



## Expectancy™ registered Consultant: Business / training programme

A unique and exciting opportunity will be available from the academic year commencing September 2007 for midwives and health visitors to train as freelance maternity complementary practitioners within the security of a business arrangement with Expectancy Ltd, which provides information, advice and clinical services to mothers, and education and consultancy for midwives, health visitors, doctors and therapists.

Pregnant women are increasingly looking to complementary therapies and natural remedies for additional choices to relieve physiological antenatal symptoms, to facilitate normal labour and to aid adaptation to parenthood, but often do not know where to find appropriately trained practitioners with expertise specifically in maternity - related therapies. Conversely, midwives and health visitors are becoming disillusioned with conventional care and many are choosing to develop new skills in order to provide complementary therapies for their particular client group, although it is often difficult to incorporate these into NHS practice. Those who choose to work outside the NHS may lack the skills to establish a private practice and are constrained by NMC regulations which will, imminently, require all registrants working independently to have personal professional indemnity insurance cover in order to protect the public and themselves.

Expectancy aims to produce well-trained complementary practitioners of high calibre who can provide complementary therapies for pregnant, labouring and newly delivered mothers safely and appropriately. Those who choose to train with Expectancy can be assured of working within a company which, since its inception in 2004, has established a high profile in this very specific clinical field, due largely to the pioneering work of its Director, Denise Tiran, a midwife, university lecturer, author and practitioner of several therapies, who is an internationally-renowned authority on maternity-related complementary medicine. Denise is well known to midwives and therapists, not least through her authorship of the famous *Bailliere's Midwives' Dictionary* and several seminal complementary therapies textbooks, but also as a frequent contributor to professional journals and as an international conference speaker (see biography below).

Expectancy's university-approved courses aim to facilitate midwives and health visitors to acquire the relevant knowledge and skills to advise or treat pregnant and childbearing women safely with complementary therapies and natural remedies. Taught courses are followed by online tutorial support to facilitate students to gain academic accreditation by submitting an assignment (2500 word essay debating the risks and benefits of complementary therapies in maternity care, 15 credits at level 3). *All courses focus strongly on safety, efficacy, evidence-based practice and professional accountability, in accordance with UK Nursing and Midwifery Council guidelines.* Courses can also be taken as "stand alone" modules for those not wishing to become Expectancy Consultants.

### Expectancy's Business / training programme to become an Expectancy™ registered Consultant includes:

- **10 days' theoretical and practical instruction** ( 3 days aromatherapy; 3 days reflexology; minimum of 2 other Expectancy approved study days in subjects of your choice, eg moxibustion for breech, homeopathy, Bach flower remedies, hypnosis; final 2 day module on Expectancy's unique approach to caring for women with "morning sickness" plus business administration and Expectancy business training) to prepare you to become an Expectancy™ Consultant (10 days' taught plus home study)
- **course notes**, with references, further reading and relevant sources of information
- **ongoing online tutorial support** and mentorship with one of Expectancy's tutors
- **university assessment** administration charge (compulsory)
- **continuing professional development** specifically for registered Consultants with Expectancy, 1 day per annum for 3 years (compulsory) from September 2008
- **registration with FEDANT**, the Federation of Antenatal Teachers, in order to obtain indemnity insurance, for one year (subsequent years of Expectancy registration are subject to payment for continuing registration with FEDANT)

- **indemnity insurance cover with FEDANT** for independent pregnancy-related complementary therapy practice as an Expectancy™ Consultant for one year (subsequent years of Expectancy registration are subject to payment for continuing indemnity insurance with FEDANT)
- **3 years' registration as an Expectancy™ Consultant** with an entry on the Expectancy website registered practitioners page
- **3 years' subscription to *Expectancy Review*** (monthly online research abstracts)
- **Expectancy products:** copy of *Implementing Aromatherapy in Midwifery Practice*; CD on *Safety of Herbal Remedies in Pregnancy*; CD of *Downloadable Information for Expectant Mothers* for printing and distribution to your pregnant clients; ten copies of CDs on *Coping with Sickness* and five copies of *What to do if Your Baby is Breech* for sale or distribution to your clients
- **set of essential and base oils** for use in accordance with Expectancy's policy on aromatherapy in pregnancy and childbirth
- **"morning sickness" products:** ten pairs of Pericardium 6 wristbands for sale or distribution to women with "morning sickness"; ten copies of the Morningwell™ CD for sale or distribution to women with "morning sickness"
- **Expectancy literature, flyers and business cards** for your own use; Expectancy record sheets for use with clients
- **link to your own website**, if you have one, from [www.expectancy.co.uk](http://www.expectancy.co.uk)
- **use of the Expectancy™ name and logo**

**Training / business fee £4500, payable in instalments** (deductions for Expectancy courses previously attended)

**Registration as an Expectancy™ Consultant will entitle you to:**

- establish an independent Expectancy™ service in your local area
- promote your Expectancy™ service on Expectancy's website
- incorporate other therapy qualifications into your Expectancy™ consultancy subject to approval and evidence of qualifications and CPD
- obtain referrals for women wanting maternity complementary therapies
- a link to your own website if you have one
- 25% off all future Expectancy study days and courses
- free access to Expectancy's Online Enquiry and mentoring service
- free subscription to monthly online *Expectancy Review*
- purchase goods required for your complementary therapy practice at reduced cost
- network with other Expectancy™ Consultants

**To be eligible to register as an Expectancy™ Consultant you must:**

- be a qualified midwife, health visitor, nurse or physiotherapist with a minimum of two years' relevant experience and currently registered with the relevant regulatory body
- attend the full Expectancy training (or produce evidence of having previously attended some components of the course with Expectancy) (certain other courses may be accepted as relevant previous learning (APL))
- successfully complete the university-accredited assignment
- produce documentary evidence of other complementary therapy qualifications achieved outside Expectancy's course, with ongoing CPD
- produce documentary evidence of currently valid Criminal Records Bureau check or pay a supplement for Expectancy to undertake CRB check
- agree to abide by Expectancy's philosophy, policies and professional requirements
- agree to attend annual updating specifically for registered Consultants with Expectancy for the duration of the registration period
- produce documentary evidence of other mandatory updating and CPD, including registration with the primary regulating organisation (NMC or equivalent)
- agree to maintain relevant personal professional indemnity insurance cover as provided by Expectancy for the duration of the registration period, at your own cost after year one, or produce evidence of suitable alternative insurance cover

**Total cost of complete package: £4500, payable in instalments  
to include training, insurance, products, services and professional and business support**

**To apply please send your full curriculum vitae to Expectancy Ltd and deposit of £150** - cheque payable to Expectancy Ltd and send to Expectancy Ltd 2 Marigold Way, Shirley Oaks, Croydon, CR0 8YD

**For more details Contact Denise Tiran, Director [www.expectancy.co.uk](http://www.expectancy.co.uk)**