



WOMEN'S HEALTHCARE AUSTRALASIA

## Strategic Plan 2021-2025:

### Our Vision

Optimal health and wellbeing for women and their babies

### Our Mission:

Supporting health services and care providers to achieve safe, high quality & equitable care in partnership with women & their families

### What is WHA?

WHA is a not-for-profit community of 145 hospitals providing maternity & newborn care across Australia

### Contact Us:

Web: [women.wcha.asn.au](http://women.wcha.asn.au)

Twitter: [@WomensHealthAU](https://twitter.com/WomensHealthAU)

### What are our strategic priorities?

Optimizing health & wellbeing for women & families through partnering in the design & delivery of maternity & newborn services

Continuously improving the safety, quality & equity of healthcare for women & babies

Enhancing value in women's & babies' healthcare

Accelerating sharing & learning among peers about excellence & innovation

Supporting health services to contribute to a healthy, sustainable future for women, families & the environment

### What will we do with & for our members?

- Support health services to partner effectively with women & their families, facilitate shared decision-making & foster a positive maternity & early parenting experience
- Promote a culturally safe environment responsive to the diverse needs of women & families
- Support sharing of strategies to improve care & outcomes through continuity of midwifery care

- Provide timely, meaningful, comparable & accessible clinical and operational benchmarking data to help improve physical & psychological care & outcomes
- Host a national clinical registry and provide clinically meaningful analytics to support informed decision making by women, their partners and care providers
- Facilitate collaboration among member services to improve care & outcomes, including through practice improvement & service redesign

- Support members to deliver care that improves:
- Health & wellbeing for women & their families
  - Experiences & outcomes of receiving care
  - Experiences of providing care
  - Effectiveness & efficiency of care

- Host peer networks that enable members to share and learn with each other
- Source leading thinkers from across Australia & around the globe from exemplar services & institutions
- Enable members to efficiently connect with one another on topics of priority interest

- Forge partnerships with experts to assist member services to become more sustainable through sharing practical innovations and strategies related to renewable energy, efficient design, sustainable supplies, reducing & recycling waste

### What will success look like?

- Women and their families are consulted & engaged in the design & delivery of care & services
- Shared decision making is the norm. Women feel supported to make informed choices/decisions
- WHA promotes improved equity of access & outcomes for women from rural & remote, indigenous, culturally diverse and socio-economically disadvantaged communities
- Women experience improved access to continuity of midwifery care throughout their pregnancy, birth & postnatal journey, including after discharge

- Reduced clinical variation & improved support for improvement
- WHA data & analysis informs national & local decision-making
- Women experience more integrated care & support in relation to both their maternity and mental health care needs
- Improved outcomes for women and newborns & reduced inequities in outcomes for women with more complex health or socio-economic needs

- Data shared through WHA is timely, comprehensive, and easy to access & understand & is used by health services to improve service planning & delivery, reduce unwarranted variation & improve efficiency.
- WHA develop/advocate for national patient reported experience & outcome measures for maternity & newborn care & benchmarks consumer feedback to help drive excellence
- WHA champions improving experiences of health professionals providing care

- Members see WHA as the 'go to' repository of improvement & innovations in the design & delivery of maternal & newborn healthcare services
- Through WHA, we share successful projects, models, redesign & technologies with each other & support the spread of good ideas & evidence based practices
- Members actively participate in WHA peer networks to share learnings on common challenges & successful strategies for addressing them

- Members can easily connect with each other and share information, ideas and strategies related to making our services more sustainable
- We advocate on effective strategies to improve the environmental sustainability of healthcare services for women & babies