

expectancy[®]

Natural therapies for natural births

COMPLEMENTARY THERAPIES IN MIDWIFERY PRACTICE

ACADEMIC PROGRAMMES,
SHORT COURSES AND STUDY DAYS,
AND ONLINE WEBINARS

2021–2022 Academic year

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Introduction to Expectancy and our courses

Expectancy provides a unique range of accredited programmes, short courses, study days and webinars which aim to equip you with the knowledge and skills to provide safe, effective and cost-effective options to relieve stress, ease pregnancy discomforts and facilitate physiological birth

- We offer a range of innovative, trail-blazing courses on complementary therapies to reduce interventions such as induction of labour and Caesarean section
- We focus on safety and professional accountability and aim to set the use of complementary therapies in the context of your midwifery or doula professional boundaries.
- Our face-to-face courses are held in London but can also be delivered on your own premises. As a result of the 2020 pandemic, we now also offer many of our courses and study days online
- All our accredited courses can be used towards UK midwifery re-validation and for continuing professional development for both midwives and doulas in the UK and overseas
- Our long programmes are accredited by the Federation of Antenatal Educators to enable you to obtain indemnity insurance for private practice; our programmes, short courses and single study days are also accredited by the Royal College of Midwives for professional development

Studying with Expectancy will enable you to:

- gain the confidence and competence to use aspects of complementary therapies appropriately and safely in your practice, either in your place of employment or in private practice (subject to professional boundaries, local clinical guidelines and national laws)
- acquire the skills to implement complementary therapies in your care of women through an understanding of change management and relevant professional issues
- defend the use of complementary therapies scientifically if challenged, based on an understanding of contemporary research evidence
- explore the subject at an academic level commensurate with university level education
- be eligible to join our Licensed Consultancy scheme for midwives if you are considering setting up in private practice offering maternity complementary therapies

Our lecturers

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

Denise is an internationally renowned, award-winning 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 maternity unit in southeast London (1994-2004), where she treated almost 6000 women. The clinic was highly commended in the 2001 Prince of Wales' Awards for Healthcare in London. Denise has undertaken several research studies, including complementary therapies for pregnancy sickness, reflexology to predict stages of the menstrual cycle and acupuncture 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) and *The Business of Midwifery* (2019). Her latest book *Using Natural Remedies Safely in Pregnancy and Childbirth* will be published in March 2021 and she is currently working on *Complementary Therapies for Post-dates Pregnancy* (due 2022). She has 17 years' experience in managing her own business and was runner-up in the 2015 *Women in Business Awards*. She now mentors midwives wanting to set up in private practice via Expectancy's Licensed Consultancy scheme.

Expectancy's Senior Tutors, Amanda Redford BSc (Hons) RM and Laura Wallbank RM RN, are senior midwives, having worked in research, management, education and advanced practice. They are qualified in several complementary therapies, are certified to teach adult learners, have extensive experience in their specific therapy disciplines and now work in a freelance capacity, teaching with Expectancy and other education organisations. Amanda continues consultancy work on midwifery research projects; Laura is an expert witness and member of the Nursing and Midwifery Conduct and Competence committee. Expectancy's Academic Conduct Officer, Dr Harry Chummun FSB PhD BSc PGCE RN, is a senior lecturer at the University of Greenwich and for the Open University. Our visiting lecturers are midwives and complementary therapy tutors working in conjunction with our teaching team and bringing a wealth of clinical experience and knowledge to their particular areas of expertise.

Course delivery: **Face to face courses** are delivered in a community centre in Shoreditch, London N1 (walking distance from Old Street station) with study days at weekends, from 0900 to 1630 hours. **Online courses** are normally provided mid-week as full study days, with three 2-hour sessions with a break between – this has been found by our students to be best for arranging off-duty. Other online learning opportunities are available, including regular webinars: those on our long programmes of study are eligible to attend optional extra tutorials, "open house" Q&A sessions and much more. We are also currently developing a membership subscription site with more learning resources: "live" from early 2021 – all current students will have access to our primary level membership.

We can also provide many of our courses on your own premises, please see page 32

Diploma in Midwifery Complementary Therapies programme

- **Suitable for** midwives and student midwives from year 2 of training
- **Duration:** Normally taken over one or two academic years; 150 taught hours; minimum of 30 hours of home study, practical work, assignment preparation
- **Selection process:** An online discussion with our Education Director will be arranged
- **Assessments:** six case studies; one essay – clinical scenario; final project - proposal
- **Fees: 2021-2022:** £3150 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application. Instalment options available for remainder of fees (ten payments).
- **Fees 2021-2022, Diploma with Licensed Consultancy** (see page 17): £4620 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application plus instalments.

Learning outcomes: by the end of our signature Diploma programme you will be able to:

- balance the need for advocacy of women wishing to use complementary therapies in pregnancy and birth with an appreciation of the relevant safety issues
- implement specific aspects of complementary therapies into your care of pregnant, labouring and newly birthed mothers, in the NHS or in private practice
- act in accordance with professional, practical and safety issues when administering complementary therapies, to minimise risks to mothers, babies and service providers
- justify your use of complementary therapies in pregnancy and childbearing, based on a critical appreciation of the available research and other authoritative literature
- be eligible to join Expectancy's Licensed Consultancy scheme (see below)

Testimonial

The Diploma has been fantastic, worth every penny! I've been able to enhance my career, adopt the use of complementary therapies safely within NHS practice, establish a specialist post-dates pregnancy clinic and secure funding for research and training through an award grant. None of this would have been achievable without the course. **Tara Pauley, research midwife, Hinchinbrooke Hospital, Cambridge**

Structure of the Diploma in Midwifery Complementary Therapies:

Now in its 13th year, this programme comprises six compulsory study days and the equivalent of 14 option study days, allowing you to design a bespoke programme tailored to your needs and interests.

You will receive a set of twelve of the essential oils taught on the compulsory aromatherapy days. Additional optional online “open house” sessions, tutorials and webinars are available throughout the year to enhance your learning.

Compulsory study days	2021-2022
Introduction to programme; Introduction to complementary medicine Professional accountability issues; CTs in midwifery – 2 days	18 th and 19 th September 2021
Introduction to aromatherapy in midwifery practice – 2 days	16 th and 17 th October 2021
Scientific basis of CTs – delivered online as a full study day	14 th December 2021
Integration of CTs in maternity care (final day)	10 th July 2022

Option subjects: choose the equivalent of fourteen study days	
Advanced aromatherapy 2 days	Moxibustion for breech 1 day online
Introduction to massage 2 days	Post-dates pregnancy 1 day
Introduction to reflexology 4 days	Nausea and vomiting 1 day online
Advanced reflex zone therapy 2 days	Introduction to natural remedies 1 day online
Clinical hypnosis 4 days	Natural remedies & homeopathy 2 days online
Advanced hypnosis 2 days	Business training 1 day online
Working therapeutically online, self-guided course equivalent to 2 days	Advanced acupuncture 2 days available if previously completed Certificate in Midwifery Acupuncture

Certificate in Midwifery Acupuncture Programme

- **Suitable for** qualified midwives only
- **Duration:** six-month programme comprising 75 taught hours; minimum of 15 hours of home study, practical work, assignment preparation.
- **Selection process:** An online discussion with our Education Director will be arranged
- **Assessments:** six case studies; one essay – clinical scenario
- **Fees: 2021-2022:** £2070 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application. Instalment options available for remainder of fees (six payments).
- **Fees 2021-2022, Acupuncture with Licensed Consultancy** (see page 17): £3750 including VAT. Non-returnable deposit, £600 (£500 + VAT) on successful application plus instalments.

Learning outcomes: by the end of this programme you will be able to

- balance the need for advocacy of women wanting acupuncture in pregnancy and birth with an appreciation of safety issues pertinent to using acupuncture within maternity care
- implement specific aspects of acupuncture into your care of pregnant, labouring and newly birthed mothers, in private practice or in the NHS or other place of employment
- act appropriately, in accordance with professional, practical and safety issues, when administering acupuncture, in order to minimise risks to mothers, babies and staff
- justify your use of acupuncture to facilitate normality in pregnancy and childbearing, based on a critical appreciation of the available research and other authoritative literature
- be eligible to join Expectancy's Licensed Consultancy scheme

Testimonial

The Certificate in Midwifery Acupuncture is exciting, challenging and thoroughly enjoyable. The teachers are experts in their field and have given me great confidence to bring acupuncture to my NHS work and my future private practice. I would encourage any midwife with an interest to go for it! **Carol McGirr, Ballygawley / Co.Tyrone**

Structure of Certificate in Midwifery Acupuncture:

This programme comprises ten study days over six months, taken as five 2-day blocks. You will receive a set of acupuncture needles and a mini sharps box for you to practise needling at home between study days. Additional optional online “open house” sessions, tutorials and webinars are available throughout the year to enhance your learning.

Study days	2021-2022
Introduction to programme; Introduction to complementary medicine & acupuncture, Professional accountability (shared with Diploma)	18 th and 19 th September 2021
Acupuncture for pregnancy and labour - Pain relief, post-dates pregnancy, latent phase of labour; pregnancy nausea, backache, anxiety	9 th and 10 th October 2021
Acupuncture for pregnancy and postnatal care Implementation of acupuncture in NHS	13 th and 14 th November 2021
Moxibustion for breech presentation online Scientific basis of complementary therapies online	2 nd December 2021 14 th December 2021
Review of all acupuncture points Theory and practice; preparation for assignments; evaluation	8 th and 9 th January 2022

A 2-day Advanced Acupuncture course is available on 12th and 13th February 2022 for midwives who have successfully completed the certificate programme. This course covers additional acupuncture points for early pregnancy eg threatened miscarriage and for preconception care and fertility issues.

Certificate in Midwifery Complementary Therapies by distance learning

- **Suitable for** midwives and student midwives overseas, as well as UK midwives who prefer not to travel to London for face to face / practical courses, delivered completely online
- **Duration:** normally taken over one academic year; 75 taught hours; minimum of 15 hours of home study, casework, assignment preparation.
- **Selection process:** An online discussion with our Education Director will be arranged
- Can also be delivered **in-house** on your own premises (UK and overseas, fees vary)
- **Assessments:** six case studies; one essay – clinical scenario
- **Fees: 2021-2022:** £2310 (international students); £2070 (UK residents).
Non-returnable deposit of £600 on successful application. Instalment options available for remainder of fees (ten payments). All payments must be made in sterling by BACS.

Learning outcomes: by the end of this programme you will be able to

- balance the need for advocacy of women wishing to use complementary therapies and natural remedies in pregnancy and birth with an appreciation of the relevant safety issues
- implement specific aspects of complementary therapies into your care of pregnant, labouring and newly birthed mothers, in the NHS or in private practice (subject to national professional and legal requirements)
- act in accordance with professional, practical and safety issues when administering or advising on complementary therapies, to minimise risks to mothers, babies and service providers
- justify the use of complementary therapies in pregnancy and childbearing, based on a critical appreciation of the available research and other authoritative literature

Structure of Certificate in Midwifery Complementary Therapies (distance learning):

This programme is taken over one academic year and comprises the equivalent of ten study days delivered entirely online. There are four compulsory study days and six option days, enabling you to design a bespoke programme to suit your needs and interests. Extra days can be added for an additional fee. NB International students should note that all study days are held 0900-1600 hours UK time (GMT or BST = GMT +1). Obviously, this programme does not include face to face practical work, but it is possible to upgrade to the full Diploma in the second year with practical work included.

All material is emailed to you prior to the start of the programme and before each study day. You will also receive, by post or courier, a set of twelve of the essential oils taught on the compulsory aromatherapy days. Additional optional online “open house” sessions, tutorials and webinars are available throughout the year to enhance your learning.

Compulsory study days	2021-2022
Introduction to programme; Introduction to complementary medicine Professional accountability issues; CTs in midwifery – 2 days online	27 th and 28 th October 2021
Introduction to aromatherapy in midwifery practice – 2 days online	17 th and 18 th November 2021

Option subjects: choose the equivalent of six study days	
Scientific basis of CTs 1 day online	Moxibustion for breech 1 day online
Introduction to Natural Remedies 1 day online	Working therapeutically online equivalent to 2 days, part self-directed
Introduction to Natural Remedies plus Homeopathy 2 days, online	Post-dates pregnancy 1 day online
Nausea and vomiting 1 day online	Business training 1 day online (UK-related)
Clinical hypnosis 4 days – we hope to be able to bring you this course entirely online from 2022	

Certificate in Midwifery Aromatherapy

- **Suitable for** midwives and student midwives
- **Duration:** normally taken over one academic year; 75 taught hours; minimum of 15 hours of home study, practical work, assignment preparation.
- **Selection process:** An online discussion with our Education Director will be arranged
- Can also be delivered **in-house** on your own premises
- **Assessments:** six case studies; one essay – clinical scenario
- **Fees: 2021-2022:** £2070 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application. Instalment options available for remainder of fees (ten payments).
- **Fees 2021-2022, Certificate with Licensed Consultancy** (see page 17): £3750 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application plus instalments.

Learning outcomes: by the end of this programme you will be able to

- balance the need for advocacy of women wishing to use aromatherapy and massage in pregnancy and birth with an appreciation of the relevant safety issues
- introduce aromatherapy and massage into your care of pregnant, labouring and newly birthed mothers, in the NHS subject to managerial permission, or in your private practice
- act in accordance with professional, practical and safety issues when administering aromatherapy and massage, to minimise risks to mothers, babies and service providers
- justify your use of aromatherapy and massage in pregnancy and childbearing, based on a critical appreciation of the available research and other authoritative literature
- be eligible to join Expectancy's Licensed Consultancy scheme

NB There is no academic difference between the Diploma in Midwifery Complementary Therapies and the Certificate in Midwifery Aromatherapy – both programmes are taught together and assessed at academic level 6. The only differences are the focus on aromatherapy and massage, the number of study days and the fees.

Structure of Certificate in Midwifery Aromatherapy:

This programme is taken over one academic year and comprises the equivalent of ten study days. There are eight compulsory study days and two option days. Extra days can be added for an additional fee. You will also receive a full set of the sixteen essential oils taught on the programme, together with some grapeseed carrier oil, in a presentation carry case. Additional optional online “open house” sessions, tutorials and webinars are available throughout the year to enhance your learning.

Compulsory study days	2021-2022
Introduction to programme; Introduction to complementary medicine Professional accountability issues; CTs in midwifery 2 days	18 th and 19 th September 2021
Introduction to aromatherapy in midwifery practice 2 days	16 th and 17 th October 2021
Introduction to massage 2 days	20 th and 21 st November 2021 OR 11 th and 12 th December 2021
Advanced aromatherapy 2 days	19 th and 20 th March 2022

Option subjects: choose the equivalent of two study days	
Scientific basis of CTs 1 day online	Moxibustion for breech 1 day online
Introduction to Natural Remedies 1 day online Introduction to Natural Remedies plus Homeopathy 2 days, online	Working therapeutically online equivalent to 2 days, part self-directed
Nausea and vomiting 1 day online	Business training 1 day online

Certificate in Midwifery Reflex zone therapy (reflexology)

- **Suitable for** midwives and student midwives from year 2 of training
- **Duration:** normally taken over one academic year; 75 taught hours; minimum of 15 hours of home study, practical work, assignment preparation.
- **Selection process:** An online discussion with our Education Director will be arranged
- **Assessments:** six case studies; one essay – clinical scenario
- **Fees: 2021-2022:** £2070 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application. Instalment options available for remainder of fees (ten payments).
- **Fees 2021-2022, Certificate with Licensed Consultancy** (see page 17): £3750 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application plus instalments.

Learning outcomes: by the end of this programme you will be able to

- balance the need for advocacy of women wishing to receive reflex zone therapy (reflexology) in pregnancy and birth with an appreciation of the relevant safety issues
- introduce reflex zone therapy into your care of pregnant, labouring and newly birthed mothers, in the NHS subject to managerial permission, or in your private practice
- act in accordance with professional, practical and safety issues when administering reflex zone therapy, to minimise risks to mothers, babies and service providers
- justify your use of reflex zone therapy in pregnancy and childbearing, based on a critical appreciation of the available research and other authoritative literature
- be eligible to join Expectancy's Licensed Consultancy scheme

NB There is no academic difference between the Diploma in Midwifery Complementary Therapies and the Certificate in Midwifery Reflex zone therapy – both programmes are taught together and assessed at academic level 6. The only differences are the focus on reflexology, the number of study days and the fees.

Generic reflexology involves treatment applied via the feet, with both feet reflecting a “map” of the rest of the body. It is not simply foot “massage” but a very precise pressure point treatment. The style of reflexology taught on this programme is clinical reflex zone therapy, which is different from generic reflexology – the reflex points on the feet differ, as does the “map” of the feet and the techniques used. It was developed by the German midwife Hanne Marquardt and fits very well with midwifery practice, enabling you to treat specific pregnancy symptoms, facilitate labour onset and progress and aid postnatal recovery.

Structure of Certificate in Midwifery Reflex zone therapy:

This programme is taken over one academic year and comprises the equivalent of ten study days. There are nine compulsory study days and one option day. Extra days can be added for a fee. Additional optional online “open house” sessions, tutorials and webinars are available throughout the year to enhance your learning.

NB Day 1 of the two-day Introduction to Aromatherapy course is compulsory on this programme because aromatherapy is by far the most popular therapy amongst expectant parents. The day provides a general introduction to the subject of complementary therapies in pregnancy and to midwives’ professional accountability, as well as an introduction to the principles and practice of aromatherapy. You may choose the second day as an option. You will also receive a set of twelve of the essential oils taught on this day.

Compulsory study days	2021-2022
Introduction to programme; Introduction to complementary medicine Professional accountability issues; CTs in midwifery 2 days	18 th and 19 th September 2021
Introduction to aromatherapy in midwifery practice 1 day	16 th October 2021
Introduction to reflexology 4 days	15 th and 16 th January 2022 19 th and 20 th February 2022 OR 9 th and 10 th April 2022 14 th and 15 th May 2022
Advanced reflex zone therapy 2 days	18 th and 19 th June 2022

Option subjects: choose one study day	
Introduction to aromatherapy day 2	Scientific basis of CTs 1 day online
Natural remedies 1 day online	Moxibustion for breech 1 day online
Nausea and vomiting 1 day online	Business training 1 day online



Doula Certificate in Maternity Complementary Therapies

We are delighted to offer this exciting new *Doula Certificate in Complementary Therapies* designed for experienced and student doulas wishing to increase their knowledge and safe practice of complementary therapies in maternity care, including the use of essential oils, relaxation reflexology and specialist acupressure treatments for post-dates pregnancy to help women to avoid induction of labour. Accreditation with the Federation of Antenatal Educators is pending so you will be able to obtain personal professional indemnity insurance for complementary therapy use in your doula role. Some study days may be delivered online. The programme can also be delivered in-house on your own premises as five 2-day blocks over five to six months. NB There is a selection process for this programme: an online discussion with our Education Director.

Fees: 2021-2022: £2070 including VAT. Non-returnable deposit of £600 (£500 plus VAT) on successful application. Instalment options available for remainder of fees (ten payments).

Learning outcomes: By the end of the programme, you will be able to:

- 1) apply a knowledge of reproductive anatomy and physiology to therapies such as massage, aromatherapy and reflexology to aid relaxation

- 2) offer manual treatments or complementary therapy / natural remedy advice related to the treatment of specific symptoms in pregnancy, birth and postnatally, eg sickness, backache, including referral to other healthcare professionals when appropriate

- 3) recognise when normal physiological symptoms become severe enough to become complications requiring medical attention, and refer appropriately to midwives or doctors

- 4) undertake specialist treatments in accordance with your personal professional boundaries and legal, ethical and health and safety considerations for specific conditions

- 5) comply with Expectancy's *Code of Professional Practice*, by working competently, confidently, safely and professionally with pregnant, labouring and newly birthed mothers

Structure of the Doula Certificate in Maternity Complementary Therapies (provisional)

The programme is taken over an academic year and comprises the equivalent of ten study days, taught both face to face and online, plus home study, practical work and assignment preparation of approximately 15 hours. Some sessions are shared with midwives.

Compulsory study days	2021-2022
Introduction to programme 2 days Professional accountability relating to use of CTs by doulas – Application of complementary therapies to pregnancy, birth and postnatal anatomy and physiology	September / October – confirmed dates to follow
Introduction to aromatherapy in maternity care 2 days	Confirmed dates to follow
Introduction to massage in pregnancy and birth 2 days	Confirmed dates to follow
Introduction to reflexology for relaxation 2 days	Confirmed dates to follow

Options – choose 2 days, face to face or online	
Moxibustion for breech presentation, online	Scientific basis of CTs, online
Safety of natural remedies in pregnancy, online	Acupressure for Post-dates pregnancy, online or face to face in London
Nausea and vomiting in pregnancy, online	Working therapeutically online (offering online consultations) – self-study equivalent to 15 hours
Clinical hypnosis for pregnancy and childbirth – 4 days, in London; we also hope to be able to offer this course entirely online by early 2022. Supplement payable.	

Please note: this programme is currently being finalised and there may be some changes to the initial information available here – please enquire.

Licensed Consultancy for midwives wanting to work in private practice

Make this *your* year: join Expectancy's team of midwives offering private maternity complementary therapies and other maternity services

- We have a growing network of Expectancy-trained midwives wanting to provide private maternity complementary therapy services across the UK ... and we'd like you to join us
- We want you to enjoy your work, to feel fulfilled, autonomous and appreciated for what you do ... something you'll experience as an Expectancy Licensed Consultant
- You'll be your own boss, able to plan when and how you work, in a way that suits you and your personal and career plans
- We'll provide all the training you need, on complementary therapies and on how to establish, run and market your practice, with a follow-up service to help you along the way
- You'll be part of an established company with professional and business credibility and an international reputation for good quality educational provision emphasising safe practice
- We're sure you'll enjoy networking with a community of like-minded midwives, sharing a common philosophy, aspirations and experiences
- You'll also benefit from a range of other professional, academic and business-related services to help you develop your practice, including discounts on further training

What is Licensing and how does it differ from franchising?

Franchising enables a business owner to replicate and grow its business, with all franchisees required to conduct their business in exactly the same way as the parent company. The best-known franchise is McDonald's, with every restaurant offering the same products and level of service, each being owned and managed by someone who has bought into the company. Under a franchise, the franchisor (the owner or parent company) retains control of the brand and grants permission to the franchisee to use its successful business model and brand. In exchange, the franchisee pays the initial capital to open their business (ie another branch), helps to promote the brand and pays a registration fee to the parent company. The franchisor supports its franchisees by providing training, "know how" and experience, marketing and other resources and skills. Franchises are usually granted in a defined geographical area in which no other franchisee is permitted to trade. A franchise agreement usually gives the franchisor control over precisely how the business is run: a visit to any branch of McDonald's, worldwide, should essentially be the same. Buying a franchise can be *extremely* expensive: between £400,000 and £800,000 for McDonald's, including a registration fee of around £30,000, commitment to a minimum 20-year term (with financial penalties for withdrawing sooner), monthly rental for the premises, fees to use McDonald's systems and processes, compulsory marketing expenses, plus paying staff and all the other financial costs of running a business. Conversely, of course, given the huge investment, the return can be enormous too – you can earn up to £300,000 a year in profit.

Licensing: A business owner with a known brand issues a licence to third parties to deliver related products, either under the direct name of the parent company or in association with it. The licensor provides training, systems and processes to help establish another business, whilst retaining its intellectual property rights, including ownership of the brand, its patents, trademarks, logos and "know how". Licensing is much cheaper than franchising and allows greater flexibility for the licensor to run their business how they wish. A registration fee is payable to start a licensed business, plus training and there is a regular administration fee to be paid. There are usually no geographical boundaries and the term of the licence is also much shorter than a franchise.

Why has Expectancy chosen to offer a Licensed Consultancy scheme?

Expectancy is the brainchild of Dr Denise Tiran, who pioneered the subject as a specialist field within midwifery education and practice in the early 1980s and is acknowledged as one of the leading international authorities in the field. She has almost 40 years' experience of working in this area, having previously run a BSc (Hons) degree in Complementary Therapies at the University of Greenwich, London, and now has seventeen years' experience of running her own business. She has taught over 3000 midwives on complementary therapies and treated almost 6000 women in her own clinical practice. She has won wide acclaim for her work including the Prince of Wales' Award for Healthcare in London 2001, the Complementary and Alternative Medicine award for services to complementary therapy education 2010 and the Kent Women in Business Awards 2015. She was honoured in 2018 with a prestigious Fellowship from the Royal College of Midwives and, in 2020, with an honorary Doctorate from the University of Greenwich.

Denise has built her international reputation on a strong commitment to safety, professional accountability and evidence-based practice for complementary therapies in midwifery. This philosophy is fundamental to everything she teaches and has added to her worldwide credibility in a specialism which still incurs scepticism amongst colleagues. Safety is Expectancy's unique selling point, a message she imparts to every one of her students and Licensed Consultants. She is strongly protective of her intellectual property built up over a lifetime's career, and the company name, logo and brand are internationally trademarked to prevent others from using them. Expectancy is a limited company registered with Companies House. Denise's co-director, Mark Huckle, is a "sleeping" partner whose expertise is in franchising and licensing. Mark is a highly successful businessman in his own right, with thriving businesses across several areas of the commercial sector. He provides business expertise and advice to Denise on the management of Expectancy.

The decision to offer other midwives the opportunity to set up their own businesses under a licensing arrangement coincided with a trend amongst NHS midwives wanting to work in a freelance capacity offering services such as antenatal classes. Sadly, this was partly due to their dissatisfaction with working in the NHS, with many feeling overworked, undervalued and burned out. On the other hand, these midwives still want to work with, and for, expectant and new parents but want the flexibility to do it in their own way in order to achieve a better work-life balance. However, the move from being in the protected environment of the NHS to being one's own boss is extremely daunting, and lack of knowledge and understanding of the commercial world can lead midwives to make costly mistakes,

not only in terms of financial errors but also professional and, sometimes, legal ones. Denise therefore decided to offer a system for midwives to study complementary therapies whilst also learning about how to set up, manage and develop their private practice.

There were several reasons for deciding on a licensing system rather than franchising:

- It provides midwives with an opportunity to learn about both complementary therapies and business matters to ensure the success of their businesses
- Expectancy's name and that of its owner, Dr Denise Tiran, are well known, enabling midwives to benefit from an authority in both the professional, academic and clinical discipline of complementary therapies and in maternity-related business know-how
- It offers licensees more flexibility to run their private practices how they wish and to include services that may be different from those offered by another licensee
- It offers a means for midwives to move from the NHS at considerably less cost than attempting to set up a business entirely by themselves or by purchasing a franchise
- It allows midwives to set up their business in any geographical area
- It permits licensees to use their own business name and logo in association with Expectancy, using a special "Endorsed by Expectancy" logo on their website
- When joining the Licensed Consultancy, midwives enter into a legal agreement to establish a maternity-related business in association with Expectancy. The terms of the agreement allow for an initial two-year period of practice on completion of the academic programme, with the option to extend membership beyond this.

What's included in the Licensed Consultancy scheme?

Initial professional and academic programme	Diploma in Midwifery CTs OR one of our Certificate programmes: Midwifery Acupuncture, Aromatherapy or Reflexology
Business training module	Business Training day, business planning workshop, optional online sessions, plus a copy of Denise Tiran's book <i>The Business of Maternity Care, a guide for midwives and doulas setting up in private practice</i> 2019
Annual networking days	Opportunity to meet other Licensed Consultants and share experiences
Use of Expectancy logo	Our special "Endorsed by Expectancy" logo is specifically for our Licensed Consultants for use on your website and other marketing materials
Entry on our website	Opportunity to market your services, plus a link to your own website
Professional "starter pack"	Leaflets, posters, booklets, plus a full set of essential oils in a washable carry case for use in your private practice
Individual mentoring online	Access to online mentoring in relation to business issues, marketing etc, as well as clinical advice relating to the clients in your practice
Monthly online "LC Live"	Monthly problem-solving sessions, as well as access to webinars and "open house" Q&A sessions, online
Discounted courses	An enticing 20% discount off any Expectancy courses / study days taken after completion of your initial educational programme
Membership services	Opportunity to share information on our closed Facebook group for Licensed Consultants, and access to our Premium level membership on our new subscription platform (from Spring 2021)
Professional services	Confirmer service for NMC revalidation; optional clinical supervision
Access to accountancy / other business services	Special discounts for accountancy services (fees payable direct); we also have access to legal and other business services you may need

Why join the scheme at the start of your Diploma / Certificate programme?

We know it can seem like a lot of money to pay for the Licensed Consultancy when you already have to pay the fees for your academic programme. However, in our experience, midwives who commence the Diploma or Certificate programmes with half-hearted ideas about setting up their own businesses often make mistakes and rarely achieve as much as those who commit right at the start. We feel so strongly that you will gain more by investing in yourself at the start of your academic programme that we have intentionally kept the fees manageable. If you choose to join the scheme later, there is a *considerably increased fee (£3600 in addition to your academic programme fees already paid)*.

Registering for the Licensed Consultancy at the start of your professional programme is designed to:

- facilitate your commitment to private practice and the money you've invested in yourself
- enable you to immerse yourself in the planning of your intended business, with business training acquired alongside learning about complementary therapies
- help you to avoid the professional, legal, ethical and practical pitfalls of moving from the NHS to being self-employed
- join our community of like-minded midwives working together to enhance maternity care provision through a range of private services not generally available on the NHS
- allow you to commence your business under the Expectancy name and logo on successful completion of your educational programme
- avoid a costly registration fee if you decide to join the Licensed Consultancy at a later date!

So ... what will it cost to become an Expectancy Licensed Consultant?

- Expectancy charges a **Registration fee** which *includes* your initial academic training ie the Diploma or Certificate programme *and* the business training for your chosen level.
- After successful interview for your chosen academic programme, we ask for a £600 non-returnable deposit (£500 plus VAT); you pay the balance in ten monthly instalments
- Once you complete your initial programme, there is a monthly £30 (£25 + VAT) **Membership fee**, with a minimum membership period of two years – this entitles you to all the ongoing services we provide
- You should be able to recoup your investment within the first two years of your business - and don't forget, most of your initial expenses and costs to set up your business can be off-set against tax

Licensed Consultancy Fees 2021 -2022 (including VAT)

- Licensed Consultancy registration with the Diploma in Midwifery CTs - £4620 (just £1470 on top of your Diploma programme fees)
- Licensed Consultancy registration with any Certificate: Acupuncture, Aromatherapy or Reflex zone therapy - £3750 (just £1680 on top of your Certificate programme fees)
- Licensed Consultancy after completing your Diploma / Certificate - £3600 – must be commenced within two years of completion of academic programme; some refresher courses may be required (fees payable)

We hope we've got you interested what now?

- If you're interested in joining our Licensed Consultancy and taking up this fantastic business opportunity, or you would like to register for one of our long programmes of study, contact us now on info@expectancy.co.uk
- We strongly suggest that you arrange an online Zoom discussion with Dr Denise Tiran, to help you decide if the Licensed Consultancy is right for you. Should you choose to join us, this will also serve as an informal interview which is part of our selection process. This aims to ensure that you are able to commit the time, energy and academic rigour to the educational programme and that you understand the commitment you are making to the Licensed Consultancy scheme.

Short courses and study days

Introduction to Aromatherapy in Midwifery 2 days

Our signature short course, now in its 17th year, is suitable for midwives and student midwives, doulas, maternity support workers, health visitors and obstetricians. It is available both as a face to face course in London or as a live online course (without massage). It can also be delivered in your own maternity unit, university or college or online for groups. The course is not suitable for private practice unless taken as part of one of our longer programmes. It is not, under any circumstances, appropriate for training colleagues.

Learning outcomes: by the end of this course you will be able to:

- Apply knowledge and skills of aromatherapy safely and appropriately to help women cope with physiological and psycho-emotional discomforts in pregnancy, labour and puerperium
- Evaluate the risks, complications and side-effects of inappropriate use of aromatherapy, and rationalise aromatherapy treatment of pregnant, childbearing and postpartum mothers.
- Justify the use of aromatherapy in maternity care in light of contemporary research evidence and authoritative discourse on the subject, in order to act as the mother's advocate
- Work within parameters of safe clinical practice, through an understanding of the professional, legal and health and safety issues relating to aromatherapy in midwifery

Dates 2021-2022 Fees: £144 (special discounted price; online courses also include set of oils)	
16 th and 17 th October 2021 in London	17 th and 18 th November 2021 online
9 th and 10 th March 2022 online; optional extra day on post-dates pregnancy 11 th March 2022	10 th and 11 th May 2022 online

Implementing Aromatherapy in Midwifery Practice 4 days

This course, for midwives and student midwives, combines the Introduction to Aromatherapy days with two further days exploring different methods of administration as an alternative to massage and some new essential oils. We explore the process of implementing aromatherapy in maternity care, particularly in the NHS, and discuss the evidence base for aromatherapy. Available in London, it can also be delivered in your own maternity unit, university or college. The course is not suitable for private practice unless taken as part of one of our long programmes. It is not, under any circumstances, appropriate for training colleagues. There is an assessment for this course (case studies).

Dates 2021-2022	Fees: £540
Introductory days: See page 24 – available in London or online	
Advanced days: 19 th and 20 th March 2022 in London	

Introduction to Massage in Pregnancy 2 days

This course is suitable for qualified and student midwives, doulas and maternity support workers. It can also be delivered in your own maternity unit, university or college. The course is not suitable for private practice unless taken as part of one of our long academic programmes. It is not appropriate for training colleagues.

Learning outcomes: by the end of this course you will be able to:

- Apply knowledge and skills of massage safely and appropriately to help women cope with physiological and psycho-emotional discomforts before, during and after birth
- Perform full body massage safely and appropriately for pregnant and postnatal women
- Evaluate the risks, complications and side-effects of inappropriate use of massage, and rationalise the use of massage for pregnant, childbearing and postpartum mothers.
- Work within parameters of safe clinical practice, through an understanding of the professional, legal and health and safety issues relating to massage in maternity care

Dates 2021-2022	Fees: £396
20 th and 21 st November 2021	11 th and 12 th December 2021

Introduction to reflexology in midwifery 4 days

This course is suitable only for midwives and student midwives from year 2 of training. It can also be delivered in your own maternity unit or university. The course is not suitable for private practice unless taken as part of one of our long programmes. It is not, under any circumstances, appropriate for training colleagues. There is an assessment for this course (case studies).

Learning outcomes: by the end of this course you will be able to:

- Apply your knowledge and skills of reflexology safely and appropriately to offer women a complete reflexology relaxation treatment before, during or after birth
- Evaluate possible risks, complications and side-effects of inappropriate use of reflexology in pregnancy, birth or postnatally
- Work within the parameters of safe practice, through an understanding of the professional, legal, ethical and health and safety issues relating to use of reflexology in maternity care

Dates 2021-2022		Fees: £792
Course 1 15 th and 16 th January and 19 th and 20 th February 2022	Course 2 9 th and 10 th April and 14 th and 15 th May 2022	
<h3>Advanced Reflex Zone Therapy 2 days</h3> <p>This course is for midwives who have successfully completed the introductory course with Expectancy within the previous two years. It covers in more detail the specific techniques for treating women with particular conditions in pregnancy, labour and postnatally.</p> <p>Dates: 18th and 19th June 2022 Fees: £396</p>		
<p>Book both the Introduction to Reflexology 4 days and Advanced reflex zone therapy 2 days together for just £996 (separately £1188). Must be taken within the 2021-2022 academic year.</p>		

Clinical hypnosis for childbirth 4 days

This course is suitable for midwives, student midwives, doulas, health visitors and obstetricians. It is facilitated by lecturers from our partner, Thames Medical Lectures (TML), and can be used towards full clinical hypnotherapy training with TML. The course is not suitable for private practice unless taken as part of one of our long programmes. It is not, under any circumstances, appropriate for training colleagues. There is an assessment for this course (case studies). NB this is not a “hypnobirthing” course but focuses on specific hypnotherapeutic techniques for pregnancy and birth.

It is possible that this course may be delivered entirely online by 2022.

HEALTH ISSUES: The course involves considerable practical hypnosis work in which you are expected to participate. However, it is not appropriate to undergo clinical hypnosis if you have any serious mental health issues or have suffered major emotional upheaval eg bereavement, in the past year. If you are unsure if the course is suitable for you at this time, please contact us for a confidential email discussion with the course tutor.

Learning outcomes: by the end of this course you will be able to:

- Apply appropriate hypnosis protocols (treatments) safely and effectively, rationalising the benefits and possible problems associated with the use of clinical hypnosis for expectant, labouring or newly birthed mothers, within the context of your specific clinical setting
- Justify your use of clinical hypnosis for childbearing women, based on currently available research evidence and authoritative texts, where necessary applying general principles to the specific issues pertinent to maternity care
- Demonstrate an ability to work within the parameters of safe clinical practice, through an understanding of the professional, legal, ethical and health and safety issues pertaining to the use of clinical hypnosis within maternity care

Clinical Hypnosis dates in April and May 2022 to be confirmed – please enquire Fees: £792

Advanced Hypnosis 2 days

This course is for those who have successfully completed the Clinical Hypnosis course and covers hypnotherapy for smoking cessation and phobias (tocophobia and needle phobia).

Dates: June 2022 to be confirmed

Fees: £396

Book both the Clinical Hypnosis in Pregnancy and Childbirth 4 days and Advanced Hypnosis 2 days together for just £996 (separately £1188). Must be taken within the 2021-2022 academic year.

Aromatherapy & acupressure for post-dates pregnancy 3-day course

This course is suitable for qualified and student midwives and doulas. It comprises the 2-day Introduction to Aromatherapy course plus a day on acupressure for post-dates pregnancy. You must have attended the aromatherapy days within the previous 12 months. We also offer a 2-day version for midwives intending to establish an NHS post-dates pregnancy clinic, with a day on introduction to the use of aromatherapy specifically for post-dates pregnancy plus the acupressure day, with discussion on setting up the clinic. Both the 3-day and 2-day courses can be delivered in your own maternity unit or university. The course is not suitable for private practice unless taken as part of one of our long programmes, and is not, under any circumstances, appropriate for training colleagues.

Learning outcomes: by the end of this course you will be able to:

- Advise women on the safety of self-help remedies and techniques used to induce labour
- Use aromatherapy and acupressure techniques as a package to facilitate onset of labour
- Consider the benefits and safety aspects of establishing a post-dates pregnancy complementary therapies service

Dates 2021-2022		Fees: £342
Introduction to Aromatherapy days Please see page 24 for options – online or London. NB these two days must be completed within the twelve months prior to the post-dates pregnancy study day	Acupressure day 4 th June 2022 or 5 th June 2022 in London	
9th, 10th and 11th March 2022 – three days delivered entirely online, includes set of 12 oils		

Natural remedies in pregnancy and birth 1- or 2-day course

This course, taught by Dr Denise Tiran, author of *Using Natural Remedies safely in Pregnancy and Birth* (March 2021) is suitable for midwives and student midwives. Day 1 explores the principles of natural remedies and risks and benefits of use in pregnancy, and can be taken as a single study day. Day 2 explores the practice of homeopathy for childbirth. The course can be delivered in your own maternity unit, university, or online for groups. It is not suitable for advising parents in private practice unless taken as part of one of our long programmes. It is not appropriate for training colleagues.

Learning outcomes: by the end of this course you will be able to:

- rationalise the natural remedies advice you give to parents through an understanding of the different mechanisms of action, the indications, precautions, contraindications and potential adverse effects of popularly used herbal and homeopathic remedies
- act in accordance with the professional, legal, ethical and safety issues related to offering advice to expectant, birthing and new parents on the use of natural remedies
- advise parents on safe use of herbal, homeopathic and Bach flower remedies for self-administration (NB you will not be qualified to prescribe and dispense the remedies)

Dates 2021-2022: 5th and 6th May 2022 online

Fees: £75 (2 days); £48 (day 1 only)

Moxibustion and other alternatives for breech presentation

This study day is suitable for midwives, student midwives, doulas and obstetricians and is delivered online. The course can also be delivered in your own maternity unit or university, or online for groups. It is not appropriate for training colleagues. NB Moxibustion may only be physically performed by qualified acupuncturists. As treatment requires a course of up to 14 sessions, it is appropriate to teach expectant parents how to perform the treatment for themselves, under your guidance.

Learning outcomes: by the end of this study day you will be able to:

- Educate and advise women on the suitability and practicalities of using moxibustion
- Rationalise the safe and appropriate use of moxibustion in light of available evidence
- Advise women on other alternative means of converting a breech to cephalic presentation
- Consider the professional issues when incorporating moxibustion into midwifery care

Dates 2021-2022: 2nd December 2021, online

Fees: £48

Nausea and vomiting in pregnancy

This study day is suitable for midwives, student midwives, doulas and obstetricians and is delivered online. The course can also be delivered in your own maternity unit or university, or online for groups. It is not appropriate for training colleagues. NB This day does not cover conventional treatment of sickness in pregnancy - it may be useful to revise this prior to attending.

Learning outcomes: by the end of this study day you will be able to:

- Consider possible different causes of sickness when caring for women with these symptoms
- Advise on self-help strategies which may be of use in reducing severity of symptoms
- Use complementary therapies to treat women experiencing nausea and vomiting

Dates 2021-2022: 9th June 2022, online

Fees: £48

Business Masterclass for midwives

This day is suitable for midwives and student midwives considering setting up in private practice. It is delivered online. The day aims to help you decide if going into business is for you and to give you a taste of what is involved. We explore some of the key issues pertinent to business and there is plenty of time to answer your questions and start to guide you through the complex process of setting up a business and working for yourself. The day comprises three 2-hour sessions with a half hour break between: 1) Have you got what it takes to start your own business? 2) Getting it right: professional issues when working in private practice and 3) “We’ve done it!” – a panel of midwives who have set up their own businesses offering complementary therapies and other services. NB this is an *introduction* to business and aims to help you understand what is involved. We provide more in-depth business training (see below) or full business preparation with our Licensed Consultancy scheme.

Dates 2021-2022: 7th December 2021

Fees: £48

**Combine Business Masterclass
with Business Training** (see below)

Fees: £75

Business Training for midwives

This day is suitable for midwives intending to establish a private practice offering maternity-related services such as complementary therapies and antenatal classes (not independent midwifery) and is delivered online. It is taught by Dr Denise Tiran, author of *The Business of Maternity Care, a guide for midwives and doulas setting up in private practice* (2019) Content: reasons for working in private practice; legal formation of your business; models of delivering your services; insurances; dealing with HMRC; professional midwifery issues, conflicts of interest; choosing a name for your business; financial issues; pricing your services; introduction to marketing. NB *Included* in our Licensed Consultancy, plus business planning workshop.

Dates 2021-2022: 8th December 2021 or 11th January 2022, online

Fees: £48

Working Therapeutically Online

This course, developed in partnership with, and provided by Thames Medical Lectures, is suitable for midwives, doulas, complementary therapists, health visitors, counsellors and other professionals who wish to develop the skills necessary to conduct online consultations with clients. It comprises live and pre-recorded sessions, self-guided online study and practical sessions with other students, conducted online, equivalent to 15 hours of study. You will also learn how to conduct relaxation sessions online and provide “mind massage”, especially for clients with anxiety issues. The course is currently being finalised but is likely to start in early 2021 – please enquire for more details.

Fees: £240

Webinars

We offer a selection of short webinars online, of 1-2 hours’ duration. These cover a range of subjects relating to maternity complementary therapies and can contribute to continuing professional development. The programme changes regularly – please enquire or check our Facebook page

Courses for your own organisation

- **For midwives:** Some of our courses can be delivered in your own maternity unit for groups of midwives wishing to introduce complementary therapies into care; we also offer some theoretical courses online. The most popular courses for NHS trusts are our 2-day Introduction to Aromatherapy in Midwifery course and the 2- or 3-day Aromatherapy and Acupressure for Post-dates Pregnancy course. All courses are RCM-accredited, suitable for NMC revalidation and directly applied to midwifery, emphasising safe, accountable, evidence-based practice.
- **For student midwives:** We offer introductory study days and short courses for student midwives in universities, and are happy to design bespoke courses for you, either delivered on your own premises or online. 10% reduction for Midwifery Society bookings.
- **For doulas and antenatal teachers:** We can provide individually tailored courses for doulas and antenatal teachers, as well as our new unique Doula Certificate in Maternity Complementary Therapies (see page 15).
- **For complementary practitioners working with pregnant clients:** We can design a bespoke course covering conventional aspects of maternity care - reproductive anatomy and physiology, antenatal, labour and postnatal care and an introduction to working in collaboration with the maternity services. These courses can be used for continuing professional development and may also suit those considering midwifery as a career. Please contact us to discuss your specific requirements.
- **International:** Many of our courses are also available for delivery to international students. All overseas courses are taught by our Chief Executive Officer / Education Director, Dr Denise Tiran HonDUniv FRCM, who has been regularly teaching in the Far East (Japan, China, Taiwan, Hong Kong) for almost twenty years and in other parts of the world. Online courses are also available, taught to your own time zone. Denise is also available as a conference speaker in your country or online. All courses are delivered in English.
- **To discuss your specific requirements for a course on your own premises,** please contact us on info@expectancy.co.uk – we can arrange a complimentary telephone or Zoom discussion with Denise, who will be pleased to answer all your questions before booking.

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*

Applying for a place on one of our long academic programmes of study

We are now taking applications for the 2021-2022 academic year. Please contact info@expectancy.co.uk for more information and an application form.

Our Education Director assesses all applications. There is a telephone interview and places are allocated to midwives and doulas who can demonstrate that they will be able to cope with the rigours of a professional and academic programme alongside their existing clinical and personal commitments.

Booking your short course or study day

To register for a place on a short course or study day, or if you have any other questions, please email us at info@expectancy.co.uk

Booking a course for a group - on your own premises or online

Please email Dr Denise Tiran on info@expectancy.co.uk to discuss your specific requirements.

Frequently asked questions

Do I have to be currently practising to attend the courses? Our Diploma and Certificate programmes are for midwives and student midwives only and you must be a qualified midwife for our acupuncture programme or to join our Licensed Consultancy. Some courses, including our Doula Certificate in Maternity Complementary Therapies, are open to doulas, antenatal teachers and maternity nurses.

How do I apply for a course? Please email us formally on info@expectancy.co.uk for more information and an application form. Sorry, we do not take applications from social media, although we will do our best to answer initial enquiries on Facebook or Linked In. Our academic year runs from September to July and we process applications for our long programmes from January to commence in the following September. You can apply at any time for a short course, single study day or for in-house courses.

How do I pay for a course? We will invoice you for payment on receipt of your application / booking form. You must pay in full in advance for single study days, short courses and online webinars. For our long programmes we require a £600 non-returnable deposit following successful interview, the balance can then be paid in instalments. All payments must be made by bank transfer.

Can I 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.

Can I get indemnity insurance cover for private practice after the course? Midwives who complete the Diploma in Midwifery Complementary Therapies or one of our Certificate programmes, as well as doulas who complete the Doula Certificate in Maternity Complementary Therapies, can obtain professional indemnity insurance for private practice from the Federation of Antenatal Educators (FEDANT). It is not possible for those who complete a short course to obtain insurance from FEDANT.

Where are the courses held and what time do the study days start and finish? Face to face courses are held at 170 Pitfield Street, Shoreditch, London N1 6JH. All scheduled face to face study days are held at weekends, from 0900 to 1630 hours. Online study days are held mid-week, delivered as three 2-hour sessions with breaks, from 0900 to 1600 hours; online study for doulas are 4-hour sessions.

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, both via our new membership subscription site and as bespoke contracts. Midwives who join our Licensed Consultancy scheme receive ongoing clinical and business mentoring, supervision, webinars, problem-solving forums and other services for the duration of their contract.

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.

Our new Membership subscription platform

We are excited to be finalising our new online membership subscription platform which will contain a wide range of learning resources on maternity complementary therapies and will be live early in 2021. There will be articles, videos, podcasts, draft clinical guidelines, interviews, access to webinars and live Q&A sessions, plus much more. Join our Primary service as a taster, with items changed monthly, or our Premium service for access to all the resources in a library of content accumulating from month to month. See our website on www.expectancy.co.uk

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

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Natural therapies for natural births

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