

# Innovation Brief

## Obstetrics, Gynaecology and Sexual Health Framework - OdonAssist™ Inflatable Device for Assisted Vaginal Birth

### Summary

#### Disruptive Innovation

This briefing introduces a disruptive innovation now available via NHS Supply Chain: OdonAssist™ offers a safe and effective alternative to other current devices for assisted vaginal birth

### Introduction

This document is intended to inform Clinical stakeholders and Procurement teams about innovative products that have undergone a clinical review and are now accessible through NHS Supply Chain.

Products featured in this brief may be classified as:

- Transformative Innovations
  - An existing technology that is applied the first time or applied in a novel way. An example would be an existing device being applied to a new speciality.
- Disruptive Innovations
  - A disruptive innovation is novel.
  - It should offer improvements compared to the existing provision of care.
  - The proposed format should not exist elsewhere (either within or beyond the health and care sector).

**Note:** While robust evidence or validated savings may not yet be available, early data and clinical insights support the potential for patient and system-level improvements.

### Departments / stakeholders for engagement

- NHS procurement teams
- Maternity units / labour wards
- Community midwives

### Opportunity

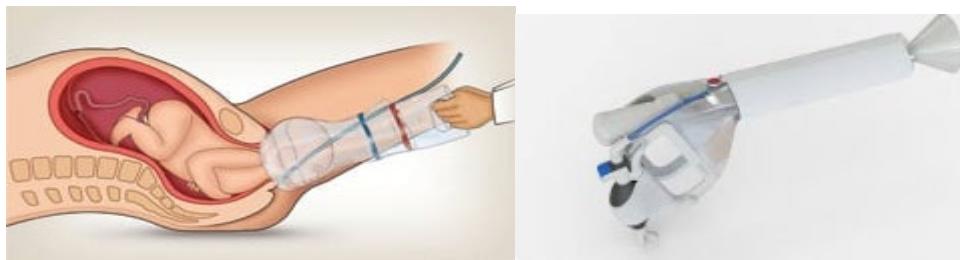
- To improve maternal and foetal care by reducing trauma in complicated labour.
- An alternative treatment method to forceps and/or vacuum assisted devices.

# Innovation Brief

## Product overview

The OdonAssist™ is an Inflatable Device which is designed for use by Healthcare professionals for assisted vaginal birth offering an alternative to the current methods of forceps and vacuum extraction.

- OdonAssist™ features a sterile, single-use disposable design and requires no electricity or water.
- OdonAssist™ consists of a soft, inflatable air cuff that is placed around the baby's head during delivery.
- Once positioned, the cuff is inflated to gently grip the head, allowing healthcare providers to assist the birth with controlled traction.
- It is designed to be easy to use, and in clinical studies allowed for rapid delivery of the newborn, averaging five to seven minutes, under complicated labour conditions.
- This design aims to minimise trauma to both mother and baby, offering a gentler alternative to existing assisted vaginal delivery instruments.



### Clinical Relevance

- OdonAssist™ offers an alternative to forceps and vacuum for a vaginal assisted delivery method.
- Designed to reduce trauma to mother and newborn.
- Unlike for forceps and vacuum extraction, the OdonAssist™ insertion technique is the same for all foetal head positions in cephalic presentations.
- If OdonAssist™ does not deliver the newborn it can be removed easily, allowing for other interventions.

### Additional Benefits

Assisted vaginal birth can be safer than an emergency caesarean section in the short and long term for mothers and babies.

## Supply Details

NPC - FPH85174      MPC - 126      Route - eDirect      Unit of Issue - Box of 10  
Supplier - Maternal Newborn Health Innovations      Brand - OdonAssist  
Class I Sterile - Single Use - Disposable device

## Supporting Evidence / Notes

[AJOG - ASSIT II](#)

[AJOG original research 2](#)

[BMJ Original research](#)

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