2017 was a momentous year for The Midwife Center! Thanks to your support, The Midwife Center completed its expansion and became the largest birth center in the country.

In addition to the physical expansion, The Midwife Center became a more comprehensive health center with the addition of several programs including behavioral health, phlebotomy, new classes and support groups, and information and resource counseling. Many people have benefited from these new programs, as clients can more easily obtain important services in-house that contribute to their overall health and well-being.

As midwives and birth centers gain more recognition for their contributions to improving healthcare delivery and outcomes, The Midwife Center is pleased to be recognized as a leader for implementing best practice standards as well as serve as a model for being responsive to community needs among the growing number of birth centers nationally. Locally, The Midwife Center is honored to be a part of the emerging conversation to address poor maternal and infant outcomes and the significant racial disparities that exist in our region and across the country.

As the U.S. healthcare delivery and payment system becomes more complex, birth centers continue to provide a model that is client-focused, cost-effective and produces better outcomes for women and families. As an independent, nonprofit birth center, it is critical that The Midwife Center continues to thrive to not only serve our increasingly diverse and growing clientele, but also as an example for how a healthcare practice that is focused on clients’ needs can continue to innovate to meet those needs.

We can only do all of this with your continued support. Thank you, once again, for your contributions that help us bring our unique approach to healthcare to more people and contribute to better health outcomes for everyone in our region.

Sincerely,

Christine Haas
Executive Director

Christine Andrews, MD
Board President
The largest freestanding birth center in the nation.

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.

“Last year, you and other supporters not only transformed the environment we work in, but you transformed how we are able to deliver health care. With your help, we have been able to break down down barriers, allowing clients to maximize their potential to take excellent care of themselves, which also impacts all of the people in their lives.”

- Ann McCarthy, MSN, CNM, Clinical Director
Our Services & Programs

Prenatal, Childbirth, and Postpartum Care

At The Midwife Center, we believe that pregnancy and birth are a normal, natural part of life and that our job is to ensure the safety and comfort of individuals and families. Last year, your support helped us make high-quality prenatal, childbirth, and postpartum care accessible to all, including an increasing number of people with public or limited insurance.

We helped individuals have healthy pregnancies; make informed choices regarding their care and their birth plans; have access to new and evidence-based comfort options in labor, including water birth tubs and Nitrous Oxide; and access valuable postpartum appointments, home visits, breastfeeding support, emotional support, and postpartum phone call check-ins.

Primary Gynecological Care

Compassionate and non judgmental primary gynecological care is a critical part of keeping healthy throughout the lifespan. Your support ensured that individuals received important services with our certified nurse midwives and nurse practitioner, including annual exams and cancer screenings, contraception, STI screening and testing, and care for gynecological problems.

At TMC, we offer longer appointments to allow more time for questions and education. We also offer our gynecological services at no cost or on a sliding-scale based on income and family size.

“"The Midwife Center is more than just a birth center. It is a wonderful group of health care professionals dedicated to motherhood and birth. They have made me feel more supported and cared for than anywhere else. I can greet each pregnancy with joy and confidence because of these fantastic women.”

- Catie Manko, client
Lactation Support

With support from our skilled nursing staff, 96% of clients began breastfeeding their babies after birth in 2017, compared to 81.1% nationally\(^4\). We provided additional support through lactation consultation appointments, donor-supported Postpartum Phone Calls to new moms and moms in need of additional support, our Breastfeeding Class, and home visits.

More Programs & Services

In response to the needs of our increasingly diverse clientele and the community as whole, The Midwife Center was thrilled to launch the following in 2017:

- **Phlebotomy**, making required lab work more convenient and accessible for clients and their families.
- **Information & Resource Counseling** to connect clients with additional resources such as free diapers, food assistance, smoking cessation services, and childcare.
- **Health education in local schools**, including reproductive health education, information about the midwifery model of care, and midwifery as a career.
- **Behavioral Health & Wellness services**. Please see the next page to learn more.

We also continued to offer:

- **Class Scholarships** to low-income families for childbirth education, breastfeeding and newborn care classes.
- **Educational opportunities for the next generation of providers**, including social work internships, clinical experiences for student nurse-midwives, nurses, and nurse practitioners, and shadowing and tour experiences for high school, undergraduate, and graduate students.

**LAST YEAR 100 STUDENTS RECEIVED EDUCATIONAL EXPERIENCES IN BIRTH CENTER CARE.**

RESEARCH IN 2017

A DNP candidate at the University of Pittsburgh began evaluating our behavioral health and wellness program.

A PhD candidate at the University of Pittsburgh began utilizing Midwife Center data to understand how people make choices about their preferred birth setting.

“We learn in our lives that hospitals are the only places that we can have babies, which is untrue. I knew that you could have babies outside the hospital but I didn’t know how safe and accessible it is... Learning about this has changed my views completely. After learning about birth centers and midwives, I want to have my future children in a birth center or at home.”

- A local high school student
Service Spotlight

Behavioral Health & Wellness

An increasing body of research confirms our experience at The Midwife Center that it’s critical for people to have access to behavioral health services during pregnancy, the postpartum period, and during life-changing events or times of transition. With last year’s facility expansion we were thrilled to add our Behavioral Health & Wellness Program.

In our recently renovated space complete with comfortable couches and lots of natural light, our Behavioral Health & Wellness Specialist helped clients work through challenges like perinatal loss, infertility, depression, anxiety, OCD, past birth trauma or other past trauma. These visits complemented the care clients received with our midwives and other providers by caring for their mind, body, and spirit.

Clients found our in-house counseling:

• Helped them through difficult times when they felt they had nowhere else to turn.
• Felt safe and approachable because they had already established trust with The Midwife Center.
• Provided them time and space to process a traumatic birth experience.
• Helped them build mindfulness-based skills to better manage the overwhelming feelings and anxiety of having a new baby.
• Enabled them to build their emotional support during times of struggle and transition.

69% of prenatal and postpartum clients benefitted from counseling visits in 2017.
A Client’s Story

I’m so glad I made the decision to receive my prenatal and postpartum care at The Midwife Center. I’m confident I wouldn’t have received such supportive treatment with any other provider.

Following my daughter’s birth, I was in a very dark and disparaging place. I never would have anticipated that my ideas of a serene natural water birth at The Midwife Center would turn into an emergency c-section at the hospital. Likewise, I didn’t expect my daughter to be born with a tongue-tie that would make breastfeeding at the breast impossible, leaving me subject to the tortured life of exclusively pumping. That, coupled with a newborn who hardly slept and a husband who thought I could do everything myself, left me feeling incredibly overwhelmed and like I was failing at this mommy thing.

At one of my postpartum appointments at The Midwife Center, Jatolloa, one of the midwives, encouraged me to meet with Jul for a behavioral assessment. I wouldn’t have reached out for help otherwise. I was literally just trying to survive day to day. I didn’t have the strength mentally or physically to realize I needed help or know where to get it. I agreed to meet with Jul, and that was the best decision I made for myself following my daughter’s birth.

Jul provided me with the tools to help me grieve my traumatic birth experience, work through my depression, cope with an unsupportive husband, and encouraged me to practice self-care. Jul was an absolute godsend! I can’t even explain how much I looked forward to our sessions every week. They were life-giving! I finally felt like someone understood what I was going through and my feelings were finally being validated. Without her listening ear, endless supply of tissues, and great advice, I don’t know where I would be.

I’m a healthier mom because of the support and guidance from Jul. I’m so grateful that The Midwife Center has this behavioral health service. I never imagined I would need it, but when I did, boy was I glad it was so readily available.

— Kellie U., client

In addition to counseling visits, we offered a regular Perinatal Wellness Group to give moms-to-be an opportunity to discuss topics like mindfulness, managing stress, and preparing for postpartum support.

Most recently, we have launched a Postpartum Support Group for new mothers.
Fundraising & Events

You Built It
With your support, we completed the largest campaign in our history—the Transformation, Metamorphosis, Change campaign which raised over $3.9 million to expand our building, programs and services, making us the largest freestanding birth center in the nation.

The Sweetest Party in Pittsburgh
Our 12th annual cake contest and fundraiser party, Let Them Eat Cake on November 4, 2017, attracted 350+ guests to the Pittsburgh Opera and raised nearly $63,000 to support care for individuals and families.

We hope you’ll join us for the 13th annual Let Them Eat Cake on October 19, 2018 at Hotel Monaco.

You Made a Big Difference
All year long, you and other donors supported The Midwife Center. You purchased engraved bricks to pave our walkway, showed your support on #GivingTuesday, matched your donations through your workplaces, contributed through United Way (#999078), sponsored events and educational materials, and responded to our annual appeal letter. Thank you!

A Fresh Look
In collaboration with award-winning brand design agency Wall-to-Wall Studios, we updated our brand identity and website. Our new look reflects our commitment to keeping our high-quality care accessible and affordable to our diverse clientele, our position as one of the leading birth centers in the nation, and as a model for safe, personalized care both locally and nationally.

Open for All
Last year, our open houses attracted families from all over the region who were interested in exploring their options for reproductive care. Families met our providers, toured our new birth suites, and saw what it’s like to get care at the nation’s largest freestanding birth center. Stay tuned for information about our next open house.
FINANCES

Income*

- 16% GRANTS ($453,510)
- 5% CONTRIBUTIONS ($148,470)
- 79% FEES FOR SERVICE ($2,206,360)

Total $2,808,340

Expenses

- 84% PROGRAMS & SERVICES ($2,063,151)
- 11% ADMINISTRATION ($271,659)
- 5% DEVELOPMENT ($118,058)

Total $2,452,868

* Includes 2017 income from capital campaign

SOCIAL MEDIA STATS

- Facebook: 4,281 Followers
- Twitter: 485 Followers
- Instagram: 517 Followers
The donors listed made gifts between January 1, 2017 and December 31, 2017.

The Midwife Center for Birth & Women’s Health sincerely thanks all of our generous donors for their support.
Special Thanks

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**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
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