



Maternity Survey Patient Experience Report

Maternity Survey October to December 2022

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Maternity patient experience survey

Introduction

The East of England Ambulance Service NHS Trust (EEAST) has a comprehensive annual patient survey programme which includes a continuous survey for Emergency Services (ES)/Emergency Clinical Advice and Triage (ECAT) Service. Additional planned survey projects are also undertaken each year, such projects vary depending on the Trust's priorities or if there is an area of care being developed/in need of audit.

During 2021, EEAST supported the World Patient Safety Day global campaign theme of *'Safe Maternal and Newborn Care'* (World Health Organisation, 2021/22), with the aim being to increase awareness and improve patient safety in relation to maternal and newborn care. In support of the campaign, several EEAST masterclasses relating to pre-hospital maternity care were held for Trust staff and a short film, *'EEAST Maternity Advice'* (EEAST, 2021) was also produced for the public website. The Trust also implemented a Maternity Action Card (MAC) to be used as a reference guide to aid assessment and decision making by on scene clinicians when attending maternity related calls.

During this time, an online maternity patient experience survey was also made available to enable patients to provide their valuable feedback in relation to the service received. The objective of the survey was to establish patient satisfaction and to monitor the quality of care and service provided by the Trust for patients who had contacted EEAST in relation to a maternity related concern. Listening to patient feedback enables the Trust to identify what is working well but also to highlight areas for service improvement.

This report summarises the latest results to the survey, following an invitation to feedback mailout to patients who had used the service between October to December 2022.

Methodology

The online maternity patient experience survey was designed in collaboration with the Trust's Clinical Lead and senior midwives during 2020/21. The survey continues to remain available on the Trust's public website: [Maternity Services Survey \(eastamb.nhs.uk\)](https://eastamb.nhs.uk)

The survey has been promoted using various methods, including the Trust's social media channels and patient information cards. In addition to the above, a random sample of patients (who had been attended to by EEAST following a maternity related 999 call) was collated, with these patients posted an invitation to feedback letter (which included a QR code and link to the online survey).

The patient sample was traced using the Demographic Batch Trace Service, with patients who did not trace removed from the sample prior to survey mail out.

Sample

The online survey has been available on the public website since December 2020, enabling patients to provide their valuable feedback at any time.

In February 2022, a patient sample was collated using the maternity/pregnancy Advanced Medical Priority Dispatch System (AMPDS) codes. The sample covered the whole region (Bedfordshire and Luton, Cambridgeshire and Peterborough, Hertfordshire and West Essex, Mid and South Essex, Norfolk and Waveney, and Suffolk and North East Essex) and included patients aged between 18 to 50 years, who had been attended to by EEAST following a maternity related 999 call. After discussion with the Clinical Lead, it was agreed that the sample should not include patients who had experienced a confirmed stillbirth, serious haemorrhage, or miscarriage, to avoid causing any additional distress.

The patients within the sample were then posted an invitation to feedback letter, with a month allowed for responses. Due to the low number of submissions received, the response deadline was extended. The survey was also further signposted via the Trust's social media channels during Maternity Mental Health Awareness Week in May 2023, with a view to increase the number of completed surveys and feedback received.

Response rate

Overall, 143 invitation letters were posted to patients who had used the service between October to December 2022. 22 submissions were received in response to the mail out, which equates to a 15.4% response rate. Following the social media signposting, a further six completed survey submissions were received. These responses have also been included within this report.

In total, 24 (85.7%) of the survey submissions received have been completed by the patient.

Conclusion

Patients were generally satisfied with the service received from the EEAST, with **85.7%** of respondents (24) rating the service as 'good' or 'very good.'

Respondents advised that the 999 call had been made by someone other than the patient, with labour (**70.8%**) the most common reason for the emergency call. Prior to calling 999, **80.0%** of patients (20) had initially contacted a maternity unit for help and advice.

Respondents were mostly satisfied (**95.2%**) with the handling of their 999 call, with **84.6%** of respondents (22) also satisfied with the length of time they waited for an ambulance. Following the emergency call, **73.1%** of respondents (19) advised that they had been attended to by a crew with an ambulance. 13 (68.4%)

out of 19 patients recalled that an examination or assessment had been undertaken by ambulance staff, although only six respondents advised that handheld maternity notes had been requested. Respondents felt that their pain had been appropriately managed or responded that they had not been experiencing pain/declined pain relief.

Ambulance service staff were mostly rated favourably (**92.6%**) as 'good' or 'excellent.' Patients also felt involved in the decisions made regarding their care, with **96.3%** of respondents (26) advising that they had been treated with dignity and respect.

The additional comments received were generally positive and highlighted the professionalism, kindness and care provided by staff. However, one theme to arise has been in relation to the perceived lack of confidence/training of ambulance service staff when attending maternity related emergency calls. This feedback has been shared with the Trust's Clinical Lead.

Going forward, additional signposting and consideration of methodology will be undertaken to increase the feedback received. The continuation of collecting and reporting on patient feedback will enable the Trust to ensure that it meets the community it serves and for every patient to receive a high standard of service.

Results

Please see the below results to the maternity patient experience survey. Please note the percentages within the tables/charts **do not** include the patients who either did not respond to the question or who were 'unable to say.'

Caution must be taken when interpreting the results which may not be representative due to the small sample of patients who completed a survey.

Overall, how was your experience of our service?

Overall, patients were mostly satisfied with the service received, with 85.7% of respondents rating the service received as 'good' (3.6%) or 'very good' (82.1%). Four patients rated the service as 'poor' (7.1%) or 'very poor' (7.1%).

Please can you tell us why you gave this answer:

Patient	Positive comments received
1	The paramedics who helped deliver our son were just fantastic!!! I was so happy with the whole experience and that's down to them. His shoulder got stuck they didn't panic, or stress kept us calm and delivered him safely and the aftercare whilst waiting for a midwife was just perfect! We can't thank them enough!!!
5	The ambulance arrived quite quickly, and the three paramedics were amazing, they helped me deliver my daughter at home in an unexpected scenario. They also stayed long enough to make sure we were both ok but also to make sure the midwives got all the information they needed, as they didn't make it on time for the birth.
6	Our little madam decided she wanted to make an appearance more quickly than we had expected. My husband phoned 999 and was talked through what to do which was great, they were very supportive. The first ambulance arrived within 10 minutes. The duo had actually clocked off and were heading back to the ambulance station and as they were going past the village came to us as they knew the next nearest ambulance was coming from Ipswich - we are so grateful for this. The second ambulance arrived I think 10-15 minutes after the first. Both teams were absolutely fantastic, they did all the necessary checks on me and on our daughter and nothing was too much trouble. We were well supported by them and really appreciated everything they did for us. I have great admiration for the work they do and will forever be thankful for everything they did for us.
7	Although the ambulance arrived after my baby was born at home, the crew were incredible. Helping us remain calm and sorting us out. There's no way I could express my gratitude to these fabulous people, who took amazing care of us all the way to the hospital. Truly wonderful people who made a scary experience into a positive memory.

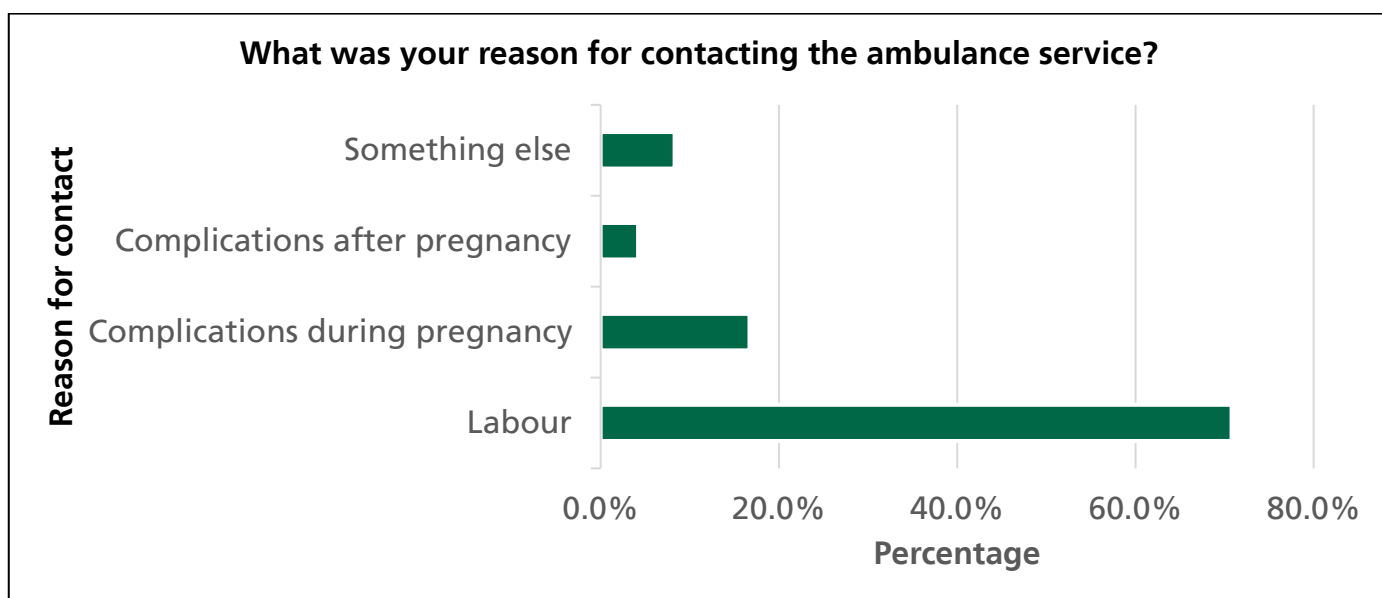
Patient	Positive comments received
9	Their response was quick when our local maternity unit did not believe me. We called a few times, and they thought I was not ready to give birth. I gave birth downstairs in our home and their turning up was quick and reassuring.
11	Extremely quick response and supportive. They looked after me and reassured me when I was thinking the worst.
12	The ambulance arrived promptly. The staff were knowledgeable, reassuring, and helpful.
13	I was attended to by 2 ambulance crews at home when my labour failed to progress as planned at home. The response time was very prompt, around 5 mins. Staff were very friendly and reassuring. They offered support where needed but also recognised when it was appropriate to take a step back. They worked well as a team with the midwife and completed a smooth transfer and handover to hospital.
14	I had an excellent experience with both the ambulance call handler and the two paramedics who arrived to the house around 20 mins following the very rapid arrival of our baby girl! The call handler was so incredibly calm, warm, and informative, he put my husband at great ease in what was a few moments of madness! He was so clear in his instruction and had such understanding. We will honestly be forever grateful for that phone call! The two paramedics were just wonderful too. They were a joy to welcome into our home, nothing was too much to ask, and they ensured everything was so super smooth when being transferred to the N&N. Sitting in the back of the ambulance and having a chat about the usual calls they often get whilst nursing my newborn baby is a memory I will never forget. Considering the crippling pressure the NHS staff are under at present, our experience was second to none!
15	My baby was delivered safely with the help of the paramedics who attended my very quick and early labour, I'm so grateful to them and am thankful they were able to arrive in time.
16	They were quick to turn up and assisted with the birth of my baby at home along with the midwives. There was one new ambulance staff who was an amazing help.
17	I was sent away from hospital in full labour after being told they were at full capacity. I gave birth at my parent's house with fantastic support from paramedics. I have never felt so supported and cared for. They were truly amazing!

Patient	Positive comments received
19	It is because the ambulance was well equipped with capable members of staff.
18	I was about to give birth. The service was extremely helpful, so my partner knew what to do step by step, he took the delivery at home. Paramedic arrived in time, really quickly, he was extremely helpful. After him couple minutes, arrived an ambulance also really nice and helpful people.
20	The two lady paramedics arrived at our house and immediately assessed the situation and reassured both me and my partner that everything was going to be ok. They gave me gas and air straight away and then calmed me down before acting fast to get us to the hospital to have our baby girl ❤️ With 8 minutes to spare 😊.
21	Quick to respond, provided clear instructions and directions over the phone and on arrival. All staff were friendly and polite. All staff members had a smile on their face and were reassuring.
26	They were really quick to attend, and the crew were so supportive and kind I can't thank them enough.
28	My wife went into labour at 25+4. Service provided by the 999 call taker, and the paramedics from the two ambulances sent was excellent.
Patient	Negative comments received
8	Our child was critical with no heartbeat being observed. First responder wasted valuable time bringing equipment that was not required nor was there even the request for one as we had a home birth midwife with us. This delayed transfer to hospital significantly with an inability to get out of the house when the actual ambulance arrived.
23	The ambulance arrived nearly an hour after I have birth. I was at risk of haemorrhage, so we were advised not to move the baby. When the ambulance arrived the technicians had no idea what to do, little maternity training. This meant my baby had a developed a stroke and a blood clot on the brain and spent a long time in NICU. This could have been prevented if the ambulance had arrived quickly and the staff had proper training in delivering babies and aftercare.

Who contacted the ambulance service for this incident?

All 23 respondents who answered the above question advised that the ambulance service had either been contacted by their 'relative/partner' (60.9%) or 'someone else' (39.1%) e.g., 'midwife.'

What was your reason for contacting the ambulance service?



Of the 24 responses received, 17 (70.8%) of the emergency 999 calls had been in relation to 'labour,' four (16.7%) related to complications during pregnancy, one (4.2%) related to complications after pregnancy and two (8.3%) had been in relation to 'something else.'

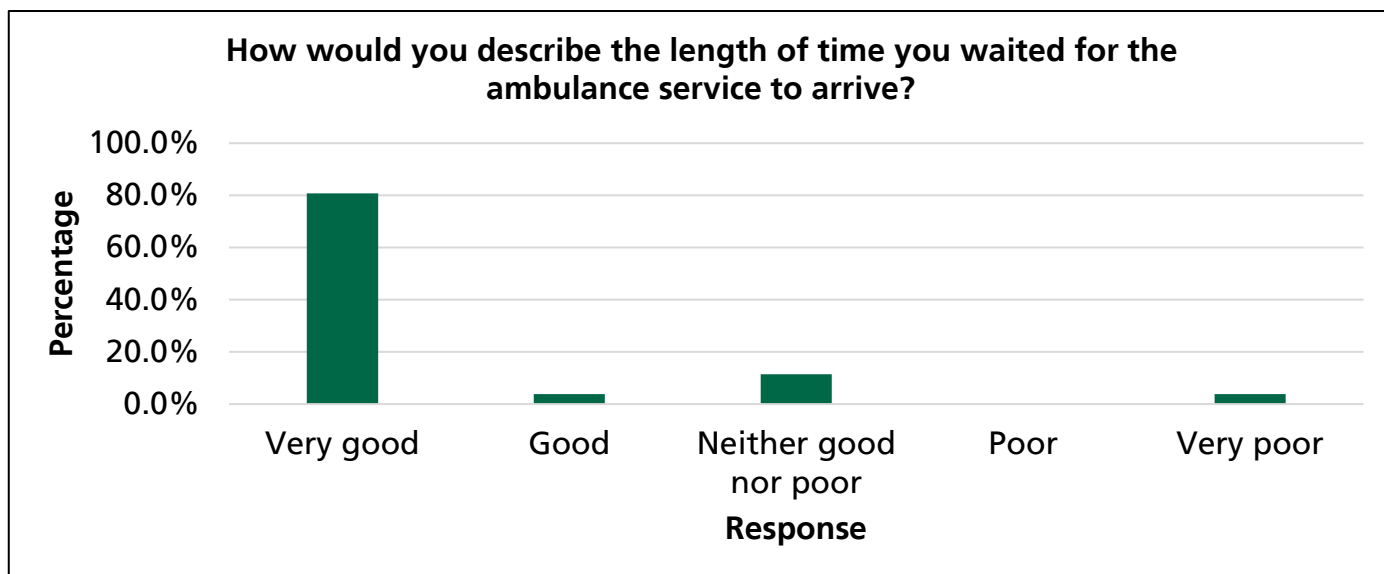
Please tell us if you had contact with any of the following healthcare providers before contacting the ambulance service for this incident? (All answer types are listed, some multiple answers)

Over three quarters (20) of respondents (80.0%) had initially contacted a maternity unit prior to dialling 999. One respondent (4.0%) had been in contact their GP. Four respondents (16.0%) advised that the ambulance service had been the first provider contacted.

How would you rate the handling of your emergency phone call?

Overall, 20 (95.2%) the 21 respondents who were able to answer the above question rated the emergency call handling as 'good' (14.3%) or 'very good' (81.0%). However, one respondent (4.8%) felt the call handling was 'very poor.'

How would you describe the length of time you waited for the ambulance service to arrive?



Overall, 22 (84.6%) out of 26 respondents rated the length of wait for the ambulance as either 'good' (3.8%) or 'very good' (80.8%). However, three respondents described the wait as 'neither good nor poor' (11.5%) and one respondent recalled the length of wait as 'very poor' (3.8%).

Did you receive a single responder in a car or a crew with an ambulance?

19 (73.1%) out of 26 patients (73.1%) had been attended to by a crew with an ambulance. Three patients (11.5%) had been attended to by a single responder and four respondents (15.4%) answered 'other.'

How would you describe the attitude of the ambulance service staff that you had contact with?

Overall, 25 (92.6%) out of 27 respondents rated the ambulance service staff favourably as either 'good' (3.7%) or 'excellent' (88.9%). However, two respondents felt that the staff attitude had been 'poor' (7.4%).

Did the ambulance service staff treat you with dignity and respect?

Positively, 26 (96.3%) out of 27 respondents recalled being treated with dignity and respect by ambulance service staff. However, one respondent (3.7%) did not feel that they had been treated respectfully or with dignity.

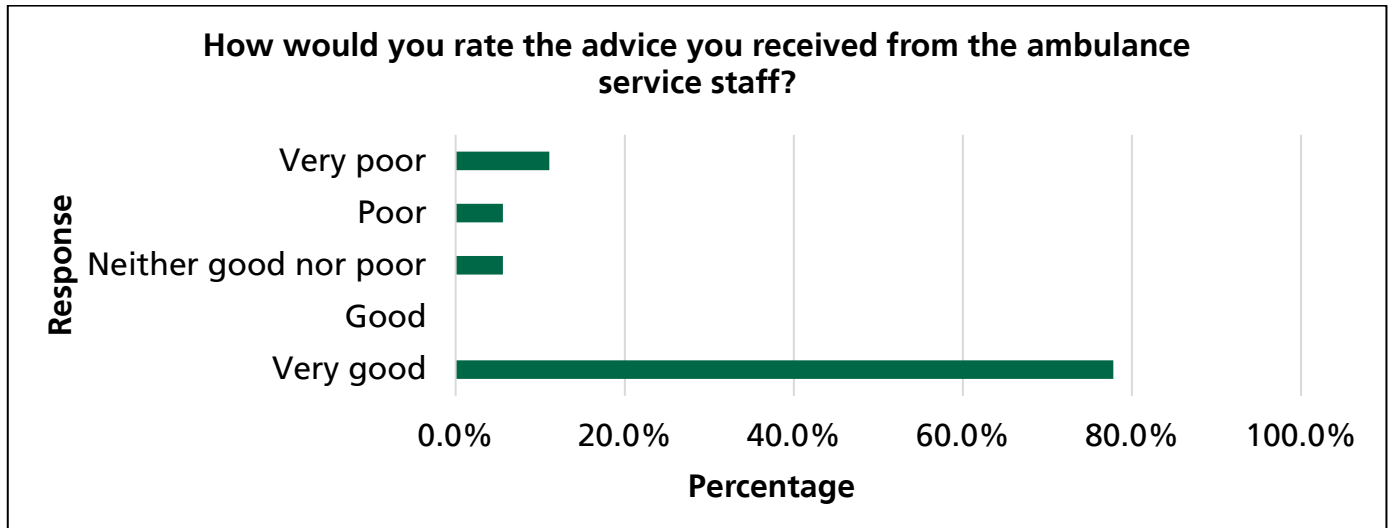
Did the ambulance service staff request to see your handheld maternity notes?

Of the 10 respondents who were able to answer the above question, six (60.0%) advised that the handheld maternity notes had not been requested. Four respondents (40.0%) advised that ambulance service staff had requested the notes.

Did the ambulance service staff examine you in any way or perform an assessment?

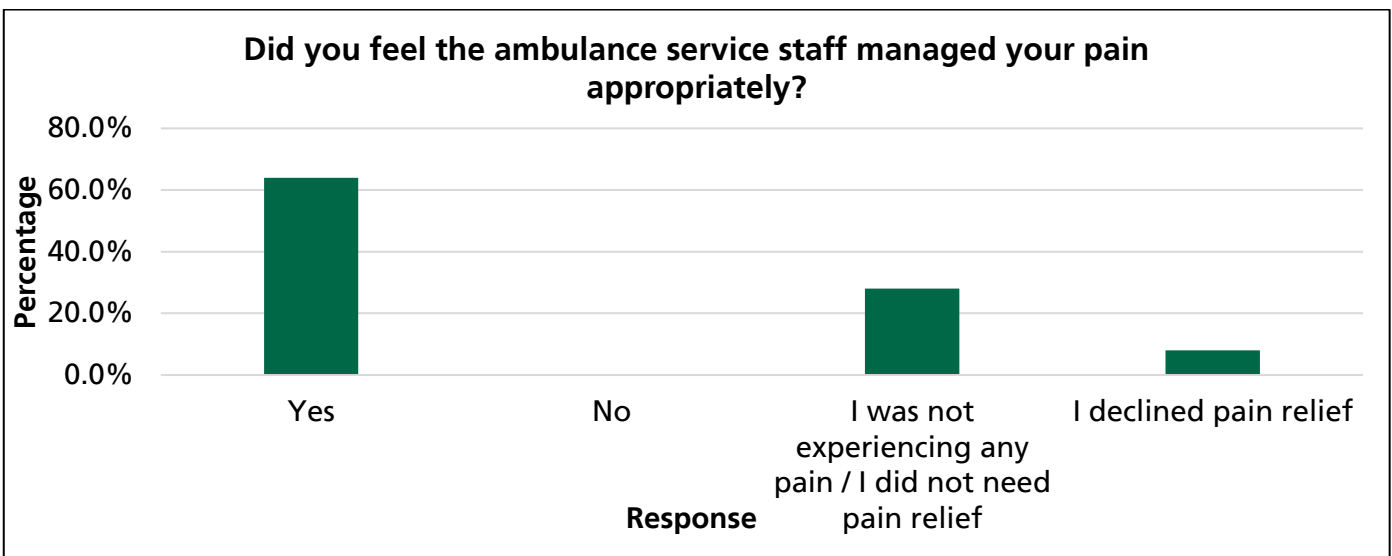
Overall, 13 (68.4%) out of 19 respondents advised that an examination or assessment had been undertaken by ambulance service staff. However, six respondents (31.6%) did not recall either taking place.

How would you rate the advice you received from the ambulance service staff?



Overall, 14 (77.8%) out of 18 respondents rated the advice they received from the ambulance service staff as 'very good.' Other responses included 'neither good nor poor' (5.6%), 'poor' (5.6%) and 'very poor' (11.1%).

Did you feel the ambulance service staff managed your pain appropriately?



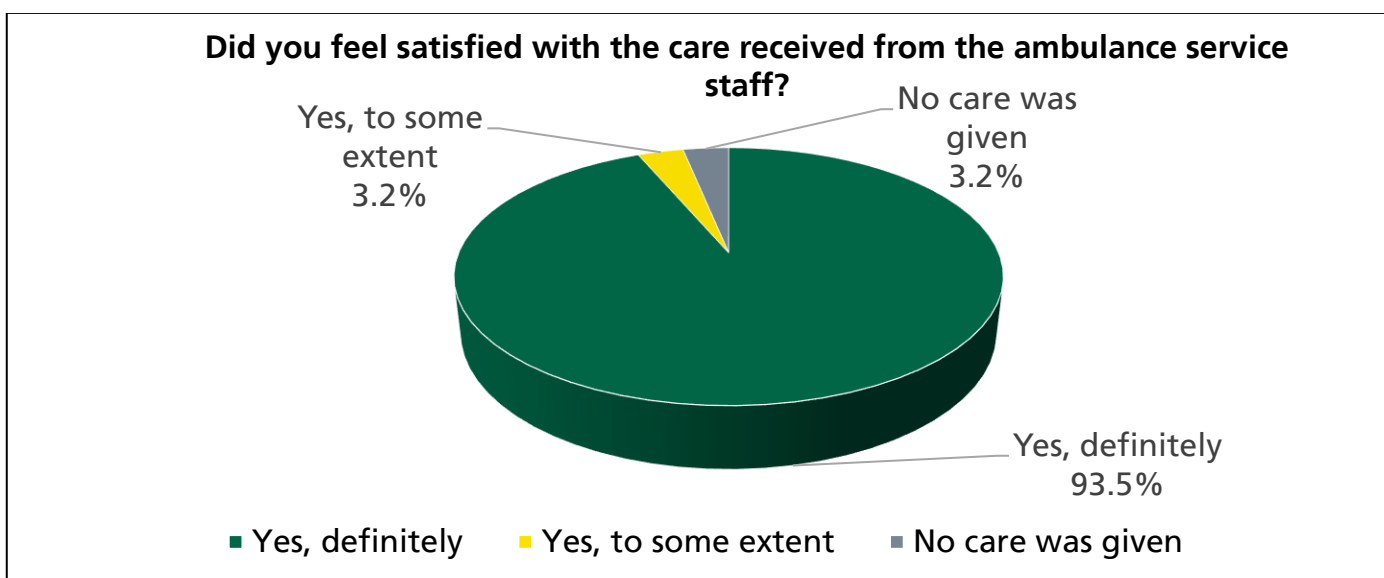
Overall, 16 (64.0%) out of 25 respondents felt that their pain had been appropriately managed. Nine respondents advised that they had not been

experiencing any pain/did not need pain relief (28.0%) or advised that they had declined pain relief (8.0%).

Did you feel involved in the decisions made about your care?

Positively, all 25 respondents who answered the above question advised that they had been involved in the decisions made regarding their care to at least 'some extent,' with 68.0% of these patients advising that they were 'definitely' involved.

Did you feel satisfied with the care received from the ambulance service staff?



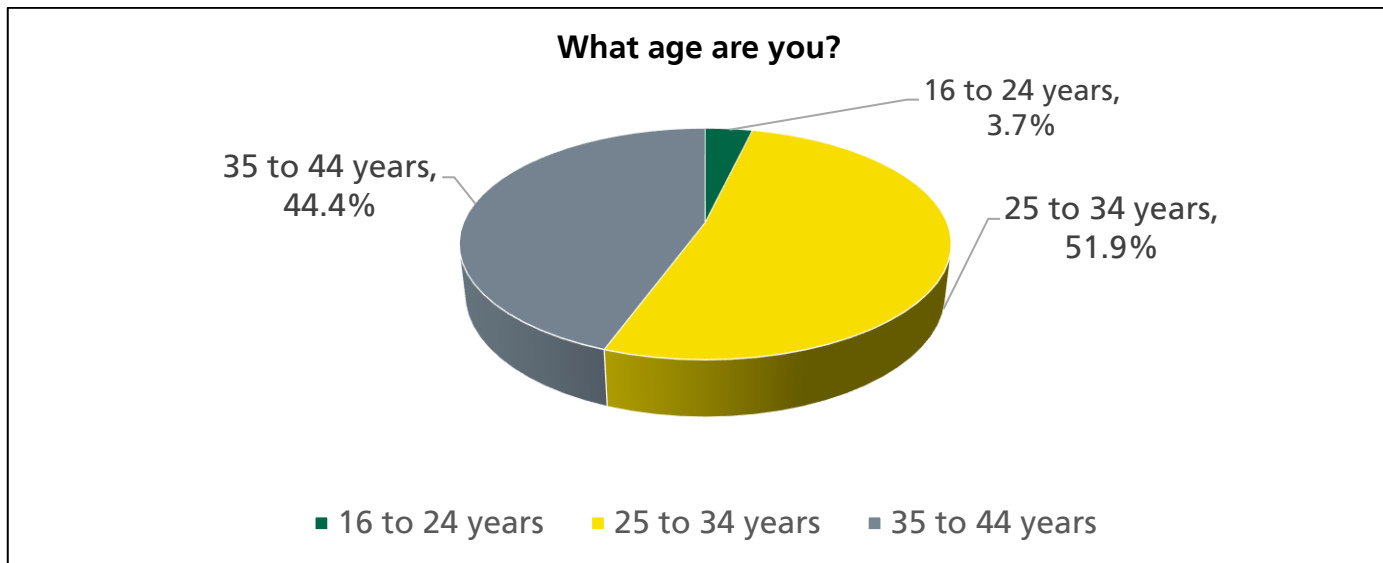
Overall, 21 (91.3%) out of 23 respondents were satisfied with the care received from the ambulance service staff, with 87.0% of respondents advising that they were 'definitely' satisfied. Two respondents (8.7%) responded that no care had been given.

Please tell us about anything that we could have done better:

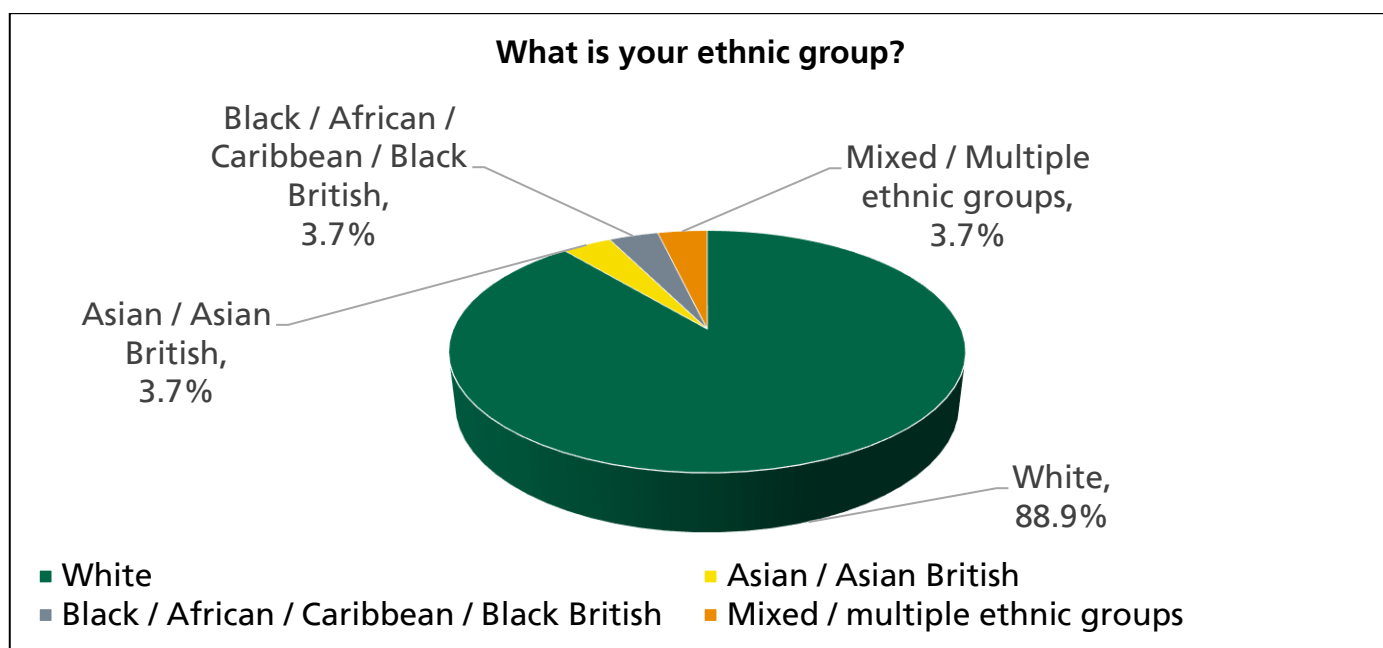
Patient	Positive comments received
1	Nothing they was incredible!
6	Not applicable - they were fantastic. I would like to thank them by name, but we can't remember the names of the 4 that attended us.
9	No, they were wonderful.
16	Nothing, arrived quickly and were great
18	Everything thing was great
19	The service was perfect. Thank you.
21	The service which was provided was excellent. No improvement could be made
26	Nothing, they were amazing.
Patient	Suggestions for improvement
7	Only got to us faster, but this is out of their control.
13	The only thing I would say is that all 4 members of the ambulance crew came into the house and stood in the doorway before the midwife asked if only 2 could remain inside and the others wait outside until they were needed. It felt a little intrusive/unnecessary to have 4 people appear at the door when I was in established labour. It really wasn't a big issue for me but may have been an issue for other women and I would ask staff to consider how they approach a situation where a woman is in labour (especially when there is already midwife in attendance).
17	Operator could have given us a better idea of how long the ambulance would take.
8	Provided appropriate response as requested by the midwife, avoided wasting valuable time with an inappropriate first responder, more thought from the ambulance staff with a home birth midwife in transit with us asking us, "if we were on holiday" unacceptable. Unavailability of sick trays caused anxiety during transfer, concern over transfer time during the period from first responder attempting to remove unnecessary equipment even after being told by partner and midwife all was unnecessary. Asking for help removing equipment to partner rather than allowing transfer to take place. All in all the experience was pretty poor in all respects.

Demographics and Equality and Diversity Information

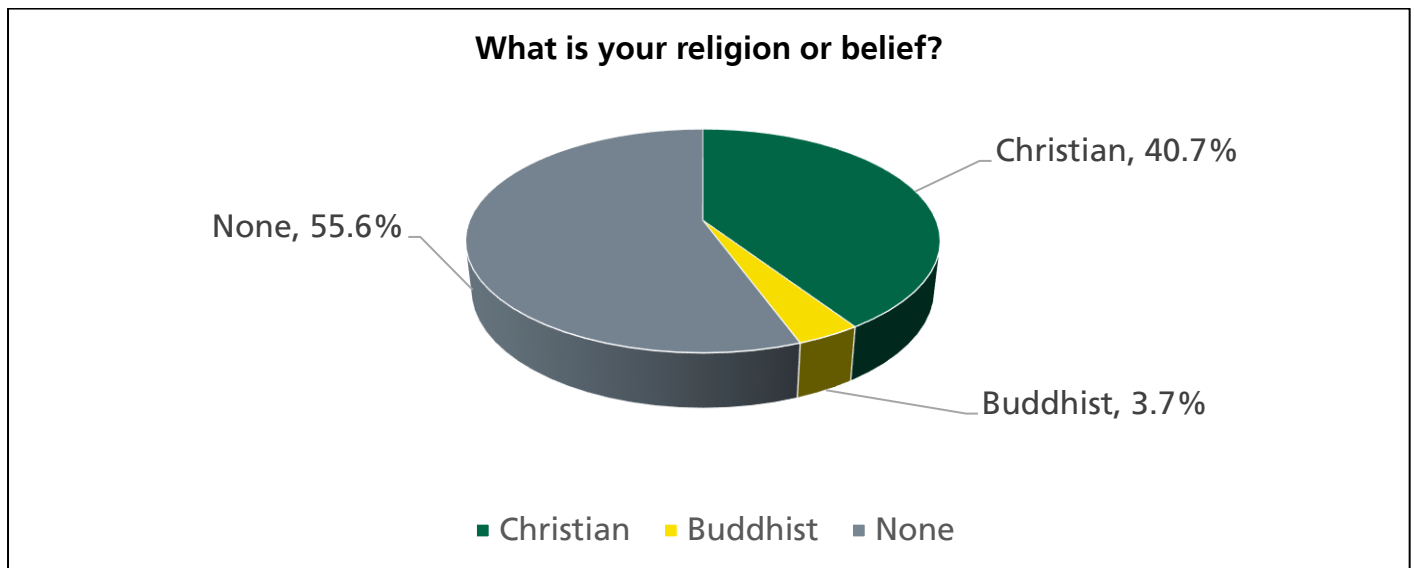
What age are you?



What is your ethnic group?



What is your religion or belief?



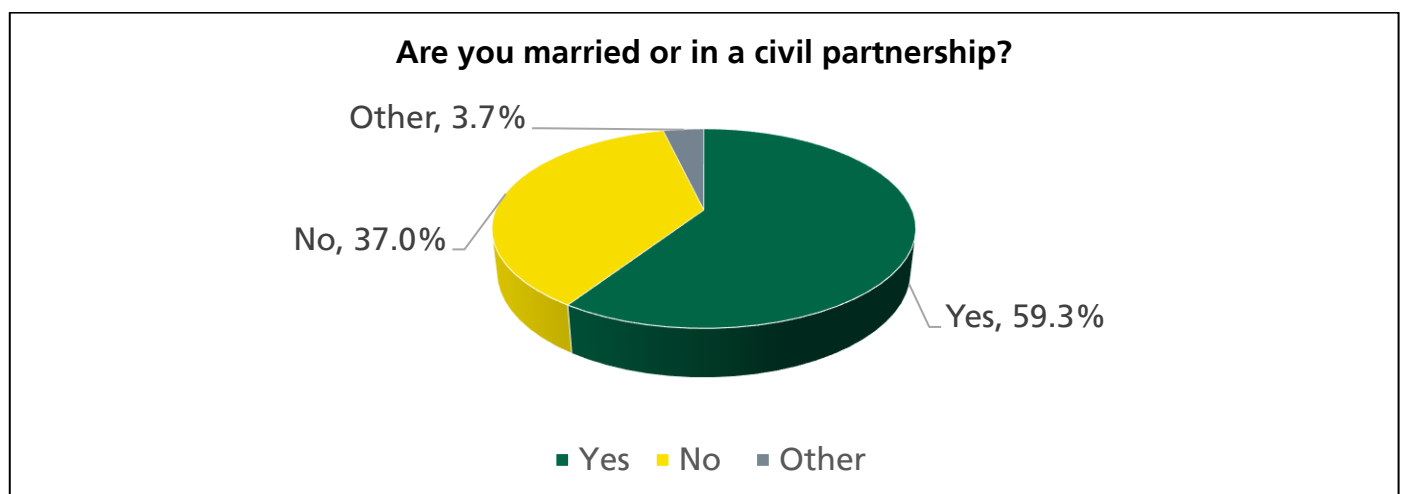
What is your sexual orientation?

All 27 respondents who answered the above question advised that they were 'heterosexual/straight.'

Do you have any of the following disabilities?

All 27 respondents who answered the above question advised that they did not have a disability.

Are you married or in a civil partnership?



Aftercare

Following this survey, any compliments or comments of concern/complaint received were passed to the Patient Advice and Liaison Service (PALS) for logging and actioning as appropriate.

References

Association of Ambulance Chief Executives, Joint Royal Colleges Ambulance Liaison Committee. 2018. *Emergency Birth in the Community*. Class Professional Publishing.

East of England Ambulance Service NHS Trust (2021), 'About us.' Available at: <https://www.eastamb.nhs.uk/about-us/> (accessed 16/12/2021)

East of England Ambulance Service NHS Trust (2021), 'EEAST Maternity Advice.' Available at: <https://www.eastamb.nhs.uk/your-service/Our-Maternity-Services.htm> (accessed 16/12/2021)

World Health Organisation. 2021. *World Patient Safety Day Goals 2021-22, Safe maternal and newborn care*. Available at: <https://www.who.int/publications/i/item/9789240035584> (accessed 16/12/2021)

Appendix

Appendix 1 – Abbreviations

AMPDS – Advanced Medical Priority Dispatch System

EEAST – East of England Ambulance Service NHS Trust

ICS – Integrated Care System

JRCALC – Joint Royal Colleges Ambulance Liaison Committee

MAC – Maternity Action Card

Appendix 2 - Link to the online maternity patient experience survey

<https://www.eastamb.nhs.uk/contact-us/maternity-services-survey.htm>

Appendix 3 - Patient invitation to feedback letter

REF 1:
REF 2:



NHS
**East of England
Ambulance Service**
NHS Trust



Patient Experience Department (Surveys)
East of England Ambulance Service NHS Trust
Hospital Lane
Norwich
NR6 5NA
Tel: 01603 422757
DATE

Dear

I understand the Ambulance Service was called to attend you on month, and I am writing to ask if you would take a few moments to complete a confidential survey on your experience. This feedback is valuable to us to help us understand where we are doing well and what needs to be improved.

If you cannot or do not wish to take part in the survey, please do not feel obliged to do so, we do not wish to cause upset or offence. If this is the case, please discard this letter and consider it no further. The focus of the questionnaire is in relation to your maternity care. If you would like to complete the survey, please go to: www.eastamb.nhs.uk/surveys or scan the QR code at the top of this letter.

These surveys are confidential so if you would like to provide a specific compliment or concern, please make sure you complete the consent section on the patient survey, so we have your details and are able to contact you. If you raise a specific compliment or concern and provide your details and consent to contact you, our Patient Experience team may contact you to discuss this further. You have the right to withdraw consent to the Trust processing your data for this purpose. There are some limited circumstances where the Trust may be required to continue processing personal data, an explanation will be provided if applicable. Please see the Trust's Privacy Policy for more information: <https://www.eastamb.nhs.uk/privacy.htm>

Alternatively, you may contact the Patient Experience Department at the address given on the following page if you would like to speak to someone directly.

Thank you for taking the time to assist us. We really value the feedback we receive from the patients and communities we serve. If you have any questions about the survey, or would prefer a paper questionnaire, please contact us by email surveys@eastamb.nhs.uk or telephone: 01603 422757.

Yours sincerely,

Melissa Dowdeswell
Director of Nursing, Quality and Safety/Acting Chief operating Officer

Chief Executive Officer: Tom Abell
Chair: Nicola Scrivings
www.eastamb.nhs.uk

#WeAreEEAST 

Document format

You can contact the Patient Experience Department via telephone or email, and they will register your concerns and initiate the feedback process:

Free phone: 0800 028 3382 or email: feedback@eastamb.nhs.uk

If you would like any of these documents in large print, Braille, alternative format, or a different language, please contact the Patient Experience Department on: 0800 028 3382.

اگر آپ کو یہ کتابچہ بڑے پرنٹ، بریل، متبادل نمونے یا کسی دوسری زبان میں چاہیے تو براہ مہربانی ہالز سے فون نمبر 0800 028 3382 پر رابطہ کریں۔

دیگر ذمہ داریوں کے ساتھ ساتھ، شہزادی جناز، یا خود زمانہ کی دیگر دولت، تاکہ یہ ہمواری
PALS سے کہیں کہیں اسے سہولت دے سکیں۔ 08000283382 پر رابطہ کریں۔

Se desejar obter este folheto impresso em letras maiores, em Braille, num formato diferente, ou noutra língua, por favor contacte 0800 028 3382.

Jeżeli chciałbyś otrzymać tę ulotkę w dużym druku, w Braille'u, w innym formacie lub w innym języku prosimy o kontakt pod numerem telefonu 0800 028 3382.

Если вы бы хотели получить эту брошюру в печати крупным шрифтом, шрифтом Брайля, в альтернативном формате или на другом языке, пожалуйста, обращайтесь в группу по телефону 0800 028 3382.

Use of patient information

A Patient Care Record is created every time a patient is assessed, either over the telephone or in person. The record will include information about the patient, the assessment, any treatments and advice given. A copy of the record will be handed over to the healthcare professional taking over the care of the patient and used to maintain safe and effective care. The data obtained will also be used to monitor and improve the quality of the services provided.

A copy of the record is retained by the Trust; all records are used and managed in accordance with strict NHS policy and English Law.

If you have any further queries or would like to request a copy of your record, more information is available via the Trust web site www.eastamb.nhs.uk or from the Trust's Patient Experience Department, East of England Ambulance Service NHS Trust, Hammond Road, Bedford, MK41 0RG

A copy of the report of this survey and any others completed by the Trust will be available online after completion at www.eastamb.nhs.uk.

Chief Executive Officer: Tom Abell
Chair: Nicola Scrivings
www.eastamb.nhs.uk

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