



# Transformation. Metamorphosis. Change.

Campaign Report  
2014–2017



# Together, we are transforming care for individuals and families.

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## **Our Mission**

The Midwife Center for Birth & Women's Health promotes wellness by providing exceptional, client-centered primary gynecological, pregnancy and birthing care in southwestern Pennsylvania's only independent birth center.

## **Our Vision**

The Midwife Center (TMC) will provide exceptional, personalized, client-centered care to a large, diverse clientele. It will focus its outreach efforts on communities who experience poor health outcomes in order to have a more significant impact on improving the health of people in our region. Recognized for providing the highest quality care, TMC will participate in research, provide midwifery education to future providers, and advocate for improved midwifery regulations and reimbursements. These activities will further the field of midwifery and meet the growing demand for midwifery services.



Dear Friends,

Thanks to you, as well as hundreds of individual donors and dozens of private, corporate, and government grants, Pittsburgh is now home to the largest freestanding birth center in the United States! We are thrilled that our community has helped us reach this remarkable distinction.

We are deeply grateful to our donors, as well as our friends, staff, board, and capital campaign committee members, for raising more than \$3.9 million to expand The Midwife Center's facility and programs—nearly eight times the amount raised with any previous campaign of The Midwife Center.

We began planning for the expansion in 2012, when we started to experience a dramatic increase in demand for our care. Instead of moving to another location, we decided to add onto our current building because of its accessibility to many communities, including ones that are experiencing the poorest health outcomes in our region.

In addition, we were motivated to increase our impact in improving health outcomes for women and infants in our region. Through a needs assessment, we identified which program additions or expansions would be most effective in decreasing barriers to care, particularly for those in underserved communities. We also got critical feedback on how we should communicate the benefits of our programs and services to communities that are less familiar with The Midwife Center.

During our expansion, The Midwife Center has emerged as a national leader in safe, personalized birth center care. In 2016, we hosted the American Association of Birth Center's national Birth Institute, a conference highlighting best practices for birth centers. Our staff members have presented every year at this conference for the past several years. We were also recently recognized as a leader in the three-year federal Strong Start grant to reduce preterm birth for women with Medical Assistance. With consistently excellent outcomes and a long history of caring for individuals and families, The Midwife Center is regarded nationally and locally as an example of a successful nonprofit birth center that offers comprehensive services to a diverse community.

We are excited about what you have helped us to accomplish, and even more excited about the future. Our goal is to ensure that every individual has access to personalized, quality care—and because of you, we're now in an excellent position to meet the demand for it.

Sincerely,

**Cecile Springer**, Campaign Chair and **Christine Haas**, Executive Director



Photo credit: Tribune-Review



Executive Director Christine Haas, Senator Wayne D. Fontana, Board President Christine Andrews, MD, County Executive Rich Fitzgerald, Representative Mike Doyle, Campaign Chair Cecile Springer, Councilwoman Deb Gross.



## Designed to Fit Clients and Their Families

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Everything about our expanded facility has been thoughtfully planned to serve clients through all phases of their journey, from primary gynecological care, to prenatal care, to childbirth, to breastfeeding and wellness support.

The highlight of our birth center is two new birth suites equipped with evidence-based comfort measures that are hard to find elsewhere in the region. All clients have the benefit of large beds, soft lighting, birthing balls, access to a kitchen for cooking, breakfast for new families, freedom to walk around the center, safety equipment, and medications. The expansion also freed up space in our original building to better accommodate laboring clients' family members and birth support people.

We are proud to have enhanced the environmental friendliness and accessibility of The Midwife Center. Our new building features an elevator, an accessible appointment room, a parking lot with permeable pavers, LEED certification (pending), and a more welcoming entrance and façade. The result is a warm and home-like facility for clients, their families, and staff, as well as for community groups that host events and meetups in our classroom, such as the Pittsburgh Black Breastfeeding Circle and The Birth Circle, a community-based doula program.

### First Floor

Our new Mountain and Meadow Birth Suites feature large tubs for water birth, nitrous oxide, birth swings, and accessible walk-in showers. The Forest Room Birth Suite in our original building offers nitrous oxide and a Jacuzzi for hydrotherapy in labor.



### Second

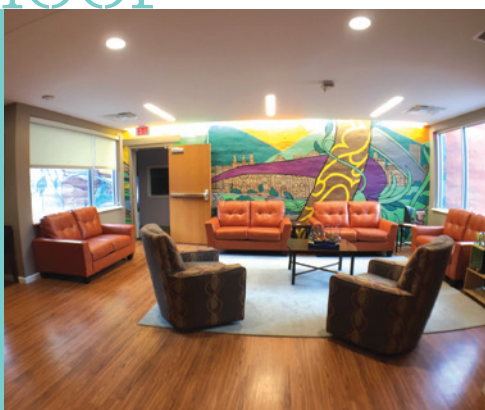
Our larger and more welcoming waiting room features our iconic Sprout Fund mural, which is visible on all three floors of the new building as well as from the exterior.

Our three new bright and colorful appointment rooms have been decorated by our midwives and nurse practitioner. The original side of our building houses additional appointment rooms for all of our services, including behavioral health and wellness and phlebotomy.



## Floor

## Third Floor



With our spacious and versatile new classroom, we are pleased to be able to host our core prenatal classes and to offer additional classes and groups such as HypnoBirthing (a method of preparing for childbirth), a free Prenatal Wellness Group, yoga, babywearing class, and more to come in 2018.

Our third floor also has new administrative and meeting spaces and a kitchenette for clients and staff.





# Enhancing the Wellbeing of Individuals and Communities

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Our capital campaign funded a much-needed expansion in space for The Midwife Center. Just as valuable are the programs and capabilities it enabled us to strengthen. Today, we are better equipped to serve our region in several important ways.

## **Behavioral Health and Wellness**

As part of our vision to provide individualized and holistic care, we now offer relationally-oriented, empathic, and confidential in-house counseling to all clients. Our new Behavioral Health & Wellness Specialist can help clients work through challenges like perinatal loss, past trauma, depression, and anxiety. Our goal is to ensure clients are in the best emotional health as well as physical health as they go through life transitions and challenges. Our Behavioral Health & Wellness specialist is projected to provide nearly 1,000 visits by the end of 2017.



Jatolloa Davis, MSN, CNM and Renae Green, Community Engagement Coordinator talking with high school students about reproductive health.

## **Community Engagement and Education**

The Midwife Center has increased efforts to engage with our community by attending events, festivals, and information sessions; strengthen our partnerships; and improve our public presence by updating our website and print materials.

Our focus continues to be on Pittsburgh neighborhoods that are experiencing poor health outcomes, as well as a renewed focus on education in secondary schools. Our Community Engagement Coordinator and midwives, who visit schools to talk about

breastfeeding, midwifery, and pregnancy, have found that students are thrilled to learn about reproductive health and wellness, and some have even expressed interest in becoming midwives or other birth professionals. We are excited to have the opportunity to mentor more people for the next generation.

In addition to our community mentoring program, The Midwife Center continues to provide valuable experience to new midwives and students in birth center care. In 2017, we hired our 11th Ruth Brexendorf Stifel Midwife Fellow to expand care to more individuals and families. We are projected to provide students with nearly 100 shadowing experiences as well as over a dozen internships and clinical student placements.



**“I had such a great experience shadowing Ann, the midwife at The Midwife Center. I learned so much from her about the practice of midwifery. She is an amazing midwife who seems to have such a wonderful connection with each of her patients. I have even been referring many women to come visit The Midwife Center. It is such a comforting healthcare facility for women’s health. Shadowing at The Midwife Center made me much more determined to pursue my career in becoming a midwife.”**

— EDITH LLOYD-ETUWEWE

### Information and Resource Counseling

In order to provide comprehensive care, The Midwife Center began offering Information and Resource Counseling at the beginning of 2017 to both primary gynecological and prenatal clients. The aim of this new program is to connect clients with additional resources and clinical referrals at the center and in our community. Resources include ways to obtain affordable health care and child care, food assistance, free diapers, behavioral health care, information about smoking cessation, and more. By the end of 2017, our Community Engagement Coordinator is projected to help over 100 clients with connecting to important information and resources.

### Welcoming and Compassionate Walk-in Care



The Midwife Center hosts walk-in hours for gynecological care every Friday afternoon through our program, With Woman Fridays. Once per month we offer care with a Spanish-speaking midwife during our Con Mujeres walk-in program. With our expansion, we added an additional provider and longer walk-in hours to meet the needs of the increasing number of individuals seeking care through these popular programs.

By offering care without the need for an appointment as well as offering a sliding fee scale for those without insurance, we reduce barriers to safe, personalized primary gynecological services. These services include annual exams and pap smears, contraceptives, sexually-transmitted infection screening and treatment, and care for urgent health concerns. Since we expanded these programs in 2015, we’ve experienced a 67% increase in the number of clients walking in for gynecological services.



**“At The Midwife Center, I felt like I had a say in what decisions were made regarding my prenatal care and birth. Most providers I have been seen by in the past made me feel that my only option was to do exactly as they say with no time for questions. The midwives wanted me involved. When we hit unexpected turns in the pregnancy they talked me through everything, made me feel heard, and encouraged questions and conversations. I felt in charge of my body and pregnancy.”**

— TARA McALONAN, CLIENT

**The Midwife Center  
continues its commitment  
to making reproductive  
care accessible to  
individuals and their  
families, including those  
without insurance. With  
a larger space and a  
growing staff, we are able  
to offer safe, satisfying  
care to more people.**



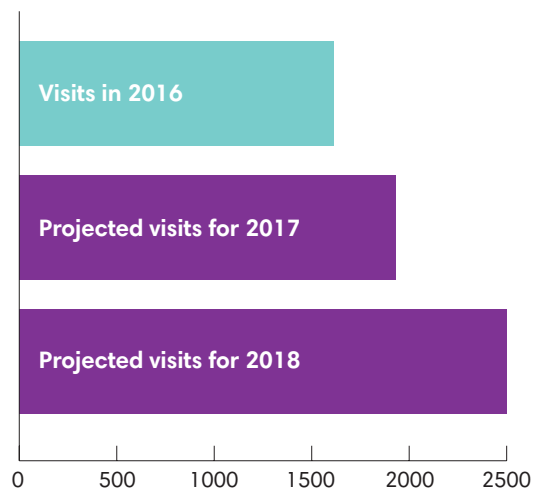


“The Midwife Center is a place that I and so many other women and families in Pittsburgh hold dear to their hearts. Now that we’ve expanded, not only are we equipped to serve more people, we’re also exposing more individuals to the midwifery model of care. I’m thrilled that I get to be here during this exciting time, gaining experience with out-of-hospital birth and care for the increasing number of individuals seeking care at TMC. The Ruth Brexendorf Stifel Fellowship will continue to grow more confident midwives and bring more low-risk, healthy women out of the hospital setting and into the birth center, where they belong.”

— NIA GRAZIANO, MSN, CNM, RUTH BREXENDORF STIFEL FELLOW (2017)

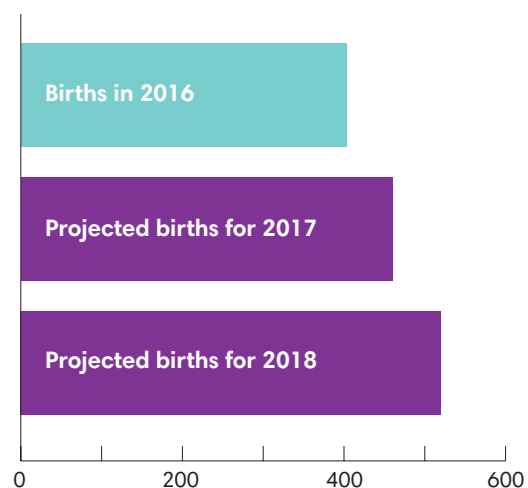
## Primary Gynecological Care

We are on track to experience a 20% growth in primary gynecological care visits from 2016 to 2017. We expect this trend to continue, and anticipate providing nearly 2,500 primary gynecological visits in 2018.

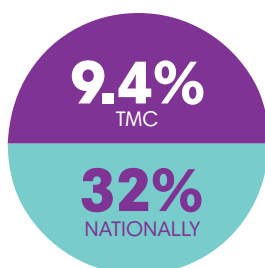


## Pregnancy and Birthing Care

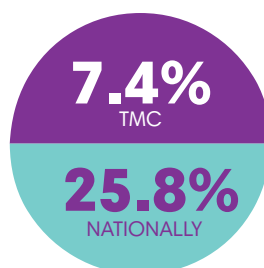
We had 403 babies born in the practice in 2016 and 5,059 prenatal and postpartum visits. We anticipate 460 births for 2017 and approximately 6,000 prenatal and postpartum visits. We predict that 2018 will be our busiest year yet, with 520 births projected.



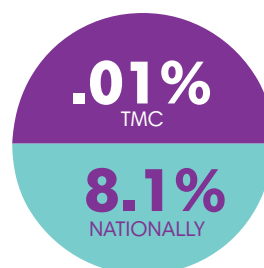
### Cesarean Section



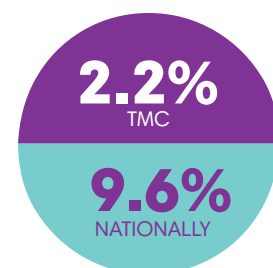
### Low-risk Cesarean Delivery



### Low Birth Weight



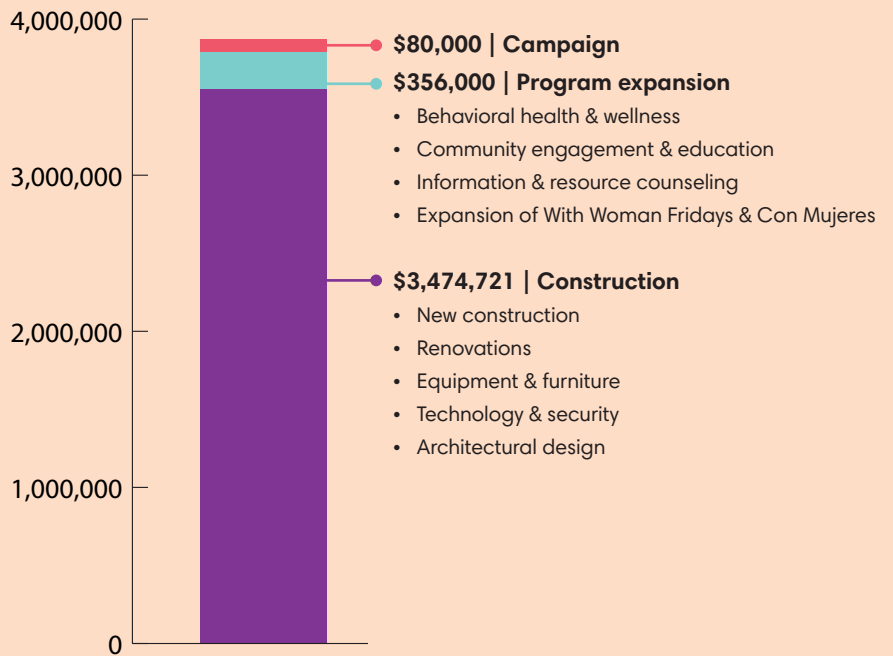
### Preterm Birth



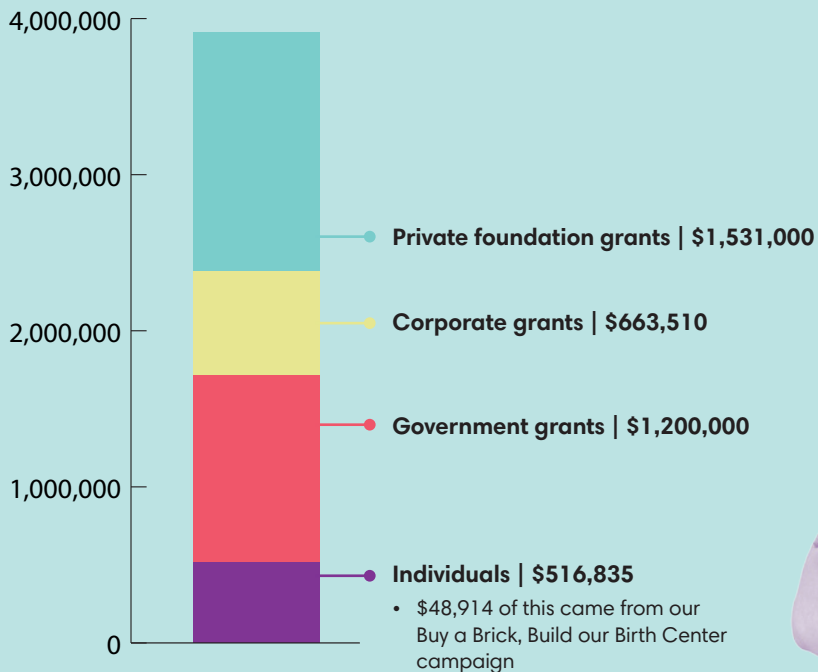
Additionally, 80% of Midwife Center clients who attempted a VBAC (vaginal birth after cesarean) and labored had a VBAC.

All TMC stats are from 2016. All national stats are from the CDC, 2015. 2016 CDC stats are still pending.

## Campaign Expenses | \$3,910,721



## Campaign Revenue | \$3,911,345



# Transformation. Metamorphosis. Change.

## Campaign Leadership

Christine Andrews, MD, Board President  
Christine Haas, Executive Director  
Ann McCarthy, MSN, CNM, Clinical Director  
Cecile Springer, Campaign Chair

The Midwife Center would like to acknowledge Rachel Kizielewicz, who served as campaign chair during the planning, launch, and beginning of the campaign.

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\*Winners of the American Association of Birth Centers' Collaborating Physician Awards in 2006 (Dr. Stifel) and 2016 (Dr. Anderson).

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Kathy McKain, MSN, CNM  
Nancy Niemczyk, PhD, CNM



**"I was very proud to support the expansion of The Midwife Center and to have Pittsburgh become the home of the largest freestanding birth center in the country. Since it opened as the only licensed birth center in western Pennsylvania in 1982, The Midwife Center has contributed to the vitality of this community by providing quality healthcare options for women and families."**

— STATE SENATOR WAYNE D. FONTANA



## **The Midwife Center for Birth & Women's Health thanks all of our generous donors and volunteers for making our campaign a success.**

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Embody Physiotherapy & Wellness, LLC  
 Family Chiropractic  
 Happy Baby Company, home of Green  
 Cheeks Diaper Service  
 Health Horizons  
 Pittsburgh Yoga Therapy  
 Square Café  
 UPMC Centers for Rehab Services  
 Whole Foods Market Pittsburgh

This comprehensive list has been reported to the best of our ability. If any inadvertent errors have occurred, please contact us so they can be corrected: Rachel Dingfelder, Development Coordinator, 412.321.6880 x208, [r.dingfelder@midwifecenter.org](mailto:r.dingfelder@midwifecenter.org)

The official registration and financial information of The Midwife Center for Birth & Women's Health may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.





#### Accreditation, Licenses, and Memberships of The Midwife Center

Licensed by the Pennsylvania Department of Health  
Accredited by the Commission for the Accreditation of Birth Centers  
American Association of Birth Centers, member  
Greater Pittsburgh Nonprofit Partnership, member  
Strip District Neighbors, member  
American College of Nurse-Midwives, professional memberships

#### Partnerships

**Our partners help us provide safe, accessible, and seamless care.**

- UPMC Mercy Hospital
- West Penn Hospital
- Jefferson Hospital
- Adagio Health
- Western Pennsylvania Diaper Bank
- NurturePA
- East End Community Thrift

**Design:** Akoya

**Photography:** Brad Quartuccio, Schneider Photography, Christina Montemurro

The Midwife Center for Birth and Women's Health



SECOND FLOOR PLAN



THIRD FLOOR PLAN

MULBERRY WAY (24' ROW)



the  
midwife  
center

FOR BIRTH & WOMEN'S HEALTH

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