

# **A New Era of Obstetric Emergencies Through Digital Transformation**

A Multi-systems Approach to Innovation

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# Framing the Problem

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Emergencies are triggered using **hard-wired alarm systems** at the patient's bedside.

They alert staff where the emergency is, but provide **little else**



# Imagine

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Digital **declaration** of emergencies

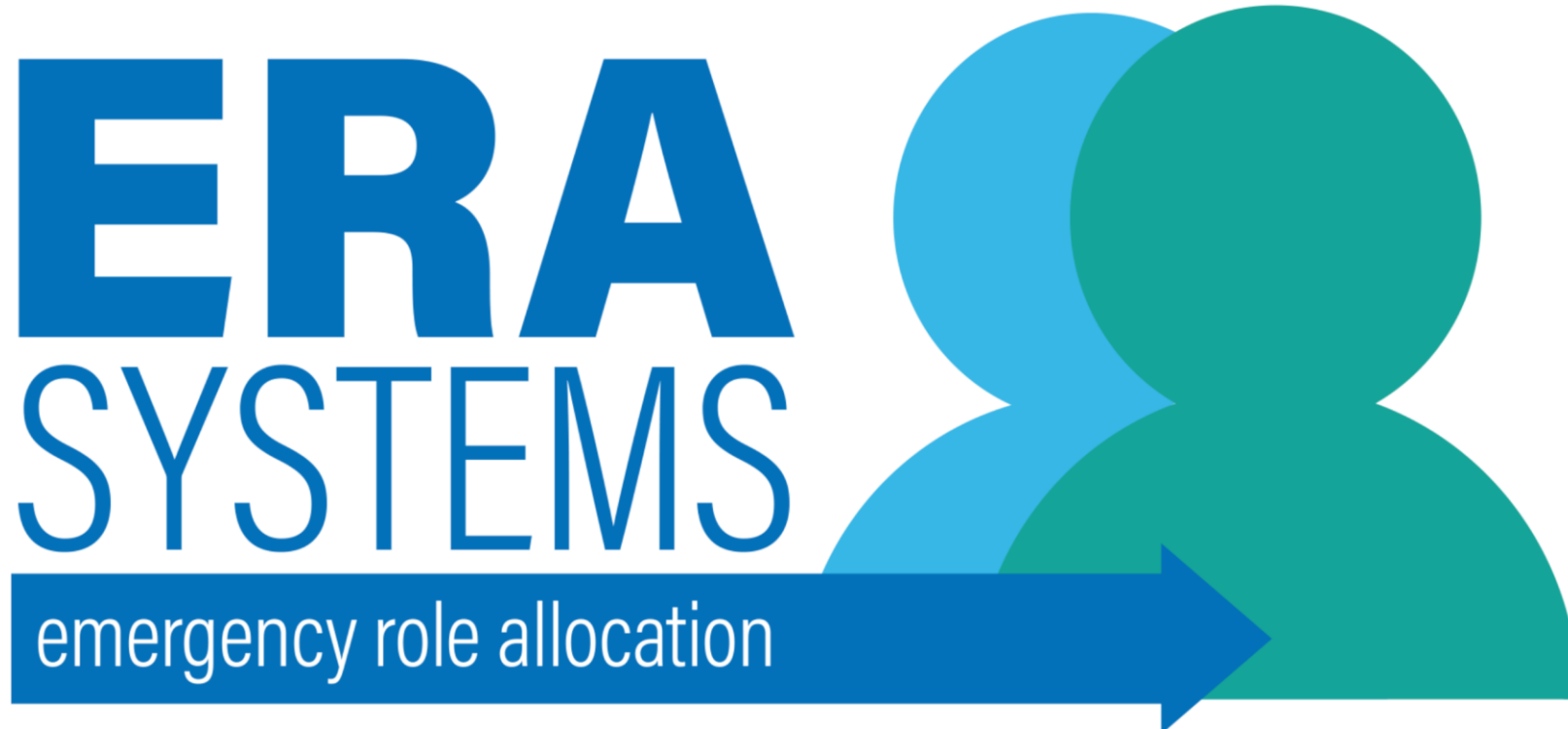
Digitalised emergency **role allocation** to streamline first responders

Instant **communication** across an entire department

**Right team; Right place; Right time**

# The Solution

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Shoulder Dystocia



PPH



Fetal Compromise



Cord Prolapse



Eclampsia



Breech



Help Required



Newborn Life Support



Adult Life Support

Section 2 - Station 1



Urgent assistance

Section 2 - Station 1

Emergency



Shoulders Dystocia



Cord Prolapse



Help Required

Section 2 - Station 1

Coordinator Aware

Uterotonic Drugs

PPH Box

Section 2 - Station 1

PPH

Coordinator Aware

2222 Obstetric Emergency

IV Access / Bloods /  
Fluids

Uterotonic Drugs

Maternal Observations  
& Catheter

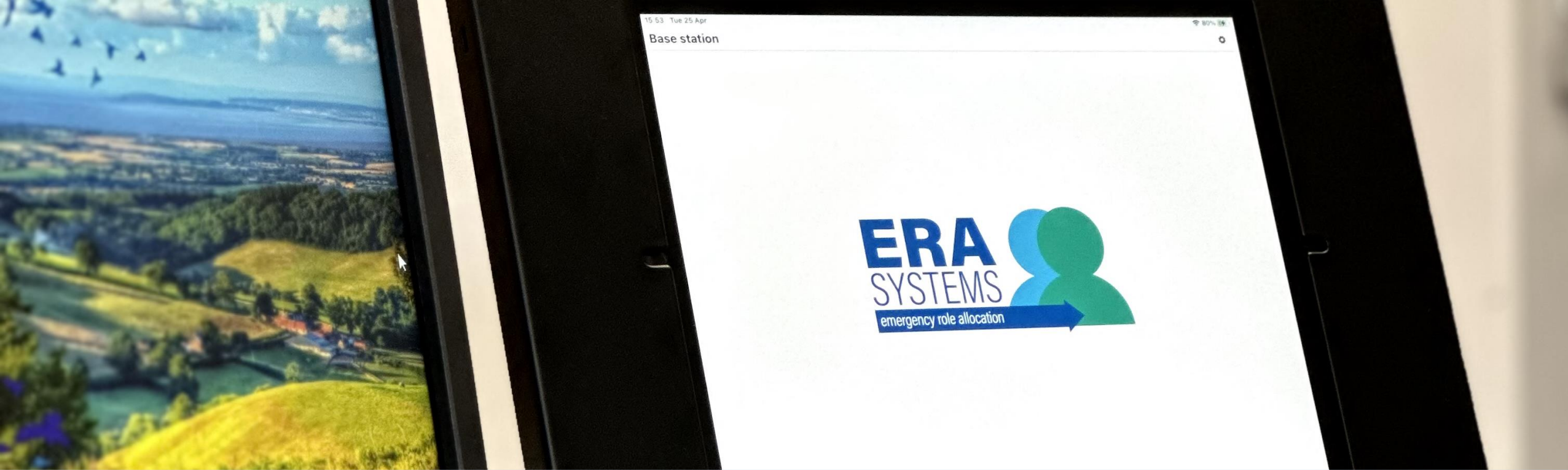
Measure blood loss,  
check Placenta and  
Membranes

PPH Trolley

Scribe

Cancel

Further assistance



# Benefits

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Streamlines team performance and improved communication

Optimised situational awareness across an entire department

Enhanced auditability and reporting



# The journey so far

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Iterative cycles of simulation by the multi professional team

Maternity services coproduction

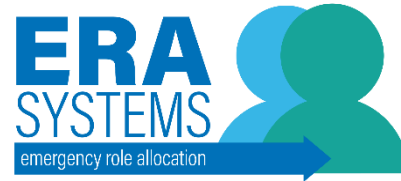
Randomised simulation study





# The ERA Team

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UK-based digital health SME.

NHS-ready software development.

Founded by clinicians and engineers.

Founded by midwives.

Expertise in maternity care and human factors.

Proven clinical excellence and national network.

Innovative NHS Trust with a track record of delivering quality, novel solutions.

Credibility and quality assurance.

Innovative in practice.



## Seventeen new Fellows join the NHS Innovation Accelerator programme in 2023

23rd March 2023

The NHS Innovation Accelerator (NIA) has announced 17 new Fellows will join the programme in 2023. This is the largest cohort for the programme since its launch in 2015 and results in the programme now supporting close to 100 Fellows.



# So what next?

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## **ERA Care:**

**Automated post birth check in, sign posting to mental health services, risk stratified referral to talking therapies and link to perinatal mental health services**

# System wide change

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**Acute maternity services**

**Maternity & Neonatal voices partnership**

**Somerset Integrated Care board:**

- Talking Therapies
- Perianal mental health
- General Practitioners
- Health Visitors

# How does ERA fit with the national landscape?

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Human factors design

PSIRF

Three Year Delivery Plan

Service User Coproduction

Parliamentary birth trauma inquiry

# Thank you

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