

DIGITAL LEAD PRACTITIONER (NURSE / MIDWIFE)

Candidate Pack



Our Trust

At The Shrewsbury and Telford Hospital (SaTH), our vision is to provide excellent care for the communities we serve. Working together across our teams, we provide district general hospital services for around half a million people in Shropshire, Telford & Wrekin, and mid-Wales.

Our main service locations are The Royal Shrewsbury Hospital and The Princess Royal Hospital, Telford, which together provide 99% of our activity. Alongside these, we also provide community and outreach services across the local area.

As one of Shropshire's biggest employers with around 7,000 staff, we offer a wide range of opportunities to build a rewarding career across both clinical and non-clinical roles. Our people are dedicated and passionate, working together to deliver the best patient care. No matter your role, you'll be joining a supportive team environment where you'll be able to make a real difference for our patients.

We are committed to supporting you at every stage of your career with us, whether you're starting something new or looking to take the next step into leadership. With strong partnerships and our newly awarded university hospital status, you'll have access to excellent education, mentoring and experience to help you thrive.

Our Vision

"To provide excellent care for the communities we serve"

We believe that by adhering to our Vision and working with our Values in mind we can behave in a way which will ensure the right results for the people that matter most – our patients and their families.

Our Values



Poppy's Promise

Poppy's Promise is a compassionate care initiative introduced within this Trust to enhance communication, respect and empathy across every aspect of patient care.

The initiative was founded by Katie Russell, following the loss of her daughter Poppy, who tragically died at just twelve hours old due to failures in care and communication. Born from that experience, Poppy's Promise serves as a powerful reminder that while clinical skill saves lives, it is compassion, listening and respect that define the quality of care and human connection. By embedding this promise across our organisation, we ensure that no patient or family ever feels unseen, unheard, or uncared for.

Poppy's Promise is a five-stage framework that supports NHS staff to provide compassionate, consistent and patient-centred care. It aims to create a culture where empathy and communication are prioritised at every level - from education and recruitment to daily patient interactions.

At the heart of the initiative lies the C.A.R.E. framework, which outlines four guiding principles for staff to follow. The CARE principles form the foundation of Poppy's Promise. They describe the behaviours, attitudes and values that underpin every interaction — between staff and patients, staff and families, and colleagues with one another.

CARE is not an additional task. It is how care is delivered.

C.A.R.E. Meaning and Practice

Compassion - Demonstrate genuine kindness, empathy and humanity in every interaction.

Compassion means recognising the emotional as well as the physical needs of patients, families and colleagues, and responding with care, patience and understanding. Small acts of compassion can have a lasting impact.

Acknowledge - Actively listen and be fully present.

Use eye contact, names and open body language, and acknowledge the individual's feelings, concerns and lived experience. Every person should feel seen, heard and taken seriously.

Respect - Treat everyone with dignity, honesty and fairness at all times.

Respect individual differences, personal circumstances and lived experience. Trust is built through respectful behaviour, consistency and integrity.

Empower - Enable people to be active participants in their care and work.

Communicate clearly, encourage questions and shared decision-making, and ensure patients, families and colleagues feel informed, confident and included.

Poppy's Promise is more than a framework - it represents a cultural shift towards human-centred care. By adopting these principles, we:

- Strengthen trust and communication between staff and patients
- Reduce avoidable harm through better understanding and listening
- Improve patient experience and staff wellbeing
- Foster a culture of openness, empathy and shared responsibility

Every member of staff has a role to play in bringing Poppy's Promise to life. Whether you are clinical, administrative or support staff, compassion and communication are part of everyone's role.

In daily practice, you can:

- Take a moment before entering a patient's space - centre yourself, focus on the person, not the task
- Use clear, respectful and kind language
- Listen without interruption and acknowledge emotions expressed
- Be honest and transparent, even when conversations are difficult
- Reflect after interactions - consider how your approach made the patient or family feel

All staff within the Trust are expected to:

- Uphold the values of Poppy's Promise in all patient and colleague interactions
- Attend any training, workshops or refreshers provided as part of the initiative
- Support colleagues in modelling compassionate behaviours
- Raise concerns constructively when communication or respect fall short
- Reflect these principles in both professional and personal conduct within the workplace

Together, we can make every interaction an opportunity to care, listen and make a difference.

That is Poppy's Promise.

Job Summary

This summary has been generated using AI to provide a clear and accessible overview of the role. It is intended to support candidates who may find the full job description harder to read, such as those who are neurodiverse, have learning disabilities or lower literacy levels. Our goal is to make the application process more accessible and inclusive for everyone.

- The role focuses on leading the design, rollout and improvement of the digital maternity and neonatal record systems, making sure they are safe, effective and used well across all services.
- You will guide how these systems are built and updated, using your clinical experience to shape safe workflows and support better care.
- You will work closely with staff, service users and national partners, leading training, communication and engagement so that everyone can use the systems confidently.
- You will manage digital midwives, nurses, AHPs and data quality staff, oversee governance and clinical safety, and make sure the digital work aligns with Trust and national strategies.
- You will also lead major improvement projects, support business continuity planning, and use data to drive better outcomes for patients and staff.

Job Description

Job title:	Digital Lead Practitioner (Nurse / Midwife)
Grade:	8a (subject to Agenda for Change Evaluation)
Site:	The Princess Royal Hospital, Telford
Accountable to:	Deputy Head of Midwifery / Deputy Divisional Director of Nursing
DBS required:	None

Job Purpose

The post holder will be a highly experienced Nurse, Midwife or AHP and will play a lead role in

the configuration and deployment of the Badgernet Maternity and Neonatal EPR, and in the optimisation of other key digital clinical systems across sites in the Division.

They will lead on stakeholder engagement, communication and training to ensure that the EPR and other key digital clinical systems are

adopted safely and successfully, implemented in a timely manner and utilised so that key benefits are achieved. The emphasis is on delivering safer quality healthcare, increasing efficiency, improving patient outcomes, and improving staff experience.

The post holder will provide senior, autonomous leadership for the digital maternity and neonatal transformation activity across the services, acting as the strategic clinical digital lead for clinical safety, optimisation, governance and innovation. They will hold responsibility for setting strategic direction, ensuring alignment with Trust-wide digital strategy, national maternity and neonatal transformation programmes, and statutory regulatory requirements. The post holder will provide professional leadership for digital clinical safety and will act as the senior clinical decision-maker for all system configuration, workflow redesign and optimisation decisions that impact patient care.

Main Duties and Responsibilities

The Digital Lead Practitioner will be central to, and lead, digital system implementation, integration, post-implementation stabilisation, optimisation and training. They will be the subject matter expert for ongoing refinement of the systems once operational for all nurse, therapist and midwives.

The post holder will use their extensive knowledge and understanding of digital systems, clinical safety, clinical pathways and operational processes to assist key stakeholders in taking maximum advantage of the investment in the EPR and other digital systems

Digital Strategy & Transformation

- Lead divisional digital strategy development, ensuring maternity and neonatal digital systems contribute to service transformation, workforce efficiency and improved clinical outcomes.
- Lead the upgrade and implementation of maternity and neonatal digital systems. Align departmental digital initiatives with Trust-wide transformation programmes. Drive the transition from paper to digital records and promote interoperability. To develop reports to identify areas of practice that could be enhanced, creating innovative strategies to improve practice through technology.
- Provide expert clinical digital leadership in the design, configuration, testing and governance of digital systems, ensuring compliance with digital clinical safety standards.

System Development & Governance

- Configure, test, and maintain maternity and neonatal systems ensuring safety and quality.

- To ensure all system changes are accurately built, quality assured for completeness and have received the required approval prior to activation.
- Act as a super-user and develop other super-users within the team.
- Ensure compliance with Digital Clinical Safety regulations and manage clinical risk.
- Use real world clinical experience to re-engineer key clinical, nursing, therapy and midwifery pathways and processes where appropriate, to underpin the effective configuration of the EPR and other digital clinical system.
- Maintain accurate documentation of design decisions and governance processes.
- Support development of standard operating procedures and clinical guidelines linked to the digital maternity solution.
- Support the development of the digital maternity content, including alerts and rules, aligned to changes in national or regulatory requirements.
- Develop and support the implementation of business continuity planning and prepare the organisation for planned and unplanned downtime.
- Chair multidisciplinary digital working groups, ensuring robust governance, risk management, issue resolution and benefits realisation.
- Develop and approve digital clinical policies, SOPs and guidelines to ensure safe and consistent digital practice across the workforce.
- Lead business continuity planning for digital maternity and neonatal systems, including downtime and recovery procedures.
- Lead large-scale digital quality improvement projects, using data to specify, measure and evidence benefits.

Clinical Leadership

- Provide expert advice on clinical governance and risk management.
- Support safe, evidence-based maternity and neonatal care through digital tools.
- Participate in multidisciplinary meetings and influence clinical practice through technology.
- Oversee post-implementation optimisation programmes, ensuring data quality, workflow enhancement and continuous improvement.
- Provide strategic leadership for education, digital skills development, training quality and workforce capability planning.

- Line manage senior digital midwives, digital AHPs/nurses and data quality staff, including budget responsibilities and workforce planning.
- Represent the Division at Trust, ICB, LMNS and national meetings as the senior clinical digital specialist, influencing regional and national policy and system development.

Education & Workforce Development

- Assess digital skills across maternity and neonatal teams and lead training needs analysis.
- Develop and deliver training packages for all staff using digital systems.
- Mentor and coach digital midwives and data quality midwives.
- Promote digital literacy and empower staff to adopt new technologies confidently.

Management & Reporting

- Line manage digital lead nurse/AHP, digital midwives and data quality midwives.
- Lead corporate reporting for maternity and neonatal digital initiatives.
- Contribute to business cases, audits, and benefit realisation metrics.
- Manage budgets related to digital projects and identify cost improvement opportunities.

Stakeholder Engagement

- Represent the Trust at local, regional, and national forums.
- Collaborate with IT suppliers, NHS England, ICBs, and Local Maternity & Neonatal Systems.
- Lead on significant maternity related digital quality improvement/development projects, ensuring that they are used to inform the LMNS and involve all relevant stakeholders
- Engage service users and staff to co-design digital solutions.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Example• Example• Example	
Experience	<ul style="list-style-type: none">• Example• Example	
Knowledge and skills		<ul style="list-style-type: none">• Example• Example• Example
Other	<ul style="list-style-type: none">• Example• Example• Example	

General conditions

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

Health & Safety

As an employee of the Trust you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work;
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to;
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety.

Infection Prevention and Control

The prevention and management of acquired infection is a key priority for the Trust. Any breach of infection control policies is a serious matter which may result in disciplinary action. As an employee of the Trust you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself;
- be aware of infection prevention and control policies, practices and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and staff;
- maintain an up to date knowledge of infection prevention and control, policies, practices and procedures through attendance at annual mandatory updates and ongoing continuing professional development;
- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy).

Information Governance

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently and effectively. You are required to comply with the Trust's Information Governance policies and standards. Failure to do so may result in action being taken in accordance with the Trust's Disciplinary Procedure.

- **Confidentiality and Security** - Your attention is drawn to the confidential and sensitive nature of information collected within the NHS. Whilst you are

employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.

- **Disclosure of Information** - The unauthorised use or disclosure of information relating to the Trust's activities or affairs, the treatment of patients or the personal details of an employee, will normally be considered a serious disciplinary offence which could result in dismissal. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment. Unauthorised disclosure of any of this information may be deemed as a criminal offence. If you are found to have permitted the unauthorised disclosure of any such information, you and the Trust may face legal action.
- **Information Quality and Records Management** - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

Professional Standards and Performance Review

As an employee of the Trust you have a responsibility to:

- participate in statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct;
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates;
- participate in the Trust's appraisal processes including identifying performance standards for the post, personal objective setting and the creation of a personal development plan in line with the KSF outline for the post.

Safeguarding Children and Vulnerable Adults

We all have a personal and a professional responsibility within the Trust to identify and report abuse. This may be known, suspected, witnessed or have raised concerns. Early recognition is vital to ensuring the patient is safeguarded; other people (children and vulnerable adults) may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The Sharing of

Information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults.

- As an employee of the Trust you have a responsibility to ensure that:
 - you are familiar with and adhere to the Trusts Safeguarding Children procedures and guidelines.
 - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

NHS Sexual Safety Charter

The Trust is committed to ensuring that all employees work in an environment that is safe, inclusive, and free from sexual misconduct, harassment, and discrimination. As a signatory to the NHS Sexual Safety Charter, the Trust upholds a zero-tolerance approach to sexual harassment and supports anyone affected by inappropriate behaviour. In accordance with the Workers Protection (Amendment of Equality Act 2010) Act 2023, the Trust has a statutory duty to take reasonable steps to prevent sexual harassment of its employees. All staff, are required to treat others with dignity and respect at all times and to cooperate with Trust policies, procedures and training designed to maintain a culture of safety, professionalism, and mutual respect.

Social Responsibility

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

Continuous Improvement

The Shrewsbury and Telford Hospital NHS Trust aims to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

To support this, we have developed the SaTH Improvement Method, a structured approach to change that provides practical tools and techniques to help you understand what success looks like with clear aims, enables you to measure progress and plan meaningful improvements.

You won't be doing this alone. Whether you're new to improvement or already leading change, the Improvement Hub is here to guide you with expert advice, hands-on support, and a wide range of training opportunities to help you grow and thrive throughout your time at SaTH whilst making improvements in your area of

work. Join us in shaping a culture of continuous improvement, where every colleague is supported to make a difference.

Equal opportunities and diversity

The Shrewsbury and Telford Hospital NHS Trust is an Equal Opportunities Employer, fully committed to fostering an inclusive workplace where all staff feel valued and able to thrive. We believe that a diverse workforce, reflective of our community, is essential for delivering the best patient care.

We will not discriminate against any job applicant or colleague based on any protected characteristic, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Selection for appointment, training, development, and promotion will be based purely on merit and the individual's ability to meet the role requirements.

As a post-holder, you have a personal responsibility to uphold the Trust's commitment to equality by treating all colleagues and patients with respect and dignity. You must actively support measures introduced to ensure equality of opportunity and will not discriminate, harass, or bully others, or condone such behaviour.

