patient and staff experience and staff effectiveness
- Act as a leader for change ensuring that all activities and plans are effective and in line with shared divisional, digital and overall trust priorities and objectives
- Work with the Director of Midwifery and Assistant Director of Nursing Digital/CNIO to establish and embed appropriate data collection systems/processes to ensure changes are evidenced based and service and healthcare improvements can be quantified and monitored in line with national reporting standards.
- Escalate concerns about our clinical system functionality or its adoption in practice to the clinical department and Senior IO for Nursing, Midwifery and AHPs, Divisional leads, CNIO and CCIO where appropriate.
- Analysis of complex data including compliance and proficiency statistics amongst end users of the EPR to shape our training and adoption strategy and to realise the capacity releasing and quality benefits associated with implementing the EPR.

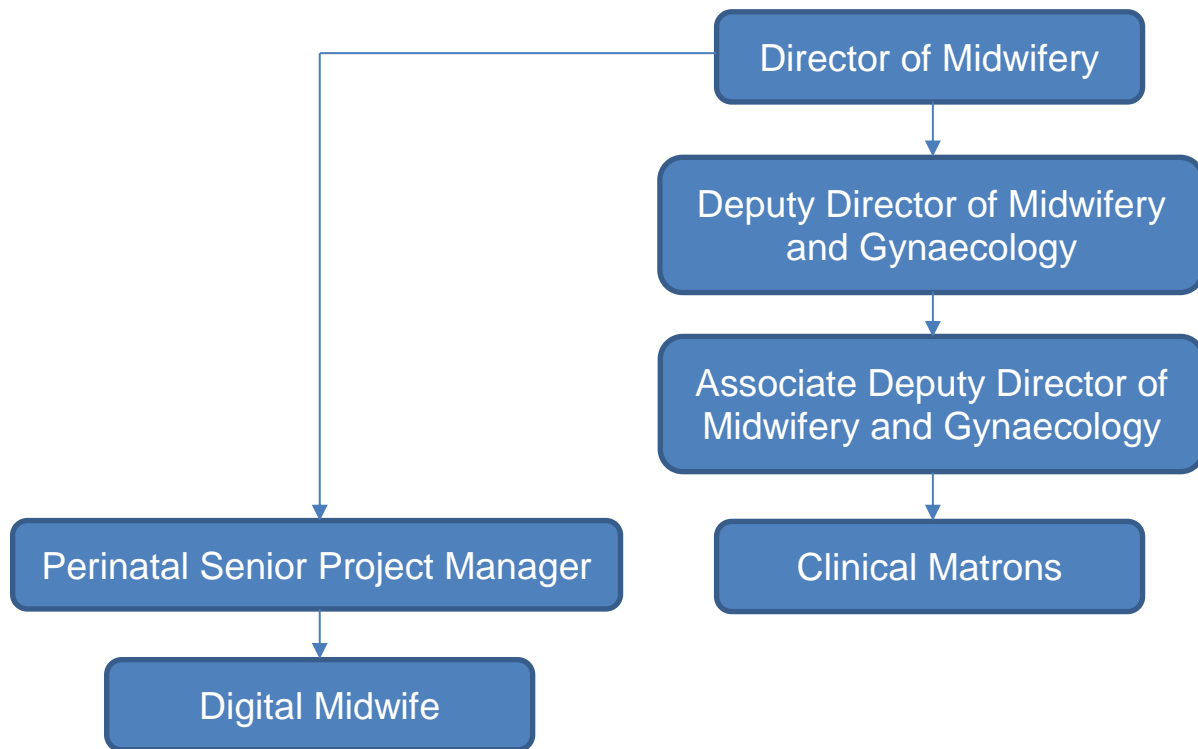
KEY WORKING RELATIONSHIPS

The post holder is required to deal effectively with staff of all levels throughout the Trust as and when they encounter on a day to day basis. In addition, the post holder will deal with the wider healthcare community, external organisations and the public. This will include verbal, written and electronic media.

Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
<ul style="list-style-type: none"> • Director of Midwifery • Better Births Midwives • Maternity Triumvirate • Senior Information Officer for Nursing, Midwifery and AHPs • Clinical Matrons (Nursing and Midwifery) • Clinical Managers (Nursing and Midwifery) • AHP Service Leads • Assistant Directors of Nursing • Chief Nursing Information Officer • Chief Clinical Information Officer • Senior Medical Information Officers • Medical Information Officers 	<ul style="list-style-type: none"> • Local Maternity and Neonatal systems • Clinical Information Officers and digital peers across region • Clinical Information Officers across Epic UK network • External patients/public groups • Trust Devon county Council

ORGANISATIONAL CHART



FREEDOM TO ACT

- Work autonomously within delegated levels of authority
- Maintain own high professional standards
- Work within Trust policies and procedures
- Use managerial and judgemental skills to analyse situations and formulate appropriate solutions/responses, recognising when escalation to line manager is required
- Responsible for organising and prioritising own workload
- Take a divisional lead on risk management and clinical governance associated with the EPR and its use within Nursing, Midwifery and Allied Health Professions.

COMMUNICATION/RELATIONSHIP SKILLS

- Identify and incorporate the views and needs of work, the public, NHS staff and stakeholders and ensure their voices are evident in work taken forward
- Cultivate strong working relationships with other clinical leaders and change agents across the division and the trust, ensuring that initiatives are always developed in collaboration with the wider organisation
- Meet frequently with division leadership teams and secure membership of key forums such as the divisional governance group
- Frequently present complex information and data via written or verbal means to groups of stakeholders across the division and the trust
- Build effective alliances to ensure both clinical governance and digital priorities are understood and reflect the needs of patients, in order to have significant impact on safety, quality, performance, patient and staff experience and staff effectiveness.

ANALYTICAL/JUDGEMENTAL SKILLS <ul style="list-style-type: none"> • Make judgements in situations involving the analysis and interpretation of multifaceted clinical data and support the creation of related action plans • Make judgements on clinical risk associated with existing or planned digital/clinical system solutions and escalate accordingly • Be abreast of national guideline changes designed to improve practice, ensuring these changes or developments are considered in relation to the EPR and other clinical.
PLANNING/ORGANISATIONAL SKILLS <ul style="list-style-type: none"> • Apply creativity and innovation techniques to projects including learning from outside the organisation • Ensure a focus on objectives which deliver the highest standards of performance and patient care • Contribute to continual service improvement /capital revenue investment cases as required to secure investments to achieve sustainable change • To formulate complex activities or projects which require planning and on-going adjustment and to include: • Co-design and deliver specific training packages for nurses, midwives and AHPs • Develop and review new and existing policies associated with the EPR and ensure national and local policy changes are incorporated into the system.
PATIENT/CLIENT CARE <ul style="list-style-type: none"> • To provide direct support to, midwifery teams and AHPs and CNIO to work with patients and service users to improve our services for the people that we serve. • Frequent direct contact with patients in the clinical setting when supporting peers and colleagues with the use of our clinical systems and EPR in practice and at elbow • Provides specialised clinical and technical advice which contributes to the improvement of patient care and quality of sensitive patient data • Participating in the band 7 on-call roster and prepopulated clinical shifts each roster once a month.
POLICY/SERVICE DEVELOPMENT <ul style="list-style-type: none"> • To support the divisional service leads, Senior IO for Nursing, Midwifery and AHPs and the CNIO in the development and implementation of protocols and policies relating to areas of responsibility as appropriate • Work collaboratively with nursing, midwifery and AHP leadership and IO peers to develop and implement processes to continuously monitor, evaluate and improve patient and staff satisfaction in relation to the use of the EPR or other digital platforms
FINANCIAL/PHYSICAL RESOURCES <ul style="list-style-type: none"> • Support the maternity team, divisional team, Senior IO for Nursing, Midwifery and AHPs and the CNIO to establish systems to monitor performance through department and Trust monitoring systems, including regular interpretation of data taking corrective action and escalation as necessary • Work with the divisional team and the CNIO to identify opportunities to make efficiencies in order to realise benefits associated with the MY CARE programme for nursing, midwifery and AHPs • Responsible for ensuring safe and careful use of hardware devices used in relation to the EPR and other clinical systems.
HUMAN RESOURCES <ul style="list-style-type: none"> • Major job responsibility to design and deliver training and familiarisation sessions for nursing, midwifery and AHP colleagues to promote proficiency and clinical governance in the system. This will be done in close collaboration with the Digital Training Manager, Senior IO for Nursing, Midwifery and AHPs, Epic Principal and Credentialed Trainers.

INFORMATION RESOURCES

- Monitoring and analysis of clinical data to include: Key performance indicators for monitoring and managing patient safety and quality
- Subsequent development of necessary action plans to embed KPIs and achieve necessary improvements
- Monitoring and presentation of compliance and proficiency statistics amongst end users of the EPR, to be shared with key stake holders
- Organise and maintain clinical governance information in relation to the EPR and other clinical systems used within the trust.

RESEARCH AND DEVELOPMENT

- Specialist knowledge of research techniques, analysis and use of information; specialist knowledge of specific clinical conditions underpinned by degree and post-graduate level training, experience to masters level equivalent
- To explore opportunities for the introduction of new technologies for additional clinical applications and process optimisation for Epic
- To lead on the delivery of clinical practice audits as directed by divisional and digital leadership teams
- To work collaboratively with our research team and research midwife to explore digital opportunities
- There is continually research and new technology for maternity due to the focus on safe maternity care provision. Our own research team will work with the digital midwife to support service change and development. Digital midwives lead on pilot schemes and imbedding of new technology developed by the RCM, RCOG NHS Digital The Perinatal Institute and others. These systems are integral requirements for the trust to meet national safety requirements including CNST and Ockenden
- To submit posters, verbal presentation and papers for publication at local, regional and national level.

PHYSICAL SKILLS

- Standard keyboard skills
- Use of clinical equipment/physical skills to maintain clinical practice as required in order to maintain professional registration/CPD.

PHYSICAL EFFORT

- Occasional travel to other sites including RD&E community base sites and NDHT
- Daily requirement to visit multiple clinical areas and to move around the various RD&E departments within the division and trust wide.

MENTAL EFFORT

- Prolonged concentration is required when analysing data, compiling reports, delivering presentations and training
- Requirement to investigate incidents associated with the EPR and to work with the divisional and digital team to formulate plans for mitigation of risk.

EMOTIONAL EFFORT

- Use conflict resolution strategies in response to barriers of understanding or acceptance in respect of professional standards/requirements, processes, procedures
- Handle change management issues professionally and sometimes in hostile or antagonistic situations.
- Deal with staff problems and patient/public complaints.

WORKING CONDITIONS

- Work within clinical working conditions with the potential for exposure to bodily fluids once a month or more depending on escalations.
- Concentrate in an intense and sometimes noisy environment
- Fulfil Trust health and safety policies and procedures when performing risk associated procedures including dealing with hazardous substances
- Frequent use of a VDU is required for this role.

OTHER RESPONSIBILITIES

- Take part in regular performance appraisal.
- Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling
- Contribute to and work within a safe working environment.
- You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection.

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DES) if appropriate to role.

DISCLOSURE AND BARRING SERVICE CHECKS

This post has been identified as involving access to vulnerable adults and/or children and in line with Trust policy successful applicants will be required to undertake a Disclosure & Barring Service Disclosure Check.

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

At the Royal Devon, we are committed to reducing our carbon emissions and minimising the impact of healthcare on the environment, as outlined in our Green Plan available on our website. We actively promote sustainable practices and encourage colleagues to explore and implement greener ways of working within their roles.

PERSON SPECIFICATION

Job Title	Digital Midwife
------------------	-----------------

Requirements	Essential	Desirable
QUALIFICATION/ SPECIAL TRAINING <ul style="list-style-type: none"> Registered Midwife with current Nursing & Midwifery Council or Health Professions Council registration 3 years post registration First level degree in related healthcare discipline Professional knowledge plus additional specialist clinical governance and risk management knowledge acquired through training and experience to Master's level equivalent Demonstrates evidence of commitment to professional development Teaching qualification and or recent teaching activity. Evidence of continuing professional development 	E E E E E E	
KNOWLEDGE/SKILLS <ul style="list-style-type: none"> In-depth understanding of the national digital agenda and including the National Maternity review and Safer Maternity Care agenda Up to date and evidence-based knowledge of current clinical and professional issues In-depth understanding of the Maternity Services Data Set (MSDS) and ability to apply the findings to improve service delivery Ability to think and plan strategically, tactically and creatively, and to prioritise work Demonstrable previous success in supporting and delivering change and performance in a healthcare environment Proven ability to analyse complex problems and to develop and successfully implement practical and workable solutions to address them 	E E E E E E	
EXPERIENCE <ul style="list-style-type: none"> Experience of working with a digital maternity system A proven track record of clinical service change management in a healthcare environment. Experience in the implementation, stabilisation and optimisation of a digital clinical system and ideally an Electronic Patient Record (EPR) Experience as part of a programme team implementing and/or optimising Epic Systems Corporation EPR Demonstrable understanding of clinical governance and risk management within a clinical leadership role Experience of training and mentoring junior colleagues and peers within a healthcare setting 	E E E D E E	
PERSONAL ATTRIBUTES <ul style="list-style-type: none"> High level of work organisation, self-motivation, drive for performance and improvement, and flexibility in approach and attitude Excellent inter-personal and communication skills with good listening skill A positive attitude with demonstrable ability to persevere and overcome obstacles and resistance to change. 	E E E	
OTHER REQUIREMENTS <ul style="list-style-type: none"> The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust. Ability to travel to other locations as required 	E E	

WORKING CONDITIONS/HAZARDS		FREQUENCY (Rare/ Occasional/ Moderate/ Frequent)			
		R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	Y/N		Y		
Contact with patients	Y/N				
Exposure Prone Procedures	Y/N		Y		
Blood/body fluids	Y/N			Y	
Laboratory specimens	Y/N				
Hazard/Risks requiring Respiratory Health Surveillance					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	Y/N	Y			
Respiratory sensitisers (e.g. isocyanates)	Y/N		Y		
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	Y/N	Y			
Animals	Y/N	Y			
Cytotoxic drugs	Y/N				
Risks requiring Other Health Surveillance					
Radiation (>6mSv)	Y/N	Y			
Laser (Class 3R, 3B, 4)	Y/N	Y			
Dusty environment (>4mg/m ³)	Y/N	Y			
Noise (over 80dBA)	Y/N	Y			
Hand held vibration tools (=>2.5 m/s ²)	Y/N	Y			
Other General Hazards/ Risks					
VDU use (> 1 hour daily)	Y/N	Y			
Heavy manual handling (>10kg)	Y/N			Y	
Driving	Y/N	Y			
Food handling	Y/N	Y			
Night working	Y/N	Y			
Electrical work	Y/N			Y	
Physical Effort	Y/N		Y		
Mental Effort	Y/N		Y		
Emotional Effort	Y/N		Y		
Working in isolation	Y/N	Y			
Challenging behaviour	Y/N	Y			