




Projectdescription

Projecttitel	HebPlus
Projectdirection	Innovation
Projectmanagement	Tanja Fussthaler
Projektstart	05/2016
Initial situation	<ul style="list-style-type: none"> • Requests In Austria midwives can work in hospitals or as freelancer. If women would like to have private midwifery support, they can find a list, which includes names of freelancing midwives and all relevant contact details. Due to limited capacity, supply and demand of available midwives are not always available. As a result, customers often need to call a number of midwives to check their availability. • Accessibility In Austria 1800 midwives are employed part time and privately support clients beside. Their work often makes them difficult to reach. Its very hard for them to answer their calls the whole day. When they are accompanying women in labor or doing home visits, they cannot answer the phone. A midwife which can not be reached doesn't get a new client. There is a need to help pregnant women and midwives to improve the first contact and booking process.
Innovation	Expecting parents use the internet to search for all kind of information about pregnancy, birth and midwives indeed. There are booking services for flights, hotels and many other things, but no interactive platform for midwifery services existed till last year. In early 2018 we have launched a basic version of an online booking platform for midwife assistance. HebPlus. In order to meet the needs of midwives and their customers, further development is necessary.
Aim of the project	<p>The aim of this project is to develop new innovative features of our online platform HebPlus. With HebPlus women get all necessary information around their pregnancy and a clear view on all registered midwives and their availability. On the other hand, HebPlus claims to support midwives to strengthen their online presence and help exchange with patients and colleagues in future. Within one year of its introduction, HebPlus has already celebrated its first successes, and we intend to continue this success.</p> <ul style="list-style-type: none">  Leading booking system for midwife assistance  Simplify the access to midwives  Midwives have an important part in health care, enhance the image of midwives

Implementation/ Effectiveness	<ul style="list-style-type: none"> • Midwives are interested to strengthen the quality of their work by increase effectivity and save time and energy for their clients. • HebPlus organized project groups to learn more about the needs of midwives and pregnant women looking for assistance. • We aim to develop a clear and efficient tool which can be implemented in their daily routine. • In Vienna the pilot project of HebPlus is already well accepted on the homepage of the midwifery office (club of independence midwives) and other webpages. • The Austrian association of midwives has expressed their interest in further development of HebPlus and new features of this system. • To increase the impact of HebPlus the plattform should be extended for whole Austria and other countries too.
Classification	<p>Innovation <3> Find a social Solution <5> Focus a social problem <5> Focus minority <5> Sustainable benefit <5> Influence the Image of midwives <4> Impact of audience <4> Work together with the audience <3> Economic potenzial <5> Political interest <3></p>
Projectorganization:	<p>Main Team:</p> <ul style="list-style-type: none"> • Tanja Fussthaler (Midwife) • Thomas Linhart (Softwaredeveloper) <p>Others:</p> <ul style="list-style-type: none"> • Graphic Artist • Midwives
Projectbudget:	<80.000> Developing, Servercosts, Marketingbudget

Economic benefits

Benefits for hospitals

Nowadays women leave hospitals quite earlier because of some economic reasons. There is a big benefit for hospitals to discharge women with their babies if they have professional support from midwives. It has benefits for hospitals to offer women the possibility of leaving the hospital with organized midwifery support. In the event of uncertainties or harmless complications after childbirth, women do not have to return to hospital when midwives visit them at home and help them breastfeed and so on. HebPlus and a quality management team from hospitals can work together to integrate the required standards to ensure the highest level of safety and security.

Benefits for women

- Clear service and searching for midwives
- Saving time without the many calls
- Faster booking
- More women get midwifery support
- Overview of available midwives
- Free use for clients

Benefits for midwives

- Better utilization of midwives
- The best solution for high season times (like in summer where not many midwives are available)
- Saving time and energy
- Convenient overview about all the bookings
- Advertising tool for midwives
- Fast start for midwives to work as freelance