

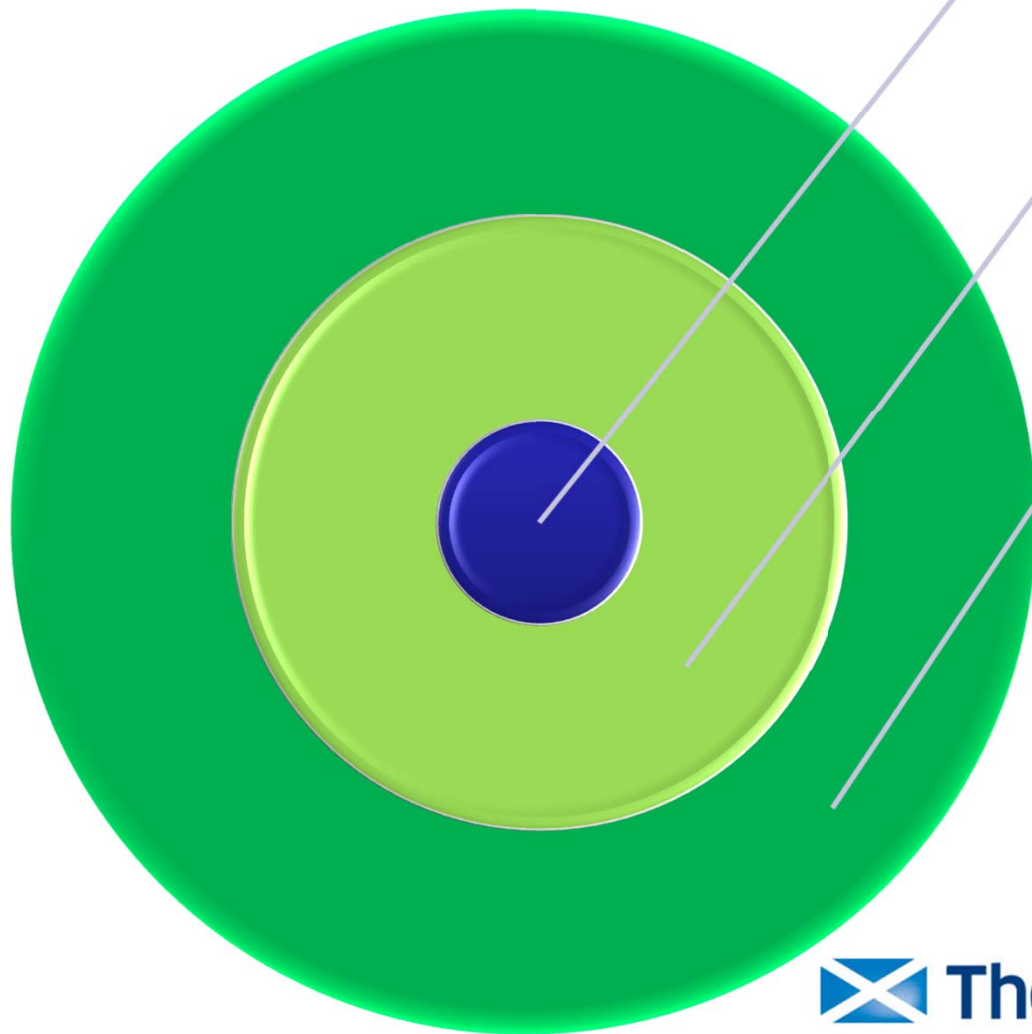
# Getting it Right Ante-natally Quality Improvement in Midwifery

Diane Murray

Associate Chief Nursing Officer

Scottish Government

“Great leaders inspire others to  
take action”  
- Sinek. S



Why?

How?

What?

QI

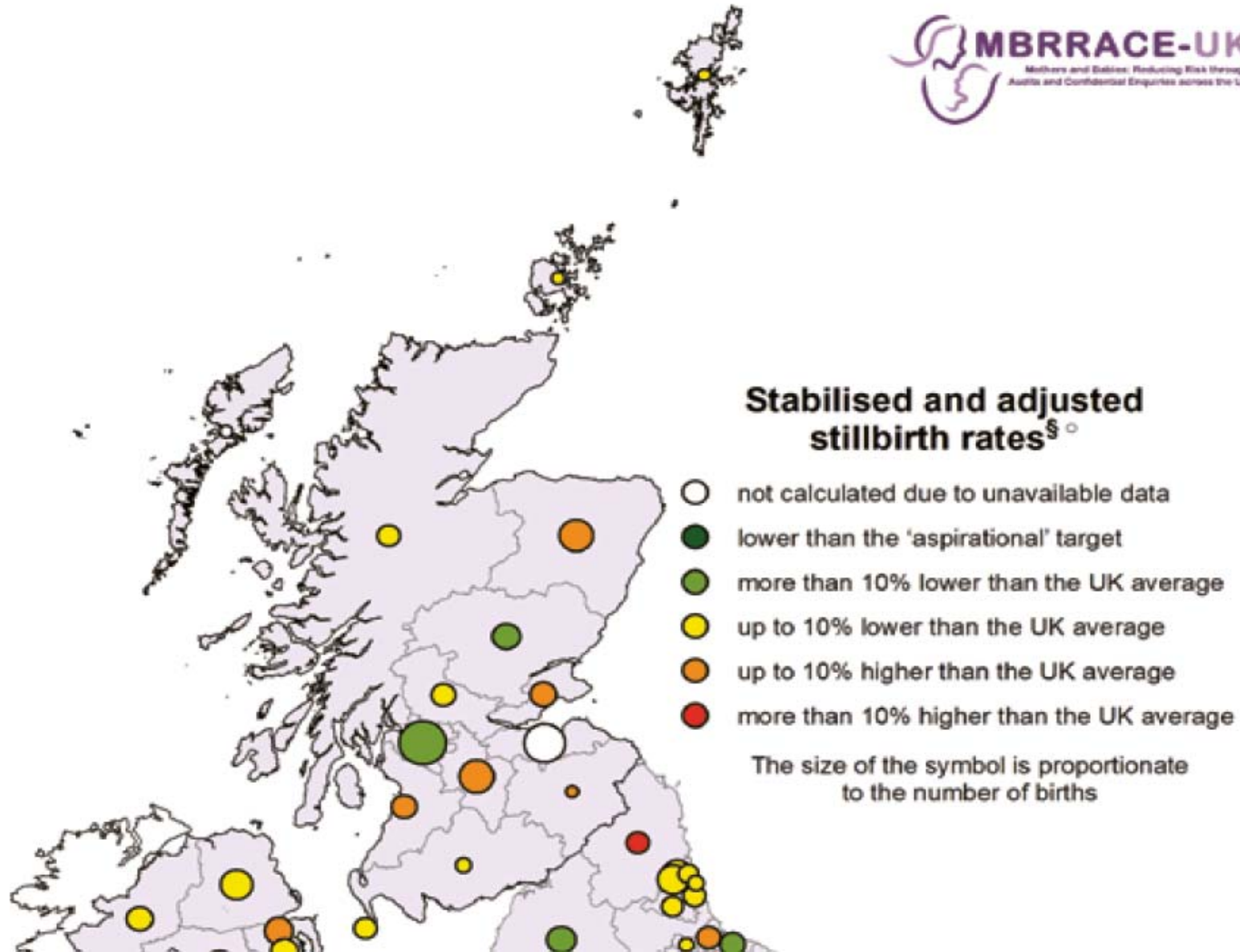
So

what



# The Why





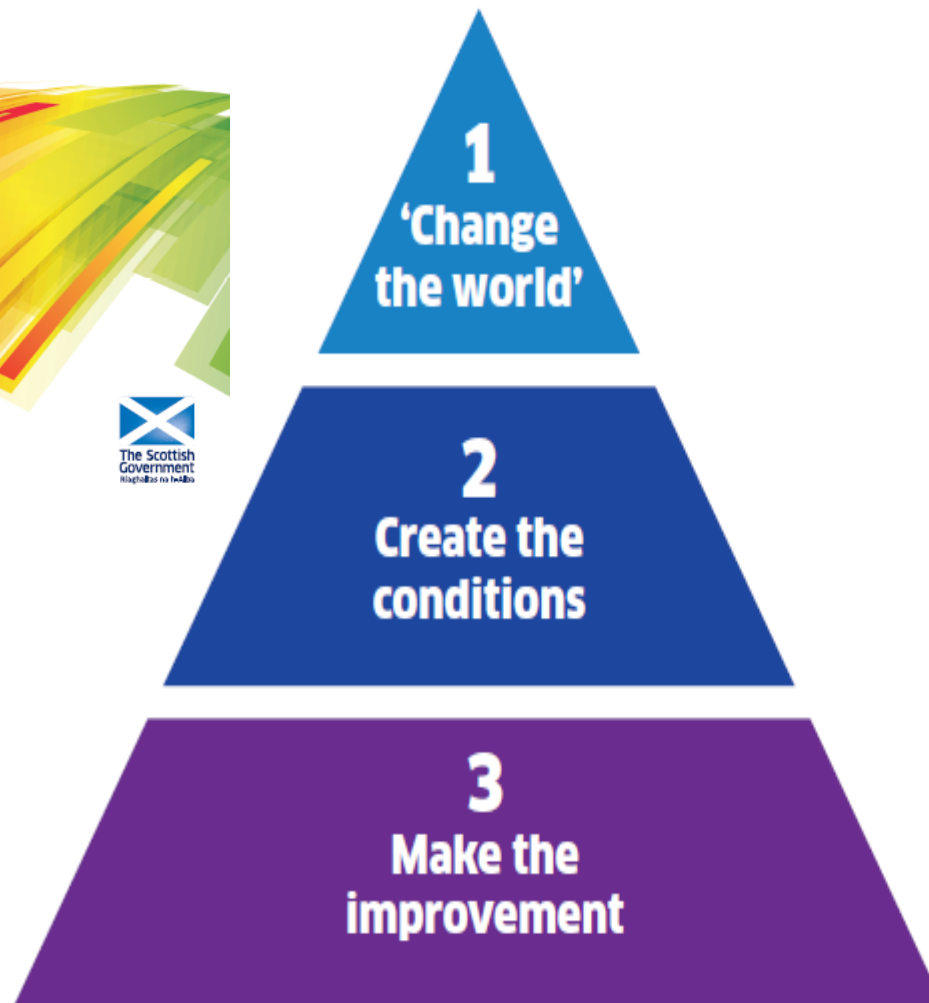


# **MCQIC**

## **Overall Aim**

To improve outcomes and reduce inequalities in outcomes by providing a safe, high-quality care experience for all women, children, babies and families in healthcare settings in Scotland.

# The 3-Step Improvement Framework for Scotland's Public Services



## Macro system -

Vision, aim and context.

## Meso system -

Culture, capacity and challenge.

## Micro system -

Implementation, measurement and improvement

## Model for Improvement

What are we trying to accomplish?

How will we know that a change is an improvement?

What changes can we make that will result in improvement?



T H E  
H O W T O

# Are you currently part of a high performing team?



Ken Thompson

 **The Scottish Government**

# How about out of work?



How about on a stage with a band?



**Take what you need -**

How much did you  
need?

Share one short fact  
about yourself for  
each square you  
needed

# 7



# Secrets of effective teams

Based on work of Ken Thompson

 The Scottish Government

# 1. Clear rules of engagement

- Trust breakers  
Red card, yellow card



- Information sharing  
Public Private



- Conflict Resolution



## 2. KARMA

GOES AROUND... GOES AROUND...  
WHAT COMES BACK AROUND  
COMES BACK AROUND

Effective teams have clear roles and responsibilities. They know what they can count on each other for.



# WHAT BRINGS US TOGETHER MAKES US UNIQUE



3.  
Shared  
Values  
and  
Behaviours

Separation

Alignment

Staying  
close





4.  
When  
one  
knows  
all  
know



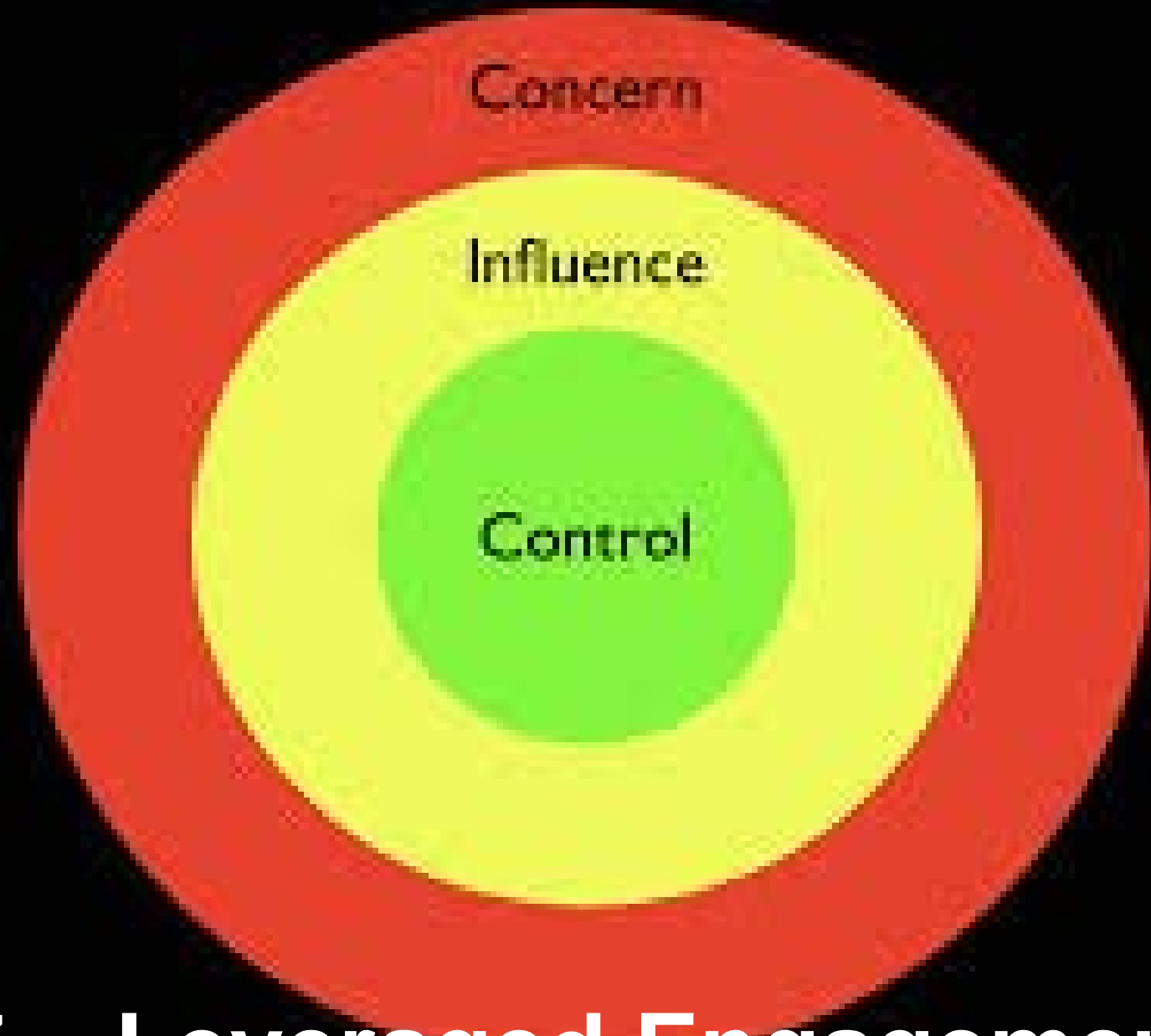
**Synergy**



**5. Ask the Network**

# 6. Fast Co-invention





## 7. Leveraged Engagement

# 7 Secrets

1. Clear rules of engagement
2. Karma
3. Shared values and behaviours
4. When one knows all know
5. Synergy
6. Fast co- invention
7. Leveraged engagement

**T**ogether  
**E**veryone  
**A**chieves  
**M**ore



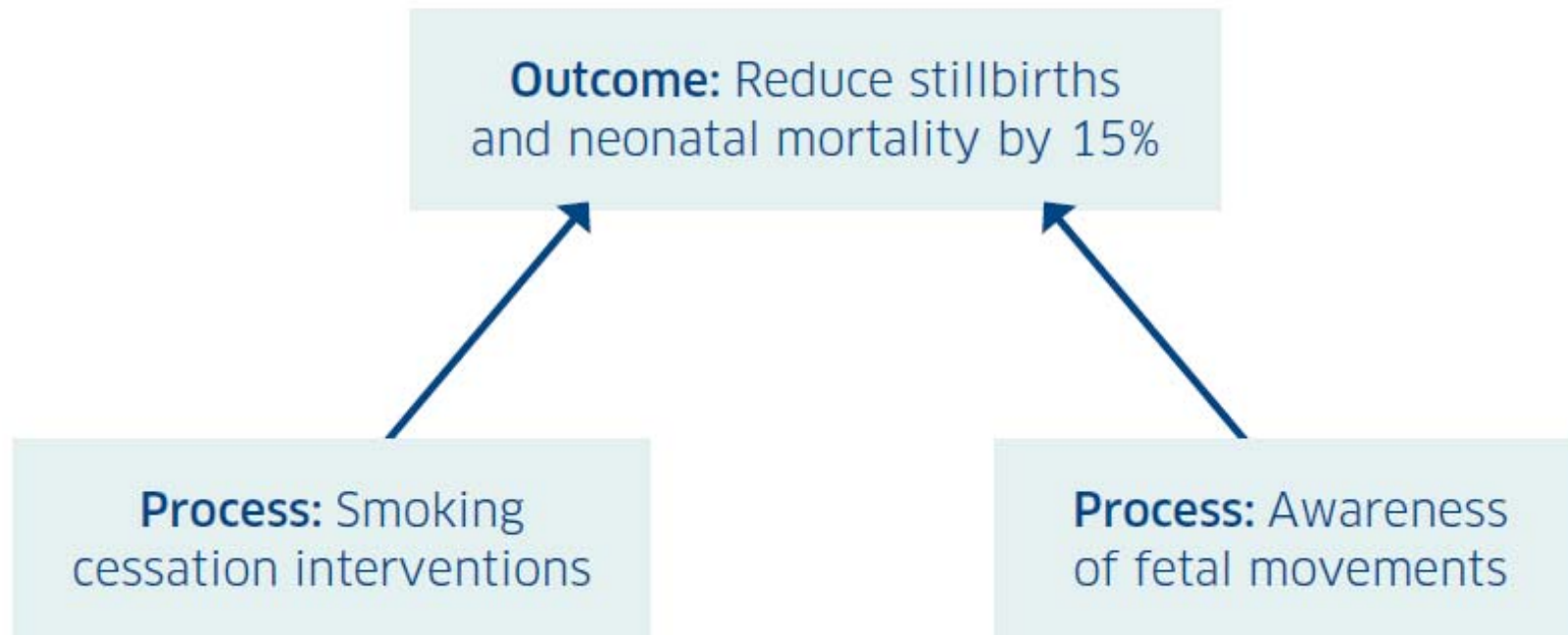
**So what?**



**Its all about the  
outcomes.**

**The difference we make  
to lives.**

## Reducing stillbirths and neonatal mortality by 15%



### Annual national stillbirth rate (source: NRS)

