

Why this study?

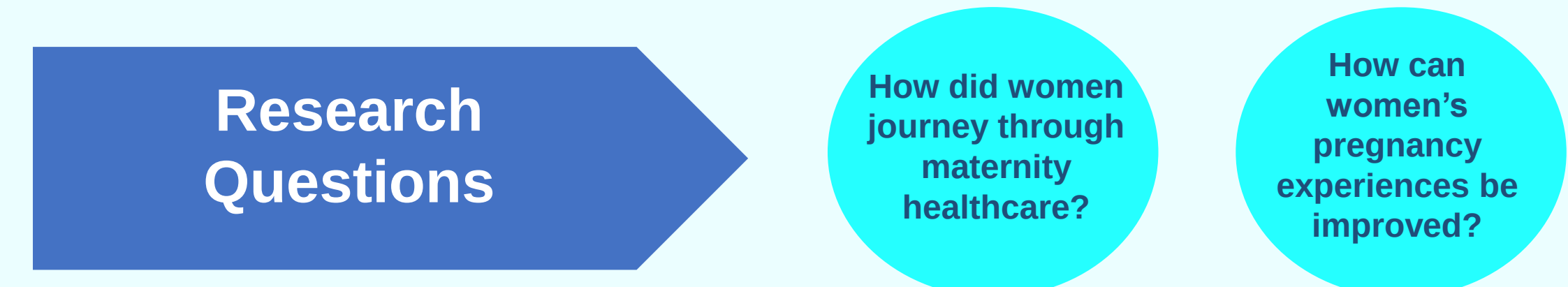
What makes it unique?

How was it explored?

Nigeria accounts for 28% of global maternal deaths.¹ Understanding patient experiences is vital for improving care quality and birth outcomes.^{2,3} Traditional approaches often focus narrowly on treatment, **neglecting broader patient experiences**.^{3,4} This research fills this gap by providing comprehensive insights into the maternal healthcare journey in Nigeria.

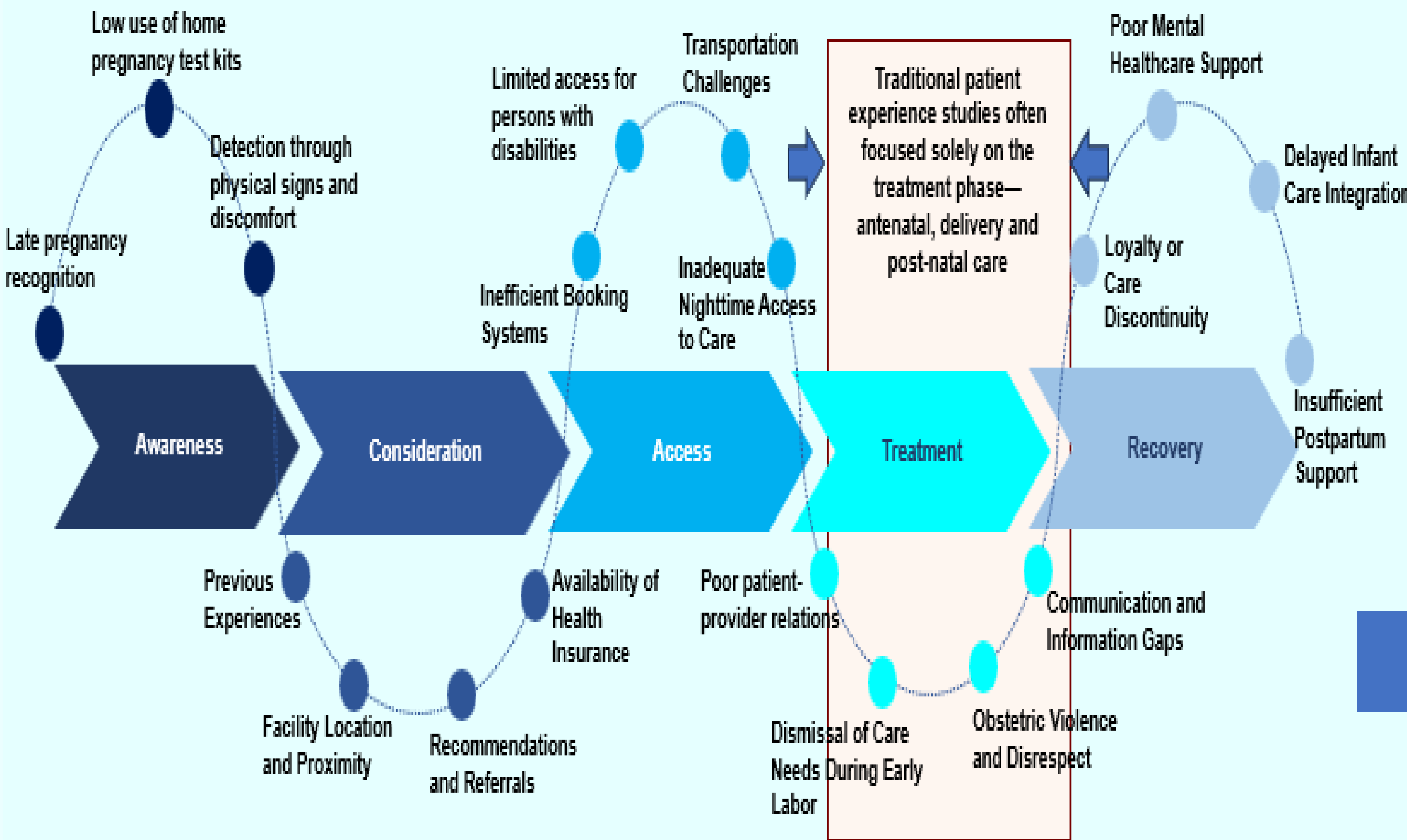
- This study innovatively uses patient journey mapping, which **expands beyond traditional treatment-centric approaches**.
- The patient journey mapping tool assesses interactions between patients and the healthcare system. While this tool has been utilized in healthcare studies, its **application to maternal healthcare in low- and middle-income countries remains underexplored in literature**.^{3,4,5}
- By analysing five key touchpoints: awareness, consideration, access, treatment/care, and recovery, this approach offers a comprehensive view of maternal healthcare, exploring experiences beyond clinical settings.

- The study used **a longitudinal qualitative research approach**. It collected primary data through in-depth interviews and employed the patient journey mapping tool.
- Twelve women in their last trimester of pregnancy were purposively sampled from health facilities in Nigeria. They were followed from the third trimester to approximately 6 weeks post-delivery, with initial and follow-up interviews.
- The participant group included **women with disabilities**, ensuring diverse perspectives.
- Data was collected across **all three levels of healthcare**: primary, secondary and tertiary.

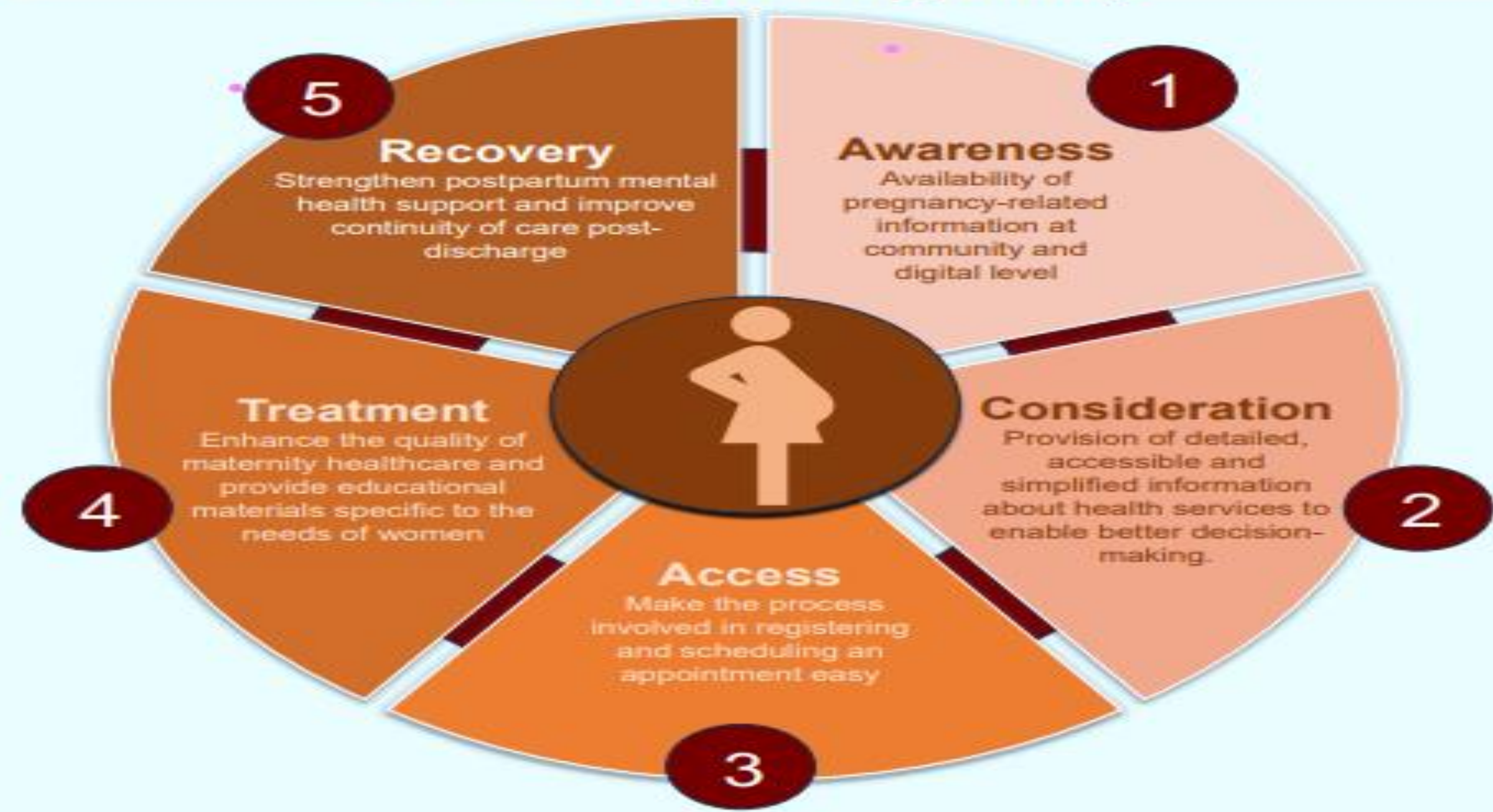


What were the findings?

Maternity journey map highlighting activities and challenges experienced by women at different health touchpoints



Key areas for improvement in maternal healthcare across the patient journey



Acknowledgement

Clinical and Research Implications

References

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- The findings can **inform continuous training programs** for healthcare professionals, enabling them to provide personalized care that meets women's specific needs.
- To ensure that this study is **not just a theoretical exercise, but a practical initiative**, we engaged with key policymakers at the Nigerian Ministry of Health as well as health workers. They have committed to supporting the implementation of our research findings to ensure real-life impact.
- By mapping the entire maternal health patient journey, this study will **inform policy and health responsiveness**, with potential applications in **other global contexts**.

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