

EASI Maternity Care Project

The EASI Maternity Care Project has involved a collection of maternity providers, allied health and patients passionate about making the maternity journey in Vancouver* as effective and seamlessly integrated as possible.

Here's our journey so far and we invite you to join us.

Effective
And
Seamlessly
Integrated



*This project and its activities have been taking place on the traditional unceded homelands of the Musqueam, Squamish, and Tsleil-Waututh Nations.

OCTOBER 2017 – JANUARY 2018

Question 1

Where do people experience challenges in the maternity journey in Vancouver?

OUR APPROACH

WE REVIEWED
7 tools and studies along with maternity care data and reports from:
- BC Women's Hospital
- Vancouver Coastal Health
- Vancouver Division of Family Practice

WE CONDUCTED
- Surveys
- Patient Journey Mapping



OUR FINDINGS

PREPAREDNESS & EDUCATION (pre and postnatal)



of patients turn to websites, apps and printed materials to supplement the guidance of their Maternity Care Provider.

PATIENTS WANT MORE FOCUS ON TRANSITION POINTS



DECEMBER 2018

Question 2

What can we do to help patients?

OUR APPROACH

WE EXPLORED
Existing websites that shared maternity resources for patients and the public.

OUR FINDINGS

OVERWHELMING
There is too much information on existing resource websites.

WIDE RANGE OF COMPILATION PROCESSES
The processes for crowdsourcing and selecting resources into existing maternity websites tended to be quite ad hoc, resulting in varied quality and credibility of information.

OPPORTUNITIES

Provide easy access to **quality and evidence based** information (such as tip sheets, videos, webpages, etc.) that helps patients navigate their journey while not being overwhelming.

Utilize a more diverse set of voices & perspectives from patients and providers to help identify the best resources to share.



Question 3

What would a better Vancouver maternity hub look like?

TRUSTED

The most trusted guide of carefully curated content with a focus on quality over quantity.

COMPLEMENTARY

Our online website of resources ("The Hub") will be built to reinforce the patient/provider relationship.

EMPOWERING

The information and resources in The Hub should empower patients to ask the right questions of their provider so together they can plan for the maternity journey that suits their unique circumstances.



AUGUST 2019

Question 4

How can we find and select the best resources?

EXISTING PROJECT GROUPS

EASI MATERNITY CARE COUNCIL
Leaders from key maternity care institutions, health authorities and provider groups are informing the project along the way.

CLINICAL CONSULTATION GROUP (6 providers)
• Family Physicians who do deliveries (FPMs)
• Obstetricians (OBs)
• Midwives (MF)

BROADER CONSULTATION GROUP (10 people)
• Public Health
• Mental Health Counselor
• Prenatal Educator
• Doula
• Patients
• Naturopathic Doctor



THREE PUBLIC CALL OUTS FOR RESOURCES

- ROUND 1: PRE & EARLY PREGNANCY**
- ROUND 2: MID & LATE PREGNANCY**
- ROUND 3: LABOUR, DELIVERY & POST-PARTUM**

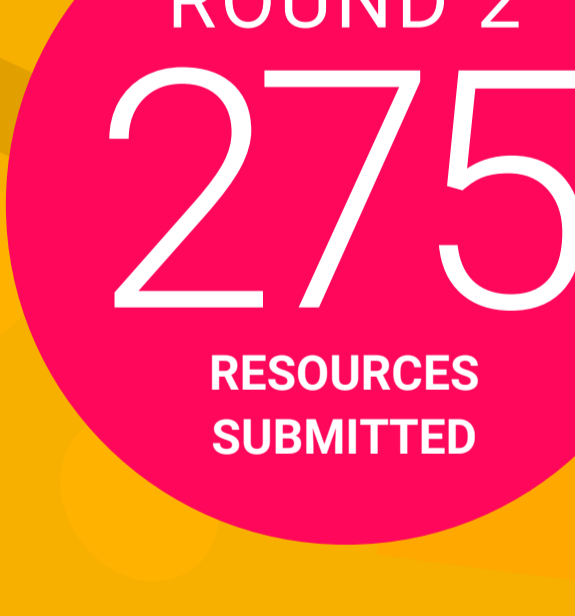
RESOURCE CURATION

Getting & Vetting?

Getting:

All three project groups helped spread the word to providers and patients to share their favourite resources with us.

MARCH 2020
SUMMER 2020



REFINED REQUEST

REFINED REQUEST



MARCH 2020 COVID STARTED

- Paused the existing process to focus on COVID-19
- Utilized our existing process to bring together the most useful COVID-19 resources
- Resources were reviewed by 5 FPMs and the project's Broader Consultation Group

RESULTS
- Visitors continue to spend 5+ minutes on our page per week
- 20+ visitors to the page per week
- 350+ unique visitors to the site per week

Vetting:
The project team and the two consultation groups took on the challenges of reviewing everything. Each group used different criteria to help pass resources through to the next step.

FIRST REVIEW
PROJECT TEAM

SECOND REVIEW
BROADER CONSULTATION GROUP

THIRD REVIEW
CLINICAL CONSULTATION GROUP



SUMMER 2020 – SUMMER 2021

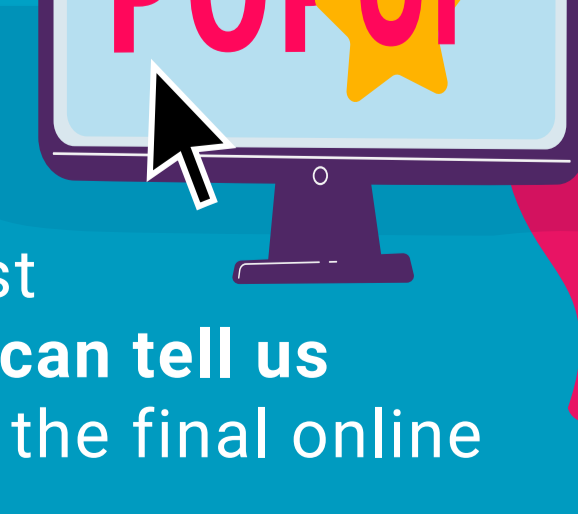
Question 5

How do we select the best of our amazing resources?

FINAL SELECTIONS POP-UPS

We have identified specific topic areas where we still have too many resources to include. We've taken a page from the "Pop-Up" shops phenomenon to create a quick and random opportunity for you to have your say.

Go to our project webpage and select the area(s) you are most passionate about. Each topic will list the resources we have left and you can tell us which ones you would like to see in the final online resource hub.



www.vancouverdivision.com/easi/

Funding for this Project was provided by the Shared Care Committee, one of the Joint Collaborative Committees of Doctors of BC and the BC Government.

