



Unique Business Opportunity for Midwives

**Set up your own Maternity
Complementary Therapies business**

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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?
- wanting to help women achieve a satisfying pregnancy and birth experience?
- interested in offering complementary therapies for pregnancy and birth?
- looking for a better work-life balance?

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: join Expectancy's growing team of midwives offering private maternity complementary therapy services

- We're developing a 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, 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's included in the Licensed Consultancy scheme?

Initial professional and academic programme	Diploma in Midwifery CTs OR Certificate in Midwifery CTs OR Certificate in Midwifery Acupuncture
Business training module	Introduction to business online module AND two Business Planning days
Annual networking day	Opportunity to meet other Licensed Consultants and share experiences
Discounted courses	An enticing 20% discount on any Expectancy courses / study days taken after completion of your initial educational programme
Entry on our website	Opportunity to market your services, plus a link to your own website
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
Professional "starter pack"	Leaflets, posters, booklets and a USB with consultations sheets and other items for use in your private practice
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
Support with marketing	Ongoing online mentoring related to your business matters
Individual online clinical mentoring	Access to online clinical advice for your practice
Closed Facebook page	Opportunity to share information – for Licensed Consultants only
Monthly online "LC Live"	Monthly chat sessions by Zoom (similar to Skype)

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 renowned international authority on maternity complementary medicine. Her co-director, Mark Huckle, is an experienced businessman with particular expertise in licensing and franchising.
- Expectancy provides a unique range of accredited courses on maternity complementary therapies in the UK and overseas. We offer full programmes of study, short courses and single study days, with our scheduled courses in London. We also deliver in-house training to NHS trusts and universities around the UK and to colleges and maternity units overseas.
- 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 training, who adhere to a Professional Code of Practice and focus on safe, effective practice.
- Safety, professional accountability and evidence-based practice are fundamental to our philosophy. Over the past fifteen 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, legally 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
- All our educational programmes are directly applied to midwifery practice and are suitable for use towards your NMC revalidation
- Our Diploma / Certificate in Midwifery Complementary Therapies programmes are accredited by the Royal College of Midwives for continuing professional development
- All our programmes are accredited by the Federation of Antenatal Educators (FEDANT) so that you can obtain indemnity insurance cover for private practice
- The *Diploma* and the shorter *Certificate in Midwifery Complementary Therapies* offer the opportunity to study a range of therapies including aromatherapy, reflexology, hypnosis, massage, moxibustion 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
- Our lecturers are experienced midwives qualified in specific therapies, or senior lecturers from other health disciplines, with an interest in maternity complementary therapies. All our lecturers are qualified to facilitate adult learning; most have postgraduate qualifications to Masters or PhD level

Meet Denise Tiran, Expectancy's Education Director

- Denise Tiran FRCM is a midwifery lecturer and internationally-renowned authority on complementary therapies. In 2018, she was honoured for almost 40 years' work pioneering this specialism with a prestigious Fellowship from the Royal College of Midwives.
- Previously, at the University of Greenwich, London, Denise developed one of the UK's first complementary therapies 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, and the use of acupressure for post-dates pregnancy. Her Masters' degree in Health Research (2001) focused on the safety of aromatherapy in pregnancy and childbirth.
- She's written numerous books and papers and is well-known to student midwives for *Bailliere's Midwives' Dictionary* (13th edition, 2017). Her most recent books include *Aromatherapy in Midwifery Practice* (2016), *Complementary Therapies for Pregnancy and Birth* (2018) and *The Business of Midwifery* (2019). Denise is also an Associate Editor of the *Complementary Therapies in Clinical Practice* journal.
- Denise has fifteen 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 via Expectancy's Licensed Consultancy scheme.

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 midwife, currently registered with the Nursing and Midwifery Council, with current DBS clearance and indemnity insurance cover for private practice
- you'll successfully complete the necessary professional and academic programme of study: Diploma in Midwifery Complementary Therapies (20 days) or Certificate in Midwifery Complementary Therapies (10 days) or the Certificate in Midwifery Acupuncture (10 days)
- you'll also complete our business training as an extra module alongside your educational programme of study, to prepare you for the world of business (monthly webinars from September to January plus two business planning workshop days in February)

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

- By joining our 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!
- Calculations based on an average fee of £45 per hour and seeing just four clients per day

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

We know it can seem like a lot of money to pay for the Licensed Consultancy when you already have the fees for your Diploma / Certificate programme to pay. 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 joining the Licensed Consultancy scheme when you commence your complementary therapies programme that we have intentionally kept the fees manageable (only £900 on top of your diploma / certificate): if you choose to join the scheme later, there is a considerably increased fee (£2500 *in addition* to your programme fees).

Registering for the Licensed Consultancy at the start of your Diploma or Certificate 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 the complementary therapies programme
- help you 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 immediately 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 training ie the Diploma / Certificate or Acupuncture programme *and* the business training for your chosen level
- We ask for a £600 non-returnable deposit (£500 plus VAT); you can pay the balance in ten monthly instalments
- Once you complete your initial programme and commence business, there is a monthly £24 (£20 + VAT) administration fee, with a minimum registration period of one year.
- 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

Licensed Consultancy Fees 2019-2020 (including VAT)

	Fees 2019-2020	Monthly admin. fee *
Diploma in Midwifery Complementary Therapies	£3750 (Diploma without LC £2850)	£24
Certificate in Midwifery Complementary Therapies	£2700 (Certificate without LC £1800)	£24
Certificate in Midwifery Acupuncture	£2700 (Certificate without LC £1800)	£24

We hope we've got you interested what now?

- If you're interested in joining our Licensed Consultancy, or if you would like to register for one of our long educational programmes of study, contact us for an application form for this fantastic business opportunity
- We strongly recommend that you arrange for a telephone discussion with our Education Director, Denise Tiran, to help you decide if working for yourself is for you. Please email us on info@expectancy.co.uk to make an appointment for a mutually-convenient date and time.
- Should you choose to join us, there will be a selection interview with Denise Tiran by telephone, to ensure that you are able to commit the time, energy and academic rigour to the educational programme.

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