



**Complementary
Therapy Courses for
maternity units, universities
& colleges - UK and overseas**

2021-2022

www.expectancy / info@expectancy.co.uk

Introduction to Expectancy

Looking for high quality professional and academic complementary therapies education for your staff? Expectancy's unique range of innovative, trail-blazing, accredited courses aim to equip midwives and birth workers with the knowledge and skills to provide safe, effective and cost-effective options to facilitate physiological birth and reduce interventions. Expectancy's philosophy emphasises safety, professional accountability and evidence-based practice and aims to set the use of complementary therapies within the context of your professional boundaries. Many of our short courses and study days can be delivered on your own premises, for NHS trusts, universities and colleges around the UK and overseas. Some can be delivered online, offering a more logistical option for large groups.

Meet Dr Denise Tiran HonDUniv FRCM MSc RM PGCEA – Chief Executive Officer / Education Director

Denise is an internationally renowned authority on maternity complementary therapies, having pioneered the subject as a midwifery specialism since the early 1980s. Previously, as a midwifery lecturer at the University of Greenwich, London, Denise developed one of the UK's first complementary medicine degrees and set up a complementary therapies NHS antenatal teaching clinic at a local maternity unit (1994-2004), where she treated almost 6000 women. The clinic was highly commended in the 2001 Prince of Wales' Awards for Healthcare in London.

She established Expectancy as a limited company in 2004 in response to growing interest in complementary therapies, both amongst expectant parents and midwives and birth workers. In the past 18 years, she has taught over 3000 students about the benefits of complementary therapies in maternity care, balancing this with an exploration of possible risks of inappropriate use. Denise has provided training for over 40 NHS trusts and many universities. She is a frequent international conference speaker and regularly teaches midwives and therapists in Japan, China, Hong Kong and Europe.

Denise's academic work has included several research studies, including complementary therapies for pregnancy sickness, reflexology to predict stages of the menstrual cycle and acupressure to induce labour in post-dates pregnancy. She has written numerous books and journal papers and is well-known to student midwives as editor of six editions of *Bailliere's Midwives' Dictionary*. Her books include *Aromatherapy in Midwifery Practice* (2016), *Complementary Therapies in Maternity Care: an evidence-based approach* (2018), *The Business of Maternity Care* (2019) and *Using Natural Remedies Safely in Pregnancy and Childbirth* (2021). She is currently working on *Complementary Therapies for Post-dates Pregnancy* (due 2022).

Denise has 18 years' experience in managing her own business and was runner-up in the 2015 *Women in Business Awards*. Denise was awarded a Fellowship from the Royal College of Midwives in 2018 and an honorary doctorate from the University of Greenwich in 2020 in recognition of her work.

Courses available on your own premises / online

Title, number of days	Mode of delivery / venue	Notes
Introduction to aromatherapy in midwifery 2 days	Face to face or online UK and overseas	Midwives, student midwives Can be adapted for doulas
Aromatherapy and acupressure for postdates pregnancy 3 days	Face to face UK and overseas	Midwives, student midwives
Aromatherapy and acupressure for postdates pregnancy 2 days	Online	Midwives, student midwives
Reflex zone therapy (reflexology) 4 days with optional 2 days advanced RZT	Face to face UK and overseas	Midwives and senior student midwives only
Clinical hypnosis for pregnancy and birth 4 days; optional 2 days on smoking cessation, needle and tocophobia	Face to face / part online. UK only	Midwives, students, doulas, birth workers
Moxibustion for breech 1 day	Online or face to face	Midwives, students, doulas
Safety of natural remedies in pregnancy 1 day; optional extra day on homeopathy	Online	Midwives, students, doulas, birth workers
Working Therapeutically Online 2 days	Online	Midwives, student midwives, doulas, birth workers
Introduction to complementary therapies in pregnancy and birth	Online or face to face UK and overseas	Student midwives, midwives, doulas, birth workers
Acupuncture courses by special arrangement	Face to face UK only	Qualified midwives only

Testimonials

- Midwives at *Hinchinbrooke Hospital, Cambridgeshire*, set up a complementary therapy clinic for women with post-dates pregnancy and reduced their induction rate by 15%.
“The course was fantastic, worth every penny! I’ve enhanced my career, adopted the use of complementary therapies safely in NHS midwifery practice, established a specialist post-dates pregnancy clinic and secured funding for research and training through an award grant. None of this would have been possible without Expectancy’s course”. *Tara Pauley, research midwife*
- Midwives at *Wexham Park Hospital, Slough* developed a breech clinic offering both external cephalic version and moxibustion, greatly improving maternal satisfaction and compliance.
“Our unit has been working in partnership with Expectancy since 2006. Our midwives use aromatherapy during labour and we recently introduced moxibustion into our new Breech Clinic. We are also working to implement complementary therapies for women with post-dates pregnancy. I would highly recommend Expectancy to deliver midwifery complementary therapy training”. *Sarah Coxon, Consultant Midwife*
- Dr Tiran has been visiting Japan since 2001, teaching midwives, aromatherapists and obstetricians about aromatherapy and reflex zone therapy. Our students love meeting her and gain a lot from her teaching. *Azusa Annells, ArtQ Organics, Tokyo, Japan*

Booking your in-house course or study day

- Please email Dr Denise Tiran on info@expectancy.co.uk for more information on course content, fees or to discuss your specific requirements and available dates.
- Once we have arranged course dates, we send a booking form which constitutes a legally binding contract. This MUST be formally signed by the budget holder and returned to Expectancy within two weeks to confirm your selected dates.
- It is ESSENTIAL that you obtain a purchase order number (NHS / university Finance Departments) BEFORE returning the booking form so that we can invoice you.

- Once you have returned the booking form, we issue an invoice for payment within four weeks.
- Shortly before the course is due to take place, pre-course information will be emailed to the organising person, which should be forwarded to all those due to attend. We will also require a final list of participants' names.
- On completion of the course, we email the certificates to the organising person for onward distribution to those who attended.

Frequently asked questions

Can midwives use the study days for continuing professional development? Yes. All our courses for midwives can be used for NMC revalidation and are accredited by the RCM and/or Federation of Antenatal Educators for professional development. Courses for doulas, antenatal teachers and other maternity workers can also be used towards continuing development.

Will I be able to “cascade train” my colleagues after completing the course? No. Our courses focus on helping you to use selected aspects of different therapies in the clinical settings of maternity care and the parameters set by your professional body. You will not be fully qualified in the therapy, and certainly not approved - nor insured - by the therapy's regulatory body to teach the subject.

Do you provide a follow up service once I have completed my studies with Expectancy? Yes. We offer follow-on consultancy services for maternity units implementing complementary therapies as bespoke contracts.

Got a question that's not been answered? Please email us on info@expectancy.co.uk and our CEO / Education Director, Dr Denise Tiran, will be pleased to answer your questions. If you prefer a longer discussion by telephone or a zoom meeting, this can be arranged.

**Contact us now on www.expectancy.co.uk /
info@expectancy.co.uk**