



**MIDWIFERY
UNIT
NETWORK**

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Executive Summary

In this report, I will be explaining a depth analysis of MUNet expansion and how they can grow in the EU. Firstly, I will be explaining the SWOT Analysis of MUNet to understand their opportunities. Later, I will give recommendations based on the opportunities and strategies MUNet can use. Last but the not least, I will talk about their positioning in the market and to meet up to market needs. Overall, this report will give ideas that can help MUNet grow in the market.

Introduction

Midwifery Unit Network is a social enterprise which was started three years ago and it is still a very new company in the market. MUNet's purpose is to improve the maternity unit by midwifery training. Their mission is "to support and promote the development and growth of midwifery units (birth centre) throughout Europe so they become the main care pathway for women with an uncomplicated pregnancy, providing holistic care to them and their family. To make midwifery units an easy accessible mainstream option for women with uncomplicated pregnancies and their partners, through research, policy, leadership, quality, improvement, training, influencing, information, support and networking activities." (midwifery) MUNet serves for quality care and practice to make a pregnant women comfortable during labour.



Seizing Opportunities

Social Business Canvas Model

This model allows to frame a theorem to give a better understanding on how to form a hypothesis into social enterprise. It sketches out what you are trying to do for whom and how you think it's going to work. (4. tbd. Community) MUNet will benefit from this model as it shows what are the main factors they need to focus on.

Key Partners:- MUNet has connection with NHS but they should partner up with Medical universities and other hospitals to increase network. In this approach it can spread awareness of midwives.

Key Activities:- MUNet has training program and also supply training programs to other educators. There are no competitors, MUNet needs to fight against the perception of midwives.

Social Value Proposition:-

Problem: unfamiliarity about midwifery and lack of midwifery units has resulted in uninformed decisions for pregnant women; which resulted in disempowerment of women, medicalization of childbirth and high chances of mortality

Solution- Bring awareness and make midwifery units mainstream and a primary care option for straightforward pregnancies.

Key Resources:-

- MUNet needs more midwives in order to expand midwifery units.
- Platforms to educate: such as events, medical universities, clinics, IPPF (International Planned Parenthood Family)
- Recruit nurse, doctors, medical students for training
- Working with academic world and implementing to practice

Impact Measuring:-

- Midwifery would be the healthiest option for the mother to deliver the baby since it is safe for both
- Midwifery would be the mainstream option of delivering babies
- Changing the perception of midwifery and midwifery units across the EU

Customer Segments:-

- Pregnant Women: Physical, social and psychological care provided pre and post pregnancy.
 - Safe and personalized care.
 - Positive birthing environment.
- Society
- Midwives/Doctors

Macro-economic environment:-

- the culture/religion is a barrier to educate about midwives
- Location: In the suburbs area there are no access to midwives

Channels:-

- Digital Platforms will really help to spread the word of MUNet
- Influencers & Blogs can be very reliable and trustworthy of midwives and can be a platform to reach the audience

Cost Structure:-

- Not only MUNet should provide training materials online and NHS trust but they can also send training to Medical schools and Hospitals.

Revenue Streams:-

- The main Revenue of MUNet is through NHS since they are the biggest customer. Medical Schools can also be another big customer to train Medical students and educate them.
- MUNet should have a subscription model after partnering with universities and hospitals which would increase their revenue

Environmental Scan & SWOT

Environmental Scan Findings helps to understand an organization's internal and external environment. To understand the environmental scanning it is important to identify the business and how it can affect the environment business around. (5. Uk essays) MUNet's internal and external environment is the culture/religion and trends of nurses and midwives employment. SWOT analysis is done as part of the overall corporate planning process in which financial and operational goals are set for the upcoming year and strategies are created to accomplish these goals. (1. chron) This can help MUNet build strategies for long-term.

Opportunities

- MUNet should rebrand their mission and vision statement
- Partner with NHS to expand midwifery units and public breach
- Birth centers to be the norm
- Blog about experiences
- Pitch training programs to Medical Universities
- Get sponsorships
- Find platforms to educate society and to change perception
- Implementation Plan

Threats

- Perception of Public
- Lack of knowledge and education of midwives
- Culture & Religion Norms

Recommendations

MUNet rebranding mission and vision statement: MUNet's mission and vision statement were long and did not match up to what they were actually doing. The statements were not clear on the purpose of the organization. It is important to portray the purpose and identity through mission and vision because the mission and vision statement define the purpose of the organization and instill sense of belonging and identity to the employees. (2. Linkdeln) Mission and vision play an important role in an organization because it creates an identity and gives a clear view of an organization's purpose.

The mission statement could be changed to "Our purpose is to advance the practice of midwifery and change the perception of childbirth in order for women to have a freedom of informed choices that will celebrate and recognize birth as a natural and empowering process; through training, certifying and communicating across medical professionals throughout the European Union (EU)." It is very concise and clear of MUNet's purpose and what exactly MUNet serves one statement. Currently, the mission statement portrays as goals rather than mission. Also the vision statement can be changed to "For childbirth to progress from a medical approach to a personalized and holistic (bio-psycho-social) model of care through standardized applications and methodologies." In this statement, we can see what MUNet wants to themselves in the future. In the current vision statement, it doesn't convey what they see MUNet in the future and it is very vague.

Blog Experience: On the MUNet website there is a page called "Blogs&News" and in that page are blogs about midwives practicing. Under the same page, MUNet should have a blog of women sharing their experience with midwives. In some sort of way it is also reviews of using a midwife. This will let MUNet's audience understand the importance of midwives and why it is helpful. These blogs can be more trustworthy and informative. This shift towards businesses that rely on reviews has naturally enhanced the power and trust people put on reviews. (3. Cleverest) This is very credible and MUNet's audience would also be wondering if others have had midwives and would want to know their stories. According to Nick G a journalists states that

77% of internet users read blogs. (6. Tech Jury) This means the more blogs there are the more trust MUNet builds.

Platforms: To bring awareness of midwives, MUNet should use digital platforms and educational platforms to educate and to alert the society. Digital Marketing has the potential to transform the way that you reach and engage your customers. (8. lyfemarketing) This is a great approach to get the message out in the public. MUNet should have an ad campaign or marketing video that defines the purpose of MUNet. Also, MUNet can use International Planned Parenthood as a platform to educate society. This platform is all about pregnant women and upcoming families, it will educate the women of having a choice of delivering a baby. Furthermore, MUNet can use a three-step process which is education, training, and application. Firstly, MUNet should educate the society, doctors, nurse and women on the platforms they use. Second, is to train the doctors and nurses so there is an increase number of midwives. Lastly, is to apply the practice of midwives. This will process will help to reach their MUNet's goal which is to bring awareness, change the perception of society and increase midwives through EU.

Strategic Alliances & Influencers

Sponsorships & Fundings can be very helpful in growing businesses. Since MUNet is a Social Enterprise it has a greater impact on getting sponsorships. MUNet should get sponsorships from health care system because they can get direct funding from them. The majority of funding for the NHS comes from general taxation, and a smaller proportion form national insurance. (12. International) It would be an easy access for them to get funding since it comes directly from the government. It is a good way of increasing brand awareness, which helps to generate consumer preference and to foster brand loyalty. (7. Business case studies) MUNet's goal is to bring awareness and this is a great approach to increase awareness of midwiferies.

Sponsorships also increase revenue stream and are able to use the funds for training programs. Sponsors that have a large-scale platform and followers are considered influencers. MUNet has already established a relationship with NHS. MUNet and NHS should start consultancy so that they can expand midwifery units. They can help to develop strategies for growth or manage projects. (9. Denisehoran) In order to grow, consultants will really boost midwifery units and get in track.

MUNet can create insurance plans for their own maternity unit. If the services are not getting values as much as they should be insurance can help from both perspectives. It will be affordable for the customers and MUNet is getting the revenue that it should be getting. About 68.9% between the age group of 18-64 use medical insurance for medical help to be affordable. (13. Cdc) That is more than half the country using insurance and the only option for them to get medical access. Women who cannot afford a midwife but want to have a midwife as an approach of delivering a baby, an insurance plan would work the best for them.

Instagram influencers really help for word of mouth. It is a great social media platform to spread the awareness of midwives. This would be considered as influencer marketing and it is a very impactful approach. Influencer marketing has truly captured the attention of today's consumer, impacting their purchase decisions in many ways. (10. Blog) Whenever a product launches, consumers always see reviews on the influencers before they buy. In the same way, when influencers spread awareness of MUNet, they are educating their audience before they make any decisions. Consumers and audience trust their influencers and they are very credible. Credibility relates to the amount of trust an individual has in another person, and whether the person they are seeking information from is an expert in their field. (10. Blog) The more credible the influencers, the more influence and impactful it would be on the audience.

Positioning & Repositioning

MUNet's objectives are to change the perception of midwives throughout EU, educate the general public, and advertise the main objectives such as e-learning. In order to reach these

objective, MUNet needs to fulfill the marketing needs. MUNet can create a marketing video that is very appealing to the audience and use emotional language to attract their customers. In order to achieve that emotional appeal, the empathy map will help. The main target audience would be pregnant women, doctors and nurses.

Empathy Map

Hear:- The audience will hear midwives and what their role is. They can hear the experiences from other women that have used midwives. A talk from women to women is very beneficial because they are speaking from experience.

Say & Do:- Midwives being the number one option for pregnant women and the benefits of having a midwife during labour. The practice of midwives should be shown to understand why they are important.

See:- The audience should see midwives delivering a baby at a home or at birth centre and to show effective it is. Women who have had midwives should share their experience and how impactful it was for them.

Think & Feel:- We want women to feel they have a choice of delivering a baby and they are not limited. Women should be educated about midwives and change the perception about them.

Pain:- Women are feared of having complicated pregnancy and labour. When the baby comes out there shouldn't be any problem and it should be smooth process for them.

Gain:- Having a midwife can be very beneficial for mother and the baby as well as it very safe for both. Women have choices on hoe they should deliver the baby.

Experience Map

Phase 1:- Pregnant women would have very mixed feelings and are confused/lost. They are not sure what to do and would have nervous breakdowns.

Phase 2:- This phase is the education phase where the mother will get to know all the information their pregnancy. This is also the phase where they choose an option of delivering a baby. This is where pregnant feel better altering getting to know the information.

Phase 3:- The option they choose is the performance. The mother is feelings better after delivering a baby and she has all the help she needs from a midwife. The midwife helps based on her needs so that the environment is very comfortable and the mother has a good experience.

The main target audience would be pregnant women, doctors and nurses. Pregnant women don't know they have a choice of having a midwives. The ideal image when having a baby is at a hospital but there are negative factors why it is not safe for a women. Most doctors are busy and when it comes to delivering a baby they only fix short-term problems and it can impact on the health. Pregnant women should one of the man targeted audiences. Furthermore, there OBGYNC and GYNC. The difference is that OBGYN are doctors that perform delivering a baby and GYNC and normal visitation. The difference of OBGYN and midwife is that you'll typically have an appointment with your selected obgyn/gyn every three to four weeks in the first trimester and as your pregnancy advances you will begin weekly visits. (11. Unity point) On the other hand, midwives are useful because midwives are actively involved in the preparation of the delivery, you may be more relaxed and comfortable when you are due date finally arrives. (11. Unity points) Having a midwife is more comfort for women because they understand their needs and the environment around them. OBGYN/GYN deliver babies based on the procedure rather than knowing the women's comfort. They should also be targeted because they can be educated on midwives so that thy can get training and recommend as an option to their patient.

MUNet is still a very new company and it is a niche market. Since it is its own market, it can only grow by reaching to their objectives because it is a perception oriented problem for MUNet. Although, MUNet has able to find other ways to grow such as the training programs and found other platforms to share and build up on it. MUNet has also certified training which gives them credible on academics. MUNet is always connected with the academic world and implements to practice. In other words, MUNet always looks for approaches to improve on their practice. Also, there are no competitors in the market and MUNet is the only social enterprise doing the service which makes them more credibility.

Conclusion

Conclusively, MUNet can still grow by repositioning themselves in the market. With the given recommendations and ideas that MUNet would use it will boost their image positively and get awareness of their organization. They can still improve on their techniques of education, training and application. MUNet is always looking for different approaches to improve in their academic world as well as their practice. Overall, the purpose of MUNet has a positive impact on the audience to change their perception of midwifery.

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