Having a baby is a major life event - women have the right to choose their model of antenatal care.

Survey of Central Coast women showed 9% would like GP Antenatal Share Care – currently only 3% of pregnant women have GP Antenatal Share Care.

Key Findings:
- Not all women are aware GP ANSC is an option open to them
- Not all GPs are offering GP ANSC
- Confusion exists around the “Registered” lists of GPs
- Historically there has been poor communication between GPs and Antenatal Services
- Cost is an influence for some women

"Sharing the Caring"
Antenatal Share Care on the Central Coast

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Goal
Improve women’s access to the antenatal care of their choice, by increasing GP Antenatal Share Care (ANSC)

Objectives
- All pregnant women are aware of GP ANSC as an option for care, as measured by pre and post Patient Experience Trackers (PETs).
- Increase the number of women receiving GP ANSC from 3% to 9% over 2 years.
- Increase the number of GPs providing GP ANSC from 71 to 82 over 2 years.

Method

<table>
<thead>
<tr>
<th>Patients</th>
<th>Staff</th>
<th>GPs</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>PETs (n=147)</td>
<td>Focus groups (n=14)</td>
<td>GP groups (n=14)</td>
<td>Baseline: no. women participating</td>
</tr>
<tr>
<td>Individual interviews (n=14)</td>
<td>Individual interviews (n=2)</td>
<td>Individual interview (phone) (n=1)</td>
<td>Baseline: no. GPs participating</td>
</tr>
<tr>
<td>Consumer rep. (n=1)</td>
<td>Observation (booking in clerk)</td>
<td>Survey monkey (n=53)</td>
<td>Comparison rates to similar services</td>
</tr>
<tr>
<td>Observation of antenatal journey</td>
<td>Process mapping</td>
<td>Process mapping</td>
<td>% women in each model of care</td>
</tr>
</tbody>
</table>

Results

% pregnant women aware of GP ANSC
April 2016: 23
July - August 2016: 67

% pregnant women aware of GP ANSC
April 2016: 3%
July - August 2016: 9%
GP ANSC dropped to 1.3% by Jan 2016

GP ANSC rates from 2000 to 2014

16% GP’s rate communication with antenatal clinic as poor or poor

Implementation and Sustaining change

- Centralised Contact Person and personalised GP Practice Visits.
- Promotion of HealthPathways
- Regular Antenatal Education Events.
- ‘Registration’ no longer required for GPs to provide Antenatal Share Care.
- Feedback letter to GPs following referrals.
- Investigation of shared electronic clinical records.
- Regular Antenatal Share Care Newsletters.
- Bulk billing by GPs for antenatal care encouraged.
- Review option of midwifery run antenatal education/clinics in GP practices.

This initiative is linked with the CCLHD Clinical Services Plan 2012-2022, and the CCLHD Strategy and Innovation program.

Conclusion
This initiative demonstrates collaboration between a Local Health District and General Practitioners to connect health care for the benefit of pregnant women.

Strong consultation and ongoing communication with stakeholders has been key in improving access for women to the Antenatal care of their choice.