



Complementary Therapy Courses for Midwives

Prospectus: 2024-2025

Study with us in our 20th anniversary year!

www.expectancy.co.uk / info@expectancy.co.uk

Full academic programmes of study commencing September 2023:

- Diploma in Midwifery Complementary Therapies
- Certificate in Midwifery Acupuncture
- Certificate in Midwifery Aromatherapy
- Certificate in Midwifery Clinical Hypnosis
- Certificate in Midwifery Reflex Zone Therapy (reflexology)
- Certificate in Midwifery Complementary Therapies (online)

Short courses and study days throughout the academic year:

- Introduction to Aromatherapy in midwifery - in London or online, 1 or 2 days
- Aromatherapy and acupressure for postdates pregnancy - in London or online, 3 days
- Reflex zone therapy – in London, 6 days / 3 weekends
- Moxibustion for breech presentation study day online
- Safety of natural remedies study day, online
- Business training day, online – for midwives wanting to work in private practice
- Wellbeing weekend – online, self-care & self-hypnosis
- Clinical hypnosis – 2 days online, 4 days (2 weekends) in London
- Refresher days for alumni, in London, including practical work

Licensed Consultancy scheme for midwives wanting to start their own business

Courses for groups - on your own premises / online, UK and overseas

Aromatherapy / postdates pregnancy training & consultancy services for NHS trusts

Booking a long programme, short course or study day

Study with us in our 20th anniversary year!

Expectancy is proud to have been providing a unique range of complementary therapy courses for midwives and student midwives for 20 years. We offer innovative, trail-blazing courses on complementary therapies to facilitate physiological pregnancy and birth and to reduce intervention.

- We focus firmly on safety and professional accountability and set the use of complementary therapies in the context of your midwifery registration and the environment and culture in which you work (UK NHS / UK private practice / overseas).
- All our courses can be used towards professional development and UK NMC revalidation.
- Our year-long Diploma and Certificate programmes are accredited by the Federation of Antenatal Educators, providing indemnity insurance for private practice.
- Scheduled courses involving practical skills are held in London at weekends, from 0900 to 1630 hours. Theory-only days are delivered online, mid-week (0915-1600 hours).
- Our fully online Certificate in Midwifery Complementary Therapies is suitable for colleagues overseas (delivered on UK time; also available for groups and delivered on your local time).
- We can provide courses in your own maternity unit or university, in the UK and overseas.

Professional and academic quality assurance: All our courses are *directly applied to midwifery* and comply with national and international regulatory requirements for safe practice. Expectancy's philosophy embraces *safe, accountable, evidence-based practice* to ensure appropriate, contemporary care for expectant and birthing parents, and protection for midwives' registration. Expectancy appoints an external examiner, a university lecturer who acts as our Academic Conduct Officer, to ensure maintenance of our high academic and professional standards and robust assessment processes and to ensure equity and fairness for all students.

Meet our Academic Team

Our team is led by **Dr Denise Tiran HonDUniv FRCM MSc RM**, a midwifery educator and internationally renowned pioneer of, and authority on complementary therapies (CTs) as a midwifery specialism. She is qualified in several CTs and previously developed a BSc (Hons) degree in CTs at the University of Greenwich, London. In 2004, Denise left the university to set up Expectancy. She is a prolific author and has undertaken several research studies. Denise has been teaching in Japan and Hong Kong for many years and is a Visiting Professor in Shanghai, China. She was awarded an Honorary Doctorate from the University of Greenwich and a prestigious Fellowship by the

Royal College of Midwives (RCM) for her work. She has written four Position Statements on CTs for the RCM and a new RCM Guideline for midwives using CTs (due early 2024). In 2024, Denise celebrates 40 years of specialising in midwifery CTs and 20 years since starting her own business.



Laura Wallbank RM has a particular interest in midwifery professional standards, frequently chairing professional conduct hearings for the Nursing and Midwifery Council and acting as an Expert Witness. Laura is Programme Leader for our Certificate in Midwifery Clinical Hypnosis and has a special interest in the mental wellbeing of all those working in maternity care. As a qualified hypnotherapist and aromatherapist, Laura teaches our clinical

hypnosis and wellbeing courses, provides self-hypnosis sessions for students and teaches the advanced aromatherapy course. Laura also manages all our programmes on a day-to-day basis and acts as our Finance Manager.



Amanda Redford BSc (Hons) RM LicAc

Amanda previously worked as a senior NHS research midwife. Qualified in acupuncture, massage, reflexology, aromatherapy and nutrition, she works in private practice specialising in women’s health and offering CTs for preconception, fertility and pregnancy. Amanda is Programme Leader for our acupuncture programme. She also teaches our

massage courses, moxibustion and postdates pregnancy study days.



Professor Ursula James PDHyp

Ursula is Visiting Professor in Clinical Hypnosis at Robert Gordon University, Aberdeen and has worked with Denise for many years. She is Visiting Teaching Fellow at Oxford University medical school and honorary lecturer at Barts’ and the London and at Queen Mary’s, University of London. Ursula provides

curriculum advice on our Certificate in Midwifery Clinical Hypnosis. She is author of the *Clinical Hypnosis Textbook*



Dr Harry Chummun FSB PhD BSc (Hons) NT RN



Harry is a Senior Lecturer in physiology at the University of Greenwich and associate lecturer in human biology for the Open University. His academic disciplines are anatomy and

physiology, genetics and genomics. He has a keen interest in the physiological basis of CTs and worked with Denise on several research studies at the University of Greenwich. Harry acts as Expectancy’s Academic Conduct Officer, overseeing standards and equity of the assessment processes and advising on curriculum development.

Full academic programmes: our unique Diploma and Certificates

We offer several academic and professional year-long, part-time programmes for midwives, including our signature *Diploma in Midwifery Complementary Therapies* and specialist Certificate programmes in acupuncture, aromatherapy, clinical hypnosis and reflexology. Our fully online Certificate (theory only) is for overseas midwives or those in the UK unable to travel to London. Many of the modules within the programmes are also available as stand-alone courses and study days.

How can our Complementary Therapy Programmes help you in your midwifery practice?

- you can study one or more complementary therapies (CTs) in-depth so you can acquire new tools to enhance your care of expectant and birthing parents.
- you'll develop the skills to use CTs in your NHS practice (subject to ratified clinical guidelines)
- if you're looking to set up your own business offering maternity CTs, you'll have the opportunity to prepare for private practice via our Licensed Consultancy scheme.
- you'll enjoy being part of our exclusive Expectancy Community – you'll be with like-minded midwives keen to return to the nurturing that using natural therapies can bring.
- you might even get the “Expectancy bug” and want to continue studying with us!
- we know it's a big commitment and we want you to feel you're getting value for money - so your programme isn't just about the study days - you'll have access to regular online discussion groups, webinars, tutorials and our online members' resource library.

The Diploma in Midwifery Complementary Therapies comprises 20 study days and the Certificate programmes each comprise ten study days. There's no difference in the academic level between the Diploma and Certificate programmes - just the number of study days and fees differ. Two Certificate programmes can be combined in the same year for the Diploma price (some restrictions apply).

Diploma in Midwifery Complementary Therapies

The Diploma comprises six compulsory days and 14 option days, enabling you to design a bespoke programme tailored to your own interests and professional needs. Extra study days can be added for a supplement.

Compulsory study days - 6	
Introduction	28 th , 29 th September 2024, London
Introduction to aromatherapy	19 th , 20 th October 2024, London
Scientific basis of CTs	12 th December 2024, online
Final integration day	13 th July 2025, London
Option days (choose 14)	
Reflex zone therapy (clinical reflexology) 6 days	11 th , 12 th January; 8 th , 9 th February; 8 th , 9 th March, London OR 18 th , 19 th January; 15 th , 16 th February; 15 th , 16 th March, London
Advanced aromatherapy 2/7	5 th , 6 th April 2025, London
Pregnancy massage 2/7	23 rd , 24 th November 2024, London
Wellbeing – self-care 2/7	12 th , 13 th April 2025, online
Clinical hypnosis 6 days including Wellbeing module	12 th , 13 th April 2025, online 17 th , 18 th May; 14 th , 15 th June London
Moxibustion for breech	4 th December 2024, online
Postdates pregnancy	31 st May 2025, London or choose alternative online day
Safety of natural remedies	3 rd June 2025, online
Add homeopathy	4 th June 2025, online
Nausea and vomiting	24 th June 2025, online
Business training (included in LC)	8 th January 2025, online
Introduction to Chinese medicine	19 th June 2025, online

FEES: Self-funded £3603 inclusive of VAT; £600 non-returnable deposit, balance payable monthly
NHS / employer funded £3850 +VAT payable in full in advance.

Certificate in Midwifery Acupuncture

Ten study days (8 in London, 2 online) between September 2024 and January 2025, qualified midwives only. All days are compulsory. Optional extra: 2-day advanced course covering acupuncture for preconception care and to enhance fertility following completion of the full certificate programme.

Introduction	28 th , 29 th September 2024, London (shared with midwives on other programmes)
Acupuncture for pregnancy, labour and the postnatal period (theory and practice)	12 th , 13 th October; 2 nd , 3 rd November 2024, London; 4 th , 5 th January 2025, London
Scientific basis of CTs	12 th December 2024, online
Moxibustion for breech	4 th December 2024, online
Optional add-on: Advanced acupuncture 1 st , 2 nd March 2025, London	

FEES: Self-funded £2376 inclusive of VAT; £600 non-returnable deposit, balance payable monthly
NHS / employer funded: £2500 + VAT, payable in full in advance.

Certificate in Midwifery Aromatherapy

Eight compulsory days and two option days; extra days can be added for a supplement.

Compulsory study days - 8	
Introduction	28 th , 29 th September 2024, London
Introduction to aromatherapy	19 th , 20 th October 2024, London
Pregnancy massage 2/7	23 rd , 24 th November 2024, London
Advanced aromatherapy 2/7	5 th , 6 th April 2025, London
Options – choose 2 days	
Wellbeing – self-care 2/7	12 th , 13 th April 2025, online
Moxibustion for breech	4 th December 2024, online
Postdates pregnancy	31 st May 2025, London or choose alternative online day
Safety of natural remedies	3 rd June 2025, online
Add-on homeopathy day	4 th June 2025, online
Nausea and vomiting	24 th June 2025, online
Business training (included in LC)	8 th January 2025, online
Introduction to Chinese medicine	19 th June 2025, online

FEES: Self-funded £2376 inclusive of VAT; £600 non-returnable deposit, balance payable monthly
NHS / employer funded: £2500 + VAT, payable in full in advance.

Certificate in Midwifery Clinical Hypnosis

This programme is *not* “hypnobirthing” which is not classified as a complementary therapy. The programme involves specific therapeutic clinical hypnosis and hypnotherapy techniques. NB If you have any mental health issues or have suffered major emotional trauma in the past two years, this course may not be suitable for you at this time. If you are unsure, please contact us for a confidential discussion with one of the hypnosis lecturers.

Compulsory study days - 9	
Introduction	28 th , 29 th September 2024, London
Introduction to aromatherapy	19 th October 2024, London (day 1)
Clinical hypnosis 6 days including Wellbeing module	12 th , 13 th April 2025, online 17 th , 18 th May, London 14 th , 15 th June London
Option days (choose 1); extra days can be added for a supplement	
Aromatherapy, day 2	20 th October 2024, London
Moxibustion for breech	4 th December 2024, online
Postdates pregnancy	31 st May 2025, London or choose alternative online day
Safety of natural remedies	3 rd June 2025, online
Nausea and vomiting	24 th June 2025, online
Business training (included in LC)	8 th January 2025, online
Introduction to Chinese medicine	19 th June 2025, online

FEES: Self-funded £2376 inclusive of VAT; £600 non-returnable deposit, balance payable monthly

NHS / employer funded: £2500 + VAT, payable in full in advance.

Certificate in Midwifery Reflex Zone Therapy (reflexology)

Reflex zone therapy (RZT) is a clinical style of reflexology, used by many midwives in northern Europe. RZT is *not* foot massage: it involves precise pressure point techniques and can be used to treat various physiological conditions in pregnancy and birth. Expectancy offers the only UK-based RZT course for midwives.

Compulsory study days - 9	
Introduction	28 th , 29 th September 2024, London
Introduction to aromatherapy	19 th October 2024, London (day 1)
Reflex zone therapy 6 days	11 th , 12 th January; 8 th , 9 th February; 8 th , 9 th March, London
Option days (choose 1); extra days can be added for a supplement	
Aromatherapy, day 2	20 th October 2024, London
Moxibustion for breech	4 th December 2024, online
Postdates pregnancy	31 st May 2025, London or choose alternative online day
Safety of natural remedies	3 rd June 2025, online
Nausea and vomiting	24 th June 2025, online
Business training (included in LC)	8 th January 2025, online
Introduction to Chinese medicine	19 th June 2025, online

FEES: Self-funded £2376 inclusive of VAT; £600 non-returnable deposit, balance payable monthly
 NHS / employer funded: £2500 + VAT, payable in full in advance.

Certificate in Midwifery Complementary Therapies (online or hybrid mode)

- This year-long programme is delivered entirely online for midwives and student midwives, doulas, antenatal teachers and other birth workers in the UK and overseas.
- The programme provides a *theoretical* introduction to CTs but eligibility to practise will depend on local and national professional regulations.
- For midwives able to travel to London, online days can be combined with some face-to-face study days; can be used for private practice if a *minimum* of four face-to-face days have been completed.
- Overseas midwives must attend study days on UK time. However, we can offer a separate bespoke online programme for groups of midwives overseas, which can be taught on your local time.

Compulsory study days - 4	
Introduction	8 th and 9 th October 2024, online
Introduction to aromatherapy	5 th and 6 th November 2024 OR 11 th and 12 th February 2025, online
Option days (choose 6); see page 7 for in-person options in London	
Moxibustion for breech	4 th December 2024, online
Scientific basis of CTs	12 th December 2024, online
Postdates pregnancy	7 th November 2024, or 13 th February 2025, online
Safety of natural remedies	3 rd June 2025, online
Add homeopathy	4 th June 2025, online
Nausea and vomiting	24 th June 2025, online
Business training (included in LC)	8 th January 2025, online
Introduction to Chinese medicine	19 th June 2025, online

FEES:

- Self-funded UK residents £2376 inclusive of VAT
- NHS / employer funded: £2500 + VAT, payable in full in advance.
- Residents outside UK £2500 plus 10% surcharge if paid from non-UK bank account
- Value Added Tax may be added, dependent on national regulations

COMPARE OUR DIPLOMA AND CERTIFICATE PROGRAMMES

Academic programme	Duration	Total days	Compulsory days	Option days (selection)	Suitable for UK NHS / private practice	Fees – self-funded ((£600 deposit)	Fees – overseas	Fees – NHS/ employer funded (paid in advance)
Diploma in Midwifery CTs	1-2 years	20	Introduction 2 Aromatherapy 2 Science of CTs 1 Final integration 1	14	NHS / private	£3603	N/A	£3850 +VAT
Cert in M/w Acupuncture	6 months	10	Introduction 2 Acupuncture 6 Moxibustion 1 Science of CTs 1	0	NHS / private	£2376	N/A	£2500 + VAT
Cert in M/w Aromatherapy	1 year	10	Introduction 2 Aromatherapy 4 Massage 2	2	NHS / private	£2376	N/A	£2500 + VAT
Cert in M/w RZT (Reflexology)	1 year	10	Introduction 2 Reflex zone therapy 6 Aromatherapy 1	1	NHS / private	£2376	N/A	£2500 + VAT
Cert in M /w Clinical hypnosis	1 year	10	Introduction 2 Hypnosis 6 Aromatherapy 1	1	NHS / private	£2376	N/A	£2500 + VAT
Cert in M/w Comp Therapies ONLINE	1 year	10	Introduction 2 Aromatherapy 2	6	NHS - theoretical introduction only. Minimum 4 F2F days required for private	£2376	£2700 + 10% from non-UK account	£2500 + VAT

Short courses and study days

- We offer a range of short courses and study days for midwives and students; obstetricians, health visitors, antenatal teachers and doulas are also welcome to attend some days. Short courses with practical work are delivered face to face in London; theory-only days are online.
- Many courses can be taught face to face in your own maternity unit, university or college, and we can provide study days for groups overseas, online or in your country. Please see the information below about our midwifery aromatherapy implementation packages and enquire for more information.
- Stand-alone short courses and study days are not suitable for private practice as they are not individually accredited for indemnity insurance, nor can they be used for “cascade training” colleagues.

Introduction to Aromatherapy in Midwifery 2-day course

Our signature two-day course is available in London, online, in your own unit or university, in the UK or overseas. It is taught by Dr Denise Tiran, HonDUniv FRCM, author of *Aromatherapy in Midwifery Practice* (2016) and *Complementary Therapies for Postdates Pregnancy* (2023). We focus on 16 essential oils suitable for use in pregnancy and birth, safety, professional, legal and health and safety requirements, application to practice and the implementation of aromatherapy in midwifery care.

Day 1 (online only) is also available as a single theoretical introductory day, useful for advising parents, or for professional development (refresher) for midwives already using aromatherapy. For courses for NHS trusts / UK private maternity services and maternity units overseas, please see pages 26-28.

Dates:

- 19th and 20th October 2024, London
- 5th and 6th November 2024, online
- 11th and 12th February 2025, online
- 6th and 7th May 2025, online

FEES:

- Self-funded £214.50 UK inclusive of VAT; NHS funded: £295.20 + VAT, face-to-face or online.
- Overseas (online): £325 + 10% for payment from non-UK bank account.
- UK bookings via a University Midwifery Society: 10% discount. Group rates also available.
- Fees for online courses include a set of ten oils for use in group work on day 2

Day 1 only: self-funded £72 incl VAT / NHS / employer funded £88 + VAT / overseas £88 + 10% if paid from non-UK bank account (no oils).

Introductory and advanced aromatherapy courses (4 days)

Following on from the introductory course, the advanced course includes some new essential and carrier oils, further massage practice, other methods of administration and the evidence-base for aromatherapy.

Dates: 5th and 6th April, 2025, London

Fees: Book both the introductory (October, November or February, dates above) and advanced courses together in the 2024-2025 academic year for £410 inclusive of VAT (self-funded); £480 + VAT (NHS funded).

Aromatherapy and acupressure for postdates pregnancy 3-day course.

This 3-day course combines the 2-day Introduction to Aromatherapy course (required) with an extra day exploring acupressure points to aid cervical ripening and labour onset and how to set up a postdates pregnancy service. The course can be delivered face to face in your own maternity unit or university.

Dates:

- 19th and 20th October 2024, London and 31st May, London
- 5th, 6th and 7th November 2024, online
- 11th, 12th and 13th February 2025, online
- 6th, 7th and 8th May 2025, online

Fees:

- self-funded £324 UK inclusive of VAT; NHS / employer funded £375 + VAT
- overseas £375 + 10% if paid from non-UK bank account
- UK universities - bookings via a Midwifery Society: group rates available.

Moxibustion for breech presentation study day

Moxibustion is a Chinese medicine technique to convert a breech presentation to cephalic. It is performed using heated herb sticks over acupuncture points on the toes. Expectant parents can be taught how to perform the course of treatment at home. Suitable for midwives and student midwives, doulas, antenatal teachers, obstetricians. NB Participants learn how to undertake a full consultation and to *advise / demonstrate / teach* parents to *self-administer* moxibustion: this is classified as antenatal education for insurance purposes in private practice. Only fully qualified acupuncturists can obtain indemnity insurance to carry out the full course of moxibustion treatments.

Date:

- 5th June 2024, online
- 4th December 2024, online

FEES: self-funded £72 incl VAT; NHS funded £88 + VAT / overseas £88 + 10% if paid from non-UK bank account

Massage for Pregnancy two-day course

This entirely practical weekend explores ways in which massage can be of benefit in pregnancy, birth and postnatally. Enjoy giving and receiving full body massage and learning how to use massage to treat physiological discomforts.

Dates:

- 23rd and 24th November 2024
- 7th and 8th December 2024

FEES: Self-funded £214.50 UK inclusive of VAT; NHS / employer funded: £295.20 + VAT.

Book the Introduction to Aromatherapy (October, London) and the Massage for Pregnancy course (November or December) for £410 inclusive of VAT (self-funded); £480 + VAT (NHS funded).

Reflex zone therapy (reflexology)

Reflex zone therapy (RZT) is a clinical style of reflexology; it is not simply foot massage but involves precise pressure point techniques to treat physiological conditions in pregnancy, birth and the postnatal period. Expectancy offers the only UK-based RZT course for midwives. NB if you wish to offer RZT in private practice, you should consider the full Certificate in Midwifery RZT so that you can obtain indemnity insurance cover.

Dates:

- 11th, 12th January
- 8th, 9th February
- 8th, 9th March

All weekends are in London; the course can be delivered on your own premises for groups of up to 12 midwives, in the UK and overseas.

FEES: Self-funded £875 inclusive of VAT, payable in two instalments in advance

NHS / employer funded: £975 + VAT, payable in full in advance.

Payment from overseas bank account – 10% surcharge.

NEW! Wellbeing weekend for maternity care professionals

This two-day online course aims to help YOU manage your own stress and learn relaxation techniques to avoid burnout. It includes stress management, self-hypnosis and an introduction to the wider field of clinical hypnosis. The course is available for midwives and other maternity professionals and birth workers.

Dates:

- Saturday 20th and Sunday 21st April 2024 (0915 – 1615 hours, online)
Optional – proceed to Clinical Hypnosis module 18th / 19th May and 15th / 16th June 2024, London
- 12th and 13th April 2025, online

FEES:

2024 very special introductory rate: £150 including VAT (self-funded); £180 plus VAT (NHS / employer funded); overseas: £180 + 10% supplement for payment from overseas bank accounts. Optional add-on Clinical Hypnosis module: self-funded £350 inclusive of VAT; NHS / employer funded £450 + VAT.

2025: £175 inclusive of VAT (self-funded); £210 + VAT (NHS / employer funded); overseas £210 + 10% supplement for payment from overseas bank accounts. Optional add-on Clinical Hypnosis module: self-funded £700 inclusive of VAT; NHS / employer funded £765 + VAT.

Clinical hypnosis

This course is not “hypnobirthing” but focuses on specific clinical techniques to help parents prepare for birth, cope with emotional issues and tackle tokophobia and needle phobia. NB if you wish to offer clinical hypnosis in private practice, see the Certificate in Midwifery Clinical Hypnosis so you can obtain indemnity insurance cover.

Dates:

- 12th, 13th April 2025, online
- 17th, 18th May, London
- 14th, 15th June London

FEES: Self-funded £875 inclusive of VAT, payable in two instalments in advance

NHS / employer funded: £975 + VAT, payable in full in advance.

Payment from overseas bank account – 10% surcharge.

Business training day for private practice online

This online study day is suitable for midwives intending to work in private practice offering maternity-related services such as complementary therapies and antenatal classes (NB it does not cover independent midwifery and birth services). 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: legal formation of your business; models of delivering 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 this study day is *included* in our Licensed Consultancy registration fees together with the business planning and networking days.

Dates: 4th January 2024 or 8th January 2025.

FEES: self-funded £72 inclusive of VAT; overseas £88 + 10% if paid from non-UK bank account. NHS N/A

Safety of natural remedies in pregnancy study day online

This day provides an introduction to natural remedies to enable midwives, students, doulas, antenatal teachers, health visitors and obstetricians to advise expectant, birthing and postnatal parents on safe use. The day is taught by Dr Denise Tiran, author of *Using Natural Remedies Safely in Pregnancy and Birth* (2021).

Date: 30th April 2024, online or 3rd June 2025.

FEES: self-funded £72 incl VAT / NHS funded £88 + VAT / overseas £88 + 10% if paid from non-UK bank account

Homeopathy: An optional extra day on homeopathy is available in which students will learn the basic principles of homeopathic prescribing, in order to advise expectant and birthing parents on appropriate remedies.

Dates: 1st May 2024, online or 4th June 2025.

FEES: self-funded £72 incl VAT / NHS funded £61 + VAT / overseas £88 + 10% if paid from non-UK bank account

Refresher days for alumni (face to face in London)

FEES: self-funded £120 inclusive of VAT; Licensed Consultants £75; NHS funded £132 + VAT

The NMC requires you to keep up to date in *all* aspects of your practice, including each complementary therapy you may be using; we advise professional updating at least every two years. Keeping up to date can be difficult if you are not regularly in touch with organisations relating specifically to the therapies you use, but your practice can become out of date and less evidence-based, and sometimes even illegal if the laws pertaining to practice have changed.

We offer a practical refresher day for our alumni and Licensed Consultants to come together for a dynamic and fun day. The day will be almost entirely practical, focusing on reflex zone therapy with some aromatherapy and massage. For those requiring aromatherapy theory updating, you are advised to re-attend the morning of the first day of the Introduction to Aromatherapy in Midwifery Practice course (online).

The refresher day is scheduled immediately after the Postdates Pregnancy study day, so that those wishing to refresh on this aspect of midwifery complementary therapies can join both days (subject to availability and additional fee). Please enquire for further information – info@expectancy.co.uk

Coming soon! Refresher day for midwives who have completed our Certificate in Midwifery Acupuncture – please enquire.

Licensed Consultancy scheme for midwives wanting to start their own business.

Make this *your* year: join Expectancy's team of midwives offering private complementary therapy services:

- We have a growing network of Expectancy-trained midwives wanting to provide private maternity complementary therapy services across the UK ... and we'd love you to join us
- You'll be your own boss, able to plan when and how you work, in a way that suits you, your personal commitments 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 education 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

How can you benefit from joining the Licensed Consultancy scheme?

- **Initial complementary therapy programme** –accredited by FEDANT for indemnity insurance cover
- **Full business training**, Annual Networking Day and business development workshops
- Monthly online "LC Live" – business discussions, problem solving, external business speakers
- A signed copy of *The Business of Maternity Care, a guide for midwives and doulas setting up in private practice* by Denise Tiran and a "starter pack" of resources
- Special Licensed Consultancy "Endorsed by Expectancy" logo and certificate
- Entry on Expectancy's website once you start trading and a link to your own website
- Regular online meetings with Denise for business and clinical mentoring and support
- Confirmer service for NMC revalidation if required
- 20% off future courses with Expectancy; refresher courses and more
- Access to business services – accountancy - discounted for LCs - and more

Expectancy is the brainchild of Dr Denise Tiran HonDUniv FRCM, who is one of two Company Directors. Denise has 40 years' experience in the subject specialism of complementary therapies and 20 years' experience of running her own business. She has been honoured with a prestigious 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. She has also won acclaim and commendation including the Prince of Wales's Award for Healthcare in London 2001, the Complementary and Alternative Medicine award for services to education 2010 and the Kent Women in Business Award 2015. Denise has built her reputation on a strong commitment to *safety, professional accountability and evidence-based practice* relating to CTs in midwifery – and she wants to pass this on to you.

Why has Expectancy chosen to offer a Licensed Consultancy system?

A licensing scheme is similar to a franchise (eg McDonald's) but more flexible – and considerably cheaper. The decision, ten years ago, to offer midwives the opportunity to set up their own businesses coincided with a trend amongst NHS midwives wanting to work freelance part-time, offering services such as antenatal classes.

- We want to give you an opportunity to learn about both complementary therapies *and* how to set up and run a business to ensure the success of your private practice.
- It offers you more flexibility than a franchise, to run your business how you wish and to include clinical services that may be different from those offered by another licensee
- It offers a means for you to move from the NHS at considerably less cost than attempting to set up a business entirely by yourself or by purchasing a franchise.
- It allows you to set up your business in any geographical area.
- It permits you to use your own business name and logo in association with Expectancy, using a special “Endorsed by Expectancy” logo on your website.
- The terms of the agreement allow for a shorter period of licensing, although it is hoped that you will continue with the Licensed Consultancy for the duration of your business.
- Expectancy's name and that of Dr Denise Tiran are well known, enabling you to benefit from an authority in both the professional, academic and clinical discipline of complementary therapies and in maternity-related business know-how.

To join Expectancy's Licensed Consultancy scheme, you must be a UK registered midwife and successfully complete the relevant complementary therapy programme *and* business training with Expectancy *prior* to commencing business. We ask you to sign a *legally binding contract* to join the Licensed Consultancy at the start of your academic studies. The Registration Fee for the 2024-5 academic year is £1800 including VAT and can be paid in instalments with your course fees throughout your academic programme. Once you complete your programme and receive your certificate, there is a £30 + VAT (£36) monthly membership fee to be paid for a minimum of two years, renewable on a rolling contract for the duration of your Licensed Consultancy. 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 can be off-set against tax.

Applying for the Licensed Consultancy scheme:

- choose the academic programme you would like to study (Diploma / Certificate)
- contact info@expectancy.co.uk to express your interest and to arrange an informal discussion about the Licensed Consultancy with Denise if you wish
- return your application form to info@expectancy.co.uk
- we then invoice you for the £750 non-returnable deposit for your academic programme.

Frequently asked questions about the Licensed Consultancy

Do I have to be a currently practising midwife to join the LC? You must be a midwife, currently registered with the NMC. You will not be a fully qualified complementary therapy practitioner, so you must remain a practising midwife for the duration of your Expectancy-endorsed business offering maternity complementary therapies.

How do I maintain my NMC registration if I no longer work in the NHS? When working as a Licensed Consultant, all your client contact time can be recorded as "practice hours". We provide confirmer services for NMC revalidation as part of your Licensed Consultancy, as well as CPD days for updating.

Can I obtain indemnity insurance cover for private practice? Midwives who complete the Diploma/Certificate programmes can obtain indemnity insurance for private practice from the Federation of Antenatal Educators (FEDANT). The RCN provides indemnity insurance for private antenatal and postnatal care and some therapies, so you may prefer to join the RCN to cover both the midwifery elements *and* the CTs. FEDANT insurance for private practice is only available if you complete the Diploma or a Certificate programme with Expectancy.

Can I work in partnership with other midwives in my Expectancy-endorsed business? The Licence and endorsement by Expectancy is solely for *you*.

I'm a qualified complementary therapist and a midwife – can I combine my Expectancy services with my business offering services to non-pregnant clients? The Licensed Consultancy and Expectancy endorsement enable you to provide only *clinical maternity-related services*. Your other services must be kept separate from your LC services and must not imply that they are endorsed by Expectancy. You are, however, permitted to include a link from your Expectancy-endorsed website to your non-pregnancy services website.

Courses for groups - on your own premises/online, UK and overseas

We can provide many of our courses for NHS trusts, universities, colleges or other groups, on your own premises, in the UK or overseas, including:

- **NEW!** Full implementation service: training, implementation, draft clinical guidelines, audit, CPD for aromatherapy in labour / aromatherapy & acupressure for postdates pregnancy (see page 27)
- Introduction to aromatherapy in midwifery practice (2 days, training only)
- Aromatherapy and acupressure for postdates pregnancy (3 days, training only)
- Refresher sessions for aromatherapy in midwifery, duration negotiable, online or face-to-face
- Moxibustion for breech presentation (1 day online)
- Introduction to complementary therapies for student midwives (1 day, online, or face to face on own premises with practical session)
- Certificate in Midwifery Complementary Therapies (10 days: two 2-day blocks over 5-6 months)
- We can provide bespoke courses to meet your specific needs and interests, including acupuncture and clinical hypnosis (not “hypnobirthing”)

Please contact Dr Denise Tiran on info@expectancy.co.uk regarding having a course in your own maternity unit, university or college or to discuss an online course for your specific group, face to face or online. We offer courses for midwives, student midwives, doulas and other maternity workers, in the UK and overseas.

Aromatherapy training and consultancy services

Aromatherapy is by far the most popular therapy amongst both birthing parents and midwives. It involves the use of pharmacologically active essential plant oils that affect physiological and psychological wellbeing. Expectancy's most popular course is the two-day *Introduction to Aromatherapy in Midwifery* and, more recently, the three-day *Aromatherapy and Acupressure for Postdates Pregnancy* course. We recommend face-to-face training, but also offer it in hybrid mode, partly online, with practical work face-to-face on your own premises.

There are several benefits to introducing aromatherapy into maternity care options, for the institution, for clinical midwives and for service users:

- facilitation of physiological birth
- reduction in interventions in labour eg induction, Caesareans, transfers from birth centre
- improved user satisfaction - reduced incidence of complaints, possible litigation
- increased staff morale – positive effect on recruitment, retention, sickness and absence
- reduced costs of intervention

Barriers to implementation of aromatherapy:

Over 80 NHS trusts have received our aromatherapy and/or postdates pregnancy training in the last 20 years, many of which continue to seek professional development courses from us. However, many trusts have been unable to proceed with implementing what they have learned, for several reasons.

Barriers to implementation include lack of time after initial training to consolidate learning and develop robust clinical guidelines; lack of understanding of the implementation process; insufficient midwives trained in aromatherapy to provide an equitable service; transfer of aromatherapy-trained midwives away from low-risk clinical areas where aromatherapy could be introduced.

There are also significant professional issues around safe, accountable practice of midwifery aromatherapy which is often compounded by a belief that the initial training is solely skills-based and enables “cascade training” of colleagues. Aromatherapy training for midwives must be provided by a midwife who is insured to teach it to others. It is also essential that midwifery managers acquire a basic knowledge and understanding of the safety issues in order to monitor midwives' clinical practice.

How can Expectancy help your Trust to implement aromatherapy successfully?

We provide a range of packages to assist you in introducing an aromatherapy or postdates pregnancy service, including full on-site theory and practical training, to ensure safe, accountable practice. Our packages offer ongoing support and assistance with implementation provided by experts in the field, a ready-prepared suite of documents that meet clinical governance criteria; service reviews, audit and updating to ensure that the service meets the criteria of the CQC Key Lines of Enquiry and updating of staff as required by the NMC.

Platinum package – 1 year contract for 30 midwives; comprehensive implementation, training, audit

- 2 / 3 days for initial training (aromatherapy / aromatherapy & postdates pregnancy)
- certificates of attendance
- professional updating at end of contract (1 year)
- draft clinical guidelines for adaptation to trust use
- clinical documentation drafts, patient information leaflets
- supply of essential and carrier oils, sufficient for 250 births
- site visits to aid implementation progress (6 months / 12 months for audit)
- signed copies of *Aromatherapy in Midwifery Practice* (2016) and *Complementary Therapies for Postdates Pregnancy* (2022) by Dr Denise Tiran
- FEES from: Aromatherapy £21,000 = £700 pp; Postdates Pregnancy £24,600 = £820 pp + VAT

Silver package – 6 months contract for 30 midwives; initial training and implementation

- 2 / 3 days for initial training (aromatherapy / aromatherapy & postdates pregnancy)
- certificates of attendance
- professional updating at end of contract (6 months)
- draft clinical guidelines
- signed copy of *Aromatherapy in Midwifery Practice* (2016) by Dr Denise Tiran
- FEES from: Aromatherapy £17,700 = £590 pp; Postdates Pregnancy £19,800 = £660 pp + VAT

Bronze package – introductory training for 24 midwives

- 2 / 3 days for initial training (aromatherapy / aromatherapy & postdates pregnancy)
- certificates of attendance; includes a set of 16 oils for group work during the course
- FEES from: Aromatherapy £5640 = £235 pp; Postdates Pregnancy £6600 = £275 pp + VAT

NB £600+VAT supplement: Scotland, N. Ireland, Channel Islands per visit; please enquire for overseas contracts

Small groups and individuals: £246.40 + VAT per person including set of oils for group work during course.

NEW! Purchase our full range of draft clinical guidelines, clinical documents and parent information leaflets for adaptation to local needs. We've done the work – and taken the time to develop all the guidelines, documentation requirements and other aspects - so you don't have to! £1800 + VAT.

Please enquire on info@expectancy.co.uk

COMPARE OUR AROMATHERAPY / POSTDATES PREGNANCY IMPLEMENTATION PACKAGES

	Training & CPD – Aromatherapy	Group size	Site visits and ongoing online / 'phone consultancy	Draft guidelines, Clinical documents, door signs, patient info leaflets & more	Books & booklets	Oils	FEES (+ VAT) <i>Prices from</i>	Price per person	Supplements + VAT
Platinum package Comprehensive implementation, training and audit 12 months	2/7 or 3/7 initial course on site 5 hrs CPD at year end (2.5 hrs x2 groups) – on site or online	Up to 30 midwives can be split into 2 groups (supp)	One site visit at 6/12 to monitor progress Final visit at 12/12 – for audit / CPD Ongoing online / 'phone – 12 months	Provided for adaptation to trust specific version Manual for managers (All as specified – TBC)	35 booklets for m/w's / managers Signed copy of Tiran <i>Aromatherapy in Midwifery AND CTs for Postdates Pregnancy</i>	Provided for training EO's & carrier provided for approx 250 births	2/7 aroma £21,000 +VAT	£700	Split group £2400 Extra group £3600
							3/7 aroma + PD pregnancy £24,600 + VAT	£820	Travel supp Scot N Ire, islands £1000
Silver package Training & initial implementation 6 months	2/7 or 3/7 initial course on site 2.5 hrs CPD at 6/12 end, online	Up to 24 midwives can be split into 2 groups (supp)	One site visit at 6/12 to monitor progress Ongoing online / 'phone – 6 months	Provided for adaptation to trust specific version Manual for managers (Some TBC)	30 course booklets for m/w's & lead m/w Signed copy of Tiran <i>Aromatherapy in Midwifery OR CTs for Postdates Pregnancy</i>	Provided for training only	2/7 aroma £17,700 + VAT	£590	Split group £3600 Extra group £4800
							3/7 aroma + PD pregnancy £19,800 + VAT	£660	Extra on-site visit at 3/12 £1000 + VAT Travel supp Scot N Ire, islands £1200 per visit
Bronze package Training only 2/7 aromatherapy 3/7 PD pregnancy	2/7 or 3/7 initial on site Hybrid aromatherapy – 1 day theory online, 1 day practical on site CPD available (supplement)	Up to 24 Midwives One group only	x	Draft clinical guidelines available (supplement) - £3600 + VAT	25 course booklets for course attendees & lead m/w	Provided for training only	2/7 aroma PD £5640 + VAT	£235	Extra m/ws to join group up to max 6 = £320 / £480 pp + VAT (2 or 3 days)
							3/7 aroma +PD pregnancy £6600 + VAT	£275	Oils – 5 sets for unit £960 + VAT Travel supp Scot N Ire, islands £600 + VAT per visit

Booking a long programme, short course or study day

If you are applying for one of the long programmes (Diploma / Certificate) for the September 2024 intake:

- Please contact info@expectancy.co.uk for more information and an application form. You can also arrange an informal discussion with Dr Denise Tiran if you wish.
- Once you have returned your form, we invoice you for immediate payment of the £600 non-returnable deposit to secure your place.
- The balance of fees is payable in monthly instalments commencing on 1st September 2024 and can be spread across the full duration of your programme.
- **Midwives being funded by their employer** (NHS/others) MUST secure funding and a **purchase order number** from the finance department for full payment in advance (no instalments). This MUST be included on the application form. NB if you anticipate funding but fail to secure it, you are liable for the full fees yourself.

To book a short course or single study day:

- You can book at any time - places are allocated subject to availability.
- You will be invoiced for payment in full in advance, payable by bank transfer.
- If you wish to progress to one of our long programmes in the next academic year, you may carry forward up to four days, subject to some restrictions.

To book a course or study day for your NHS trust, private maternity service, university or overseas organisation, please contact info@expectancy.co.uk

All booking / application forms should be returned as an attachment by email to info@expectancy.co.uk

