

Case study: Improving Optimal Cord Management – MFT Wythenshawe



Programme aim:

- Contribute to the national ambition set out in [Better Births](#), to reduce the rates of maternal and neonatal deaths, stillbirths and brain injuries that occur during or soon after birth by 50% by 2025
- Contribute to the national ambition, set out in [Safer Maternity Care](#), to reduce the national rate of preterm births from 8% to 6% by 2025
- Improve the safety and outcomes of maternal and neonatal care by reducing unwarranted variation and provide a high-quality healthcare experience for all women, babies, and families across maternity and neonatal settings.

What problem were you trying to solve?

- To improve Optimal Cord Management (OCM)
- Therefore, all eligible babies less than 34 weeks gestation should not have their umbilical cord clamped for at least 60 seconds after birth

What did you do?

- Recruited a diverse and energetic team across Maternity and Neonatology, dedicated towards Optimisation interventions for the preterm newborn
- Used QI tools (e.g. driver diagrams and stakeholder maps) to dissect out existent barriers and devised a plan of action
- Implemented a new policy for Deferred Cord Clamping and submitted a Business Case for a Life Start Trolley as part of the quality improvement project

What did you continue to do...

- Involved key stakeholders in several directions including: senior managers, specialist clinicians, patients and voluntary organisations
- Imparted education across the unit to all midwives, obstetricians and neonatology staff about the importance of each intervention, with special emphasis OCM.
- Implemented the use of a LifeStart Trolley across 2 Maternity Units of the Trust
- Extensive training and simulations on OCM and the use of the LifeStart Trolley

How did it go?

- Communication between maternity and neonatal teams have improved
- Education and simulations have improved knowledge, skills and confidence across both maternity and neonatal teams
- There has been an obvious positive impact on the data for OCM at Wythenshawe.
- Monitored teething problems of using the LS trolley – short cord, vaginal deliveries needing ultrasound machine near bed, twin deliveries by CS etc and improvised around available facilities within the safety margin for best outcome

What did you learn?

- Working together as a team is key to implementing change
- Appreciation of the challenges of changing practice and the layers of governance process to complete to implement actions.
- Skills to review and adjust change ideas based on most recent feedback
- Improved awareness of the steps required to implement change
- A love for MDT working across multiple sites to deliver the same standards of care across the Trust
- Better data management skills in a completely electronic environment