

NHS England uses cookies to make the site simpler. [Find out more about cookies](#)

Accept

[Home](#) [News](#) [Publications](#) [Statistics](#) [Blogs](#) [Events](#) [Contact us](#)

Find

[About us](#) [Our work](#) [Resources](#) [Commissioning](#) [Get involved](#)

Our work

[Home](#) [Our work](#) [Five Year Forward View](#)

[Maternity Transformation Programme](#)

Maternity Choice and Personalisation Pioneers

Five Year
Forward View

Maternity
Transformation
Programme

Maternity
Transformation
Programme
Launch –
Talking Heads

CCG
Improvement
and
Assessment
Framework –
Maternity

Maternity
Transformation
Programme
Board

Stakeholder
Council

News

Maternity
Transformation

Maternity Choice and Personalisation Pioneers



The Maternity Choice and Personalisation Pioneers have been developed to test ways of improving choice and personalisation for women accessing maternity services. All of the Pioneers will seek to deepen as well as widen the choices available to women across clinical commissioning group (CCG) boundaries, by seeking to attract new providers of services into their areas and empowering women to take control in decisions about

Programme
Early
Adopters

Maternity Choice and Personalisation Pioneers

Q&As
about
Maternity
Choice and
Personalisation
Pioneers

Saving Babies'
Lives Care
Bundle

Midwifery
supervision
task force

Maternity
challenge
fund

National
Maternity
Review

the care they receive, to meet their needs and preferences.

Supported by NHS England and other partners, the Pioneers will work rapidly over an 18 month period to develop and test ways of improving choice and personalisation of maternity services for women in their localities. NHS England will draw on this work and promote it for national adoption and adaptation as the Pioneers progress, to support all areas of the country to offer personalised maternity care tailored to women's needs and preferences.

Latest news

Maternity Pioneers launch Personal Maternity Care Budgets

Date: Monday 12 December 2016

[Cheshire and Merseyside](#) is the first Pioneer site to launch Personal Maternity Care Budgets (PMCBs) to empower women to take control in deciding who provides their antenatal, intrapartum and postnatal care.

NHS England's Assistant Head of Patient Choice, Jennie Walker, has written a blog which explains more about these Pioneers and how they fit into the Maternity Transformation programme.

[Read the blog >](#)

New Questions and Answers

Date: Monday 12 December 2016

We've just published a set of Q&As about Maternity Choice and Personalisation Pioneers and Personal Maternity Care Budgets (PMCB).

[View Q&As >](#)

Want to find out more?



To join in the conversation on Twitter use [#matimp](#) and [#matexp](#) or get in touch via

email england.maternitypioneers@nhs.net.

[Terms and conditions](#)

[Privacy and cookies](#)

[Social media and comment moderation](#)

[Accessibility](#)

[Website satisfaction survey](#)

[Open Government Licence v3.0](#)

