## **STATEMENT**

I am a nationally respected and high profile leader of health services in the UK and beyond. I have led and managed large and complex maternity departments and Women and Children's Divisions in large Trusts for fifteen years. My skills lie in both supporting services in difficulty and rapidly stabilizing them whilst developing a "blue print" for sustainable, safe care. I have extensive experience of delivery of safe and timely service reconfiguration. An experienced senior leader both within the NHS and internationally.

## **CAREER HISTORY**

Current Senior Midwifery	August 2015 - current	Nursing and Midwifery
Adviser to the chief executive		Council (NMC)
Co-Clinical Director with	Sept 2013 - current	NHS England: (London
Professor Donald Peebles		Region) Maternity Strategic
		Clinical Network (SCN)
Co-Chair with Dr A Mitchell,	February 2014 - current	SCN Oversight Group
Medical Director London Region		
Royal College of Midwives (RCM)	2006- February 2014	Chair RCM England Heads of
		Midwifery Advisory Board
South London Healthcare NHS	June 2012 to June 2013:	Responsible for the
Trust (SLHT)	Chief Midwife/ Director -	leadership and management
	Family Health Clinical	of all Family Health Clinical
	Care Group	services provided by South
		London Healthcare across
		Bromley, Bexley and
		Greenwich (South London)
Royal College of Midwives	2012	Member of Royal College of
		Midwives Board
South London Healthcare NHS	2010 - 2012	Chief Midwife
Trust		
Portsmouth Hospitals NHS Trust	2007 – 2010	Divisional Clinical
		Director/Chief Midwife
Portsmouth Hospitals NHS Trust	2002 – 2007	Head of Midwifery
Brighton and Sussex University	2001 – 2002	Head of Midwifery and
Hospital NHS Trust		Gynaecology
Khoula Hospital, Muscat and	1999 – 2001	Head of Midwifery and
Muscat Region Head of		Gynaecology in a large
Midwifery/Women's Health		tertiary hospital (plus
		satellite hospitals) providing
		a full range of family health
		care across Muscat region
Royal Sussex County Hospital	1998 – 1999	Clinical Audit Nurse/Midwife
	1997 – 1998	Team/Hospital Midwife
Royal West Sussex NHS Trust		
School of Health Studies United	1996	Nurse/Midwife/Medical
Arab Emirates (UAE)		Student/Clinical Educator
School of Health Studies United	1994 –1996	Hospital Midwife in Al
Arab Emirates (UAE)		Corniche, Tawam and Al Jimi
		Hospitals UAE
Portsmouth Hospitals NHS Trust	1991–1994	Hospital Midwife

#### **EXPERIENCE**

- Leading and reporting to Trust Boards on independent investigations / external reviews – both clinical and HR/ Employee relations based and developing recommendations following Never Events/ Serious Incidents both inside and outside maternity services including maternal deaths and retained swabs (2014 – 15)
- Rapid assessment of departments in difficulty and evidence of prioritisation of safety needs giving assurance to Trust Boards that appropriate care is provided
- Leadership of maternity services at a strategic level London wide (through current Co Clinical director of the London Maternity Strategic Clinical Network and London Expert Maternity Group 2011/12)
- Leadership of maternity services England wide as Chair of England RCM Heads of Midwifery Group from 2006 to February 2014
- International leadership of Maternity services and women's health in Oman and the United Arab Emirates
- Improving communication around Women's Health by development of interactive community resources; www.caringforwomen.co.uk (2012) and www.childbirthchoices.co.uk (2009/10). Successful launch of 'Edie the 'E-midwife' and 'Call the Midwife Campaign' (2012/2013)
- Support, leadership, turnaround and management of large and complex Maternity services leading resolution of previously protracted employee relations cases that were known to impact on clinical care and women's experience
- Case manager and case investigator on a number of Maintaining High Professional Standards (MHPS) investigations from 2009 onwards
- Expert midwife trained by Bond Solon providing trusted advice/opinion on maternity care to NHS Litigation Authority /Welsh Legal Services /defendant and claimant solicitors (2007 – 2015)
- Service development advice and provision of support/ Midwifery expertise in a large (whole service) Maternity bid/ tender which was ultimately successful (2013)
- Developed Elderly Falls and Fracture Reduction Strategy across 3 CCGs leading to provider change (2014)
- Currently reviewing A and E attendances and Hospital admissions from Nursing and Residential Homes across 2 CCG's (2014- 15)
- Completed extensive external review of dementia care provision in large district general hospital following serious complaints (2014)
- Subsequently further engaged by Health Board above to provide family support and liaison following completion of external review (2014 -15)
- Advisor to Welsh Government on development of framework for 'Trusted to Care'
   Spot Checks in Older People's mental health services (2014- 15)
- Service reconfiguration of maternity and neonatal services achieved according to timescale with successful staff engagement and resulting in the delivery of safe and sustainable care provision

### **COMPETENCIES**

- Wide ranging experience of multi professional (including medical) leadership and management in over five years as a Divisional Director in two large Trusts
- An effective communicator who regularly writes and delivers Board reports and undertakes complex investigations both inside and outside Maternity services at the request of Trust Boards and Health Boards
- Thorough knowledge and application of London wide and national maternity standards

- Extensive experience of delivery of cost effective, safe and sustainable maternity and Women/Children's care in a range of settings
- Service re design and reconfiguration including leadership of a major Private Finance Initiative (PFI) move (2009), commissioning and opening two midwifery led units (2009 and 2010)
- Worked to develop Trust "Being Open" policy and supported roll out of approach across multi-site Trust
- National profile as keynote speaker at a number of events plus evidence of organizing numerous high profile fundraising conferences
- Ability to chair large and complex meetings to successful conclusion with positive feedback from multiple attendees
- Leadership of services to deliver exceptionally good clinical outcomes
- Extensive experience of leading Trust Safeguarding Children teams
- Able to engage effectively with media at a local, regional and national level including TV, radio and newspaper

#### **KEY ACHIEVEMENTS**

- Successful "turnaround" of a number of Women and Children's and Maternity
   Services leading to cost effective and safe services moving forward
- Reduction in complaints and serious incidents in all the services I have led
- Clear evidence of effective service wide learning from user feedback and care or service delivery concerns
- Delivery of challenging Cost Improvement Plans (CIP) across all specialties ensuring that safety of services was the first priority
- Extensive evidence of effective and sustainable recruitment and service stabilisation in a wide range of troubled services including a maternity department with 70 fulltime vacancies
- Demonstrated ability to engage effectively with politicians at local, regional and national level Developed positive local, regional and national reputation for all maternity departments I have led as Chief Midwife
- Gained national credibility as an effective Midwifery leader through chairing RCM Heads of Midwifery Board across England for the last eight years (2006 to 2014)

### **CASE STUDIES**

- 1. As Divisional Director at two large Trusts covering a time span of over five years, I have been successful in integrating multiple, previously separate departments into one cohesive and effective senior leadership team. Both of these appointments took place against a backdrop of very significant organizational change, exacting cost improvement programmes (that were successfully delivered) and recruitment challenges across a number of specialties that were successfully resolved. During my tenure I supported and led the development of a number of junior consultants and midwives and nurses in Gynaecology, Obstetrics, Midwifery, Neonatology and Paediatrics into credible and successful clinical leaders and managers. I am also a long term mentor to a number of senior midwives and consultants across London and the South East.
- Recent (2013 2015) support of confidential support to a number of large maternity
  units across England and Wales. Issues included developing recovery plans post CQC
  assessment, investigating complex and long term employee relations issues
  including bullying and harassment and subsequent recruitment and retention issues
  and investigating and developing action plans to address clinical concerns.

- 3. My international experience includes a number of roles across the Middle East and covers direct clinical work, roles in education (of nurses, midwives and doctors) and hospital specific/regional and national leadership roles. My role as the first British Midwife to lead a large regional Maternity, Neonatal and Gynaecology department included work as co-author of the first national maternity guidelines and standards in Oman. I also led a multi-disciplinary team including doctors, nurses, midwives, parents, faith leaders and government leaders on an introduction of a maternity bereavement package that started locally in Muscat but was rolled out nationally in Oman.
- 4. I have extensive experience of acting as Case Investigator and Case Manager of a number of very complex Maintaining High Professional Standards (MHPS) investigations (2009 onwards)
- 5. I was appointed as a Supervisor of Midwives by the Local Supervisory Authority in 2002 and remained in this role until 2010. I maintained a supervisory caseload throughout this time. I sourced ongoing funding for the supervisory function in all the Maternity services I have led worked in partnership with the LSA Midwifery officer and a leading University to develop a bespoke supervisory leadership course in South London healthcare. This made a valuable contribution to bringing together 3 separate supervisory teams post merger and has been shown to improve women's experience of care.

### **CONTINUING PROFESSIONAL DEVELOPMENT in last 5 years:**

- Recent updates on contemporary maternity clinical issues 2015
- Equality and Diversity Training 2014
- Launch of the London Maternity Strategic Clinical Network 2014
- ASAP: (As Soon As you Are Pregnant) Launch of London Wide Campaign for Early Booking at RCOG 2013
- Launch of the London Perinatal Mental Health Network 2013
- Recent updates on MHPS with Capsticks Solicitors 2013
- Update on Consultant job planning 1 day 2013
- Member of NHS London senior leadership cohort in partnership with Ashridge Business School and Unipart 2012
- Safeguarding Children training, Level 3 2012
- 'The Hidden Truth of Childbirth' Organiser of and speaker at Maternal Morbidity and Mortality conference 2012
- Organiser of and speaker at Lessons Learned Event SLHT 2011
- Speaker at RCM Conference November 2010 'Effective Leadership in Times of Austerity.'
- Organiser of and keynote speaker at SLHT London-wide maternity conferences 2011 and 2012

# 07786 693348

# donna@donnaockenden.com

## **ACADEMIC QUALIFICATIONS**

NHS London/Ashridge Business School	2012/13 - part of London-wide Senior
	Leadership Cohort working across
	Ashridge/Unipart/NHS
Open University	MA In Education: 2002
Thames Valley University	Supervisor of Midwives: 2002
Portsmouth University	BA (Hons) in Social Policy: 1998 2:1
	DA (110113) III 30clai i Olicy. 1338 2.1
Registered Midwife	1991
Registered Nurse	1989