



# **Unique Business Opportunity for Midwives**

**Set up your own  
Private Practice**

## **Calling all midwives with a sense of adventure .....**

Are you a midwife who's ...

- keen to establish your own business, but not sure how to go about it?
- looking for a better work-life balance?
- wanting to help women achieve a satisfying pregnancy and birth experience?
- interested in learning about complementary therapies for pregnancy and birth?

## **There's a huge demand from women for complementary therapies in pregnancy .....**

- It's estimated that over 80% of pregnant women use complementary therapies for relaxation and relief of stress, particularly as they prepare for the birth
- Increasingly, too, women seek natural ways of dealing with specific issues such as sickness, backache, breech presentation or avoiding induction of labour
- Many women have sufficient disposable income to pay for complementary therapies during pregnancy so they can have some "me time" and a "listening ear"
- Women are seeking services that give them what they want, often aspects of care that are not provided by an over-stretched NHS or are very limited

## **Make this *your* year by joining Expectancy's growing team of midwives offering private maternity services ....**

- We're developing a network of Expectancy-trained midwives 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 one of our team
- You'll be your own boss, able to plan when and how you work, in a way that suits you, your family and your 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

## OK .... so how does it work?

We want to be sure we've got the very best people in our team, so there are a few requirements ....

- you'll need to be a qualified midwife currently registered with the UK Nursing and Midwifery Council, with current Disclosure and Barring Service clearance and indemnity insurance cover for private practice (we can advise on this)
- you'll choose the scheme you'd like to join: you can register for our Gold Licensed Consultancy scheme or our Silver Affiliate Membership (see over to compare)
- you'll successfully complete the necessary professional and business training to start your own practice

Once you've done that, we can help you set up and maintain your practice ....

- you may want to start by providing treatments to women in their own homes, or you may wish to hire a room for a regular clinic, or even contract your services to the NHS
- depending on your preferences, training and insurance, you can offer therapies for relaxation and treatment for specific issues eg moxibustion for breech, acupuncture for sickness, natural induction for post-dates pregnancy
- you might also like to include other services for which you are trained (and which are approved by Expectancy) eg "hypno-birthing", infant massage, examination of the newborn

## **What's the difference between the Gold Licensed Consultancy and the Silver Affiliate Membership?**

We're offering two levels of support to suit different interests, career plans and budgets: the Gold level Licensed Consultancy or the Silver Affiliate Membership.

### **Gold Licensed Consultant:**

- This option is for midwives committed to private practice, who desire flexibility in the way they work but who'd like to benefit from full clinical and business support from Expectancy
- You'll start by completing our Diploma or Certificate in Midwifery Complementary Therapies or the Certificate in Midwifery Acupuncture as well as the Introduction to Business, the Business Planning training days and the networking day (see below)
- We'll help you to set up and promote your practice by providing a clinical "starter pack", an entry on Expectancy's website and a link to your own site; you'll also be able to use the Expectancy logo on your marketing materials
- You'll have access to online clinical advice to ensure your practice is safe and appropriate
- You'll receive on-going online business support and join our monthly online support forum, dedicated to our team of Gold Licensed Consultants
- We can recommend business services contacts to you such as accountants and solicitors
- There'll be an annual networking event and we'll also give you an enticing 20% discount on any further courses with Expectancy
- We can organise your business cards, marketing material and even an Expectancy car logo for you if you want (optional extras)

### **Silver Affiliate Member:**

- This option is for midwives who intend to continue working as an employed midwife but who want to provide limited private services, with clinical support from Expectancy
- It is also suitable for those who have completed the Diploma / Certificate with Expectancy within the last three years and want to set up their own business but who feel they do not need the business support – perhaps because they have previous business experience
- You'll start by completing our Diploma or Certificate in Midwifery Complementary Therapies or Certificate in Midwifery Acupuncture and the Introduction to Business day (see below) plus you can attend the annual networking day
- You'll have an entry on Expectancy's website and a link to your own website; you'll also be able to use the Expectancy logo on your marketing materials
- You'll be able to access clinical mentoring online to discuss issues with individual clients and have the option to purchase our professional "starter pack" of clinical documentation
- We'll also give you 5% discount on any further courses with Expectancy

## How do you choose the training programme that's right for you?

- Expectancy provides all the necessary professional, academic and business training to help you establish your private practice
- All our training programmes are directly applied to midwifery practice, suitable for NMC revalidation, accredited for continuing professional development and approved by the Federation of Antenatal Educators (FEDANT) for indemnity insurance cover
- The *Diploma* and the shorter *Certificate in Midwifery Complementary Therapies* offer the opportunity to study a range of therapies including aromatherapy, reflexology, hypnosis, massage and other options to suit your specific interests
- The *Certificate in Midwifery Acupuncture* prepares you to treat women in pregnancy and birth, using selected acupuncture points and moxibustion

## What's so special about Expectancy?

We like to think we're special .... but here's some information so you can make up your own mind..

- Expectancy is an independent limited company (Companies House number 4739269) with links to the Higher Education sector, established in 2004 by Denise Tiran, a respected international authority on maternity complementary medicine. Her co-director, Mark Huckle, is an experienced businessman with particular expertise in licensing and franchising.
- Expectancy is now the leading international provider of a unique range of accredited courses on maternity complementary therapies. We aim to prepare midwives to work safely and effectively using complementary therapies to reduce stress, ease pregnancy discomforts, facilitate labour progress and relieve pain and to assist the mother's recovery from birth.

- We want to expand the availability of services to expectant mothers around the UK, offered by well-trained practitioners with midwifery expertise as well as complementary therapy qualifications, who adhere to a Code of Practice and focus on safe, effective practice
- Safety, professional accountability and evidence-based practice are fundamental to our philosophy. Over the past ten years, our innovative, trail-blazing courses have contributed to increased awareness of safety when using complementary therapies in maternity care.
- Expectancy is proud to have won the Complementary and Alternative Medicine (CAM) Awards 2011 for its outstanding contribution to CAM education

## **Why study with Expectancy?**

By studying with Expectancy you will:

- develop the knowledge and skills to help you in setting up your private practice so you can avoid errors that may be professionally or financially costly
- gain the confidence and competence to use complementary therapies appropriately and safely for mothers and babies, yourself and colleagues
- explore the subject at an academic level commensurate with university level education and be able to defend maternity complementary therapies scientifically if challenged

Courses and study days are facilitated by tutors who:

- are both midwifery lecturers and qualified in the specific therapies you want to learn
- have extensive experience of teaching and are qualified to facilitate adult learning
- have postgraduate qualifications to Masters or PhD level

## Meet Denise Tiran, Expectancy's Educational Director

- Denise Tiran is a midwifery lecturer and an internationally-renowned authority on complementary therapies. She has over 35 years' experience in this specialism and has personally trained over 2500 midwives in the use of complementary therapies.
- Previously, 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 in southeast London, treating 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, on reflexology to predict stages of the menstrual cycle, complementary therapies for sickness in pregnancy, aromatherapy in midwifery and the use of acupressure for post-dates pregnancy.
- She's written numerous books and papers and is well-known to student midwives for *Bailliere's Midwives' Dictionary* (13<sup>th</sup> edition, 2017). Her most recent books include *Aromatherapy in Midwifery Practice* (2016) and *Complementary Therapies for Pregnancy and Birth* (2018) and *The Business of Midwifery* will be published in late 2018. Denise is also an Associate Editor of the *Complementary Therapies in Clinical Practice* journal.
- Denise has fourteen years' experience in managing her own business and was runner-up in the 2015 Kent *Women in Business Awards*. She now mentors midwives wanting to set up in private complementary therapy practice, both via Expectancy's Licensed Consultancy scheme and in her new venture, Expect Business Support, commenced in 2015.

## **We'll help you with the business side of things ...**

We know it's daunting to change from being an NHS employee to being self-employed – believe us, we've done it! This is where our Licensed Consultancy or Affiliate membership can help you.

- On our Introduction to Business training day we cover the basics of setting up your own practice, including legal and tax issues, money matters and setting professional boundaries between NHS midwifery practice and your private practice
- For those on the Gold Licensed Consultancy scheme, the Business Planning day allows you to start consolidating your plans for your business and to consider exactly *how* you're going to get going, including marketing and promotion, business plans, getting funding and more
- We've taken away some of the worry of getting started, with our "starter pack" including clinical documentation, client information leaflets and clinical booklets (Silver optional extra)
- We'll help you to promote your practice with web links between Expectancy and your own site and advice on other forms of marketing (Gold)
- We'll provide on-going business support to help you with things like filing tax returns to Her Majesty's Revenue and Customs, marketing and logistics of running a business (Gold)
- We have access to a wide range of business support services, including accountancy and book-keeping, legal services, will writers and social media experts (Gold)
- Our online business support forum aims to help you with opportunities to discuss marketing and sales issues, professional and clinical situations, and much more (Gold)

**Here's a summary of the benefits of each option .....**

	<b>Gold – Licensed Consultant</b>	<b>Silver – Affiliate membership</b>
<b>Education and training</b>		
<b>Initial education and training worth £2850 OR</b>	Diploma in Midwifery CTs	Diploma in Midwifery CTs
<b>Initial education and training worth £1800</b>	Cert in Midwifery CTs OR Cert in Midwifery Acupuncture	Cert in Midwifery CTs OR Cert in Midwifery Acupuncture
<b>Business training days worth up to £372</b>	Introduction to business day AND Business Planning day	Introduction to business day
<b>Networking day worth £186</b>	Yes	Yes
<b>Discount on future courses / study days with Expectancy</b>	20%	5%
<b>Establishing and marketing your practice</b>		
<b>Professional “starter pack” worth over £100</b>	Yes	Option to purchase at £100
<b>Entry on Find a Practitioner page on our website worth £100 pa</b>	Yes	Yes
<b>Link to own website from Expectancy site</b>	Yes	Yes
<b>Use of Expectancy logo on promotional material</b>	Yes	Yes

<b>Access to accountancy and other business services (fees payable direct)</b>	Yes	No
<b>Support with marketing</b>	Yes	No
<b>Maintaining your practice</b>		
<b>Clinical mentoring online worth £250 pa</b>	Yes	Yes
<b>Business mentoring online</b>	Yes	No
<b>Business support group – online worth £250 pa</b>	Yes	No

## **What can you expect to earn as a member of the Expectancy team?**

- By joining our Gold Licensed Consultancy you can potentially earn enough to take that special holiday, reduce the mortgage or have a few little extras
- Even if you continue working part-time in the NHS, you could earn a minimum of an extra £750 - £1000 per month, just by seeing four clients a week in your off-duty time
- If you want to go all the way and make this a full-time venture you could earn £32,400 pa by seeing 16 clients a week @ £45 / hour for 45 weeks per year – think of all that “me” time!

## See how much you could be earning this time next year!

Calculations based on an average fee of £45 per hour and seeing just four clients per day

Hours worked	Hourly rate	Weekly income	Annual income (45 weeks)
1 day per week – 4 clients per week	£45	£180	£8100
2 days per week – 4 clients per day x 2 = 8 clients per week	£45	£360	£16200
4 days per week – 4 clients per day x 4 = 16 clients per week	£45	£720	£32,400

## What will it cost to become an Expectancy Licensed Consultant?

- Expectancy charges a Registration fee which *includes* your initial training ie the Diploma or Certificate programme plus the Business training days as detailed in your chosen scheme
- Once you have completed your initial training programme and commenced business, there is a monthly £24 administration fee, with a minimum registration period of one year.
- If you decide to join the Licensed Consultancy scheme whilst completing your academic programme of study, there is a substantial discount on the registration fees.
- We ask for a £500 non-returnable deposit and you can then pay the balance in instalments
- You should be able to recoup your investment within the first year of your business - and don't forget, most of your initial expenses and costs can be off-set against tax

	Gold Licensed Consultancy		Silver Affiliate Membership	
<b>Full fees</b> if you register after your Diploma / Certificate	Diploma	£6600 incl VAT	Diploma	£5400 incl VAT
	Certificate	£5400 incl VAT	Certificate	£4200 incl VAT
<b>Discounted fees</b> if you register during your Diploma / Certificate	<b>Diploma</b>	<b>£3750 incl VAT</b>	<b>Diploma</b>	<b>£3240 incl VAT</b>
	<b>Certificate</b>	<b>£2700 incl VAT</b>	<b>Certificate</b>	<b>£2190 incl VAT</b>
<b>Deposit</b>	£500 non-returnable		£500 non-returnable	
<b>Instalments</b>	Monthly instalments		Monthly instalments	
<b>Monthly administration fee from start of trading</b>	£24 (£20 + VAT)		£24 (£20 + VAT)	

## We hope we've got you interested ..... what now?

- If you're interested in joining our Gold Licensed Consultancy or Silver Affiliate Membership, contact us for an application form for this fantastic business opportunity
- If you'd like more information or to chat with our Educational Director, Denise Tiran, please email us on [info@expectancy.co.uk](mailto:info@expectancy.co.uk) to make an appointment for a telephone discussion

**See below for the choice of educational programmes included in your Licensed Consultancy or Affiliate member training**

## ***Certificate in Midwifery Acupuncture Programme***

This is a six-month academic and professional programme, with ten taught study days and considerable practice and guided home study throughout.

**Day 1** - introduction to the programme and Expectancy's assessment processes and intranet system. We also start to explore the vast subject of complementary medicine (**8<sup>th</sup> September 2018**)

**Day 2** - an introduction to complementary therapies in midwifery practice, professional and change management issues. Introduction to acupuncture and acupressure. (**9<sup>th</sup> September 2018**)

**Acupuncture-specific study days** cover the principles and practice of acupuncture; treatment of stress, anxiety, nausea and vomiting and other gastrointestinal problems in pregnancy; backache, sciatica and pelvic pain; oedema; induction and acceleration of labour; pain relief in labour; retained placenta; recovery from birth; promotion of lactation.

- 13<sup>th</sup> and 14<sup>th</sup> October 2018
- 10<sup>th</sup> and 11<sup>th</sup> November 2018
- 12<sup>th</sup> and 13<sup>th</sup> January 2019

**Moxibustion for women with breech presentation** study day 8<sup>th</sup> December 2018

**Scientific basis of complementary medicine** study day 9<sup>th</sup> December 2018

On these study days you will meet other midwives who are studying our Diploma and Certificate in Midwifery Complementary Therapies programmes.

**Business training days** 2<sup>nd</sup> and 3<sup>rd</sup> March 2019 (2<sup>nd</sup> March only for Silver Affiliate members)

**Networking day** 20<sup>th</sup> July 2019

## **Diploma in Midwifery Complementary Therapies Programme**

The Diploma consists of 20 study days (or equivalent) taken over one or two academic years.

**There are four compulsory study days.** You then **choose four 4-day modules**, according to your personal interests, learning needs and experience. This allows you to tailor-make a programme directly relevant to your work.

<p><b>Compulsory elements</b> <b>(4 days)</b></p>	<p><b>Introduction</b> (2 days) <b>15<sup>th</sup> and 16<sup>th</sup> September 2018</b></p> <p><b>Day 1</b> - introduction to your programme of study, Expectancy's processes,. We also explore the subject of complementary therapies in general.</p> <p><b>Day 2</b> - Implementation of Complementary Therapies in Midwifery including professional and change management issues.</p> <p><b>The scientific basis of complementary therapies</b> study day explores the evidence-base for complementary therapies (<b>9<sup>th</sup> December 2018</b>)</p> <p><b>Integration of Complementary Therapies in Midwifery</b> brings together the concepts and philosophy of the whole programme (<b>21<sup>st</sup> July 2019</b>)</p>
<p><b>Choose four modules</b> <b>(dates depend on options)</b></p>	<p>Aromatherapy and massage</p> <p>Reflexology, an introduction for midwives</p> <p>Advanced manual techniques for midwifery (massage / reflex zone therapy)</p> <p>Clinical hypnosis for childbirth</p> <p>Enhancing midwifery practice (choose 4 days from a selection)</p>
<p><b>Business training days</b> 2<sup>nd</sup> and 3<sup>rd</sup> March 2019 (2<sup>nd</sup> March only for Silver Affiliate members)</p>	
<p><b>Networking day</b> 20<sup>th</sup> July 2019</p>	

## ***Certificate in Midwifery Complementary Therapies Programme***

The Certificate consists of 10 study days (or equivalent) normally completed in one academic year.

**There are two introductory days.** You then **choose two 4-day modules**, each equivalent to four days, according to your personal interests, learning needs and experience. This allows you to tailor-make a programme directly relevant to your work.

<b>Compulsory elements (2 days)</b>	<b>Introduction</b> (2 days) 15 <sup>th</sup> and 16 <sup>th</sup> September 2018  <b>Day 1</b> - introduction to your programme of study, Expectancy's processes, and an introduction to the subject of complementary therapies in general.  <b>Day 2</b> - Implementation of Complementary Therapies in Midwifery including professional and change management issues.
<b>Choose two modules (dates depend on options)</b>	Aromatherapy and massage  Reflexology, an introduction for midwives  Clinical hypnosis for childbirth  Enhancing midwifery practice (choose 4 days from a selection)
<b>Business training days</b> 2 <sup>nd</sup> and 3 <sup>rd</sup> March 2019 (2 <sup>nd</sup> March only for Silver Affiliate members)	
<b>Networking day</b> 20 <sup>th</sup> July 2019	

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