



# Annual Report

2019

the  
**midwife  
center**

FOR BIRTH & WOMEN'S HEALTH

# Dear Friends,

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We hope this report finds you and your loved ones safe and well. As we share our successes of 2019 with you, we realize our world has significantly changed since the beginning of 2020. We started the year excited about our new strategic plan (please see page 2) and the World Health Organization (WHO) designation of 2020 as the Year of the Nurse & the Midwife. However, as this report is being finalized, our region and the world around us are still struggling to deal with a global pandemic, economic insecurity, and ongoing racial injustice that drastically impacts our society, and especially our health.

As of mid-March, The Midwife Center (TMC), along with the rest of the country, focused its attention to the evolving COVID-19 pandemic. TMC took quick and significant action to adjust its policies in order to continue to provide the highest quality care possible while keeping the safety of our clients, staff and their families as our highest priority. We've continued to revisit these policies in accordance with the latest recommendations from leading health organizations. TMC recognizes, along with other health providers and policy makers, that the pandemic has put a strain on our entire society, but has also exacerbated the disparities experienced by people of color in the US, including the Pittsburgh region. It also has magnified the need to re-examine how we provide reproductive and other healthcare in our community.

Midwives and nurses are needed now more than ever to improve healthcare outcomes. As the WHO's Year of the Nurse and Midwife campaign notes, "educating nurses and midwives to international standards makes economic sense. It saves resources by reducing the need for costly and unnecessary interventions and increases quality of care and health for all."

Despite the pandemic, we were thrilled to be able to honor the Year of the Nurse & the Midwife with our Reclaiming the Legacy of the Grand Midwives event in early March and our virtual celebration event on October 15th. We look forward to sharing more information and events to highlight how the time is now more than ever, to support midwife-led care.

Thank you for continuing to support The Midwife Center.

Sincerely,



**Christine Haas**  
Executive Director



**Jason Roth**  
Board President

The Midwife Center's mission is to promote wellness by providing exceptional, client-centered primary gynecological, pregnancy and birthing care in southwestern Pennsylvania's **only independent birth center.**





Social Media Followers

 4,600

 504

 1,200

# TMC's 2020 – 2022 Strategic Plan

TMC Staff, Board, Advisory Committee and Medical Advisory Committee members worked with the Bayer Center for Nonprofit Management, with feedback from community stakeholders, throughout 2019 to share our visions for the next phase of the region's only free-standing birth center.

We started the process with two primary goals in mind:

1) Because we recently completed a major facility and program expansion that led us to become the largest and one of the most comprehensive birth centers in the country, we decided not to set out to add new programs and services; and 2) Ensure TMC's commitment to Diversity, Equity and Inclusion was integrated throughout the entire plan, and not just included as one, separate goal.

With these broader themes in mind, TMC established the following as its overall goal for the 2020 – 2022 Strategic Plan: As a high-quality care provider in an environment with poor health outcomes and persistent racial disparity, TMC will increase its influence as a resource to clients of all ages, races, gender identities, sexual orientations, religions, and socioeconomic status while strengthening its personnel and financial position.

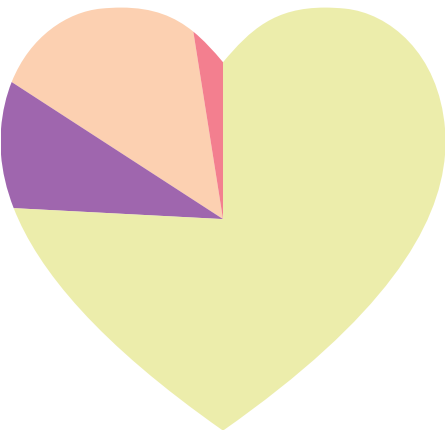
The five sub goals of the Strategic Plan are:

- 1. Financial Sustainability** – Continue to diversify revenue through financially-sophisticated strategies in order to serve a diverse clientele throughout their lives.
- 2. Staff & Board** – Retain talented and committed staff by becoming a more inclusive and competitive employer.
- 3. Programs** – Maintain excellence in the full spectrum of programs and build those that have the most impact and sustainability.
- 4. Visibility** – To build trust with clients from all populations as well as influence policy to improve health outcomes and address racial disparities.
- 5. Build the Pipeline** – Continue the program to encourage new people to enter the field, especially people of color.

We are pleased to share that despite needing to dedicate time and resources to addressing the pandemic in 2020, we have made significant progress towards these goals.

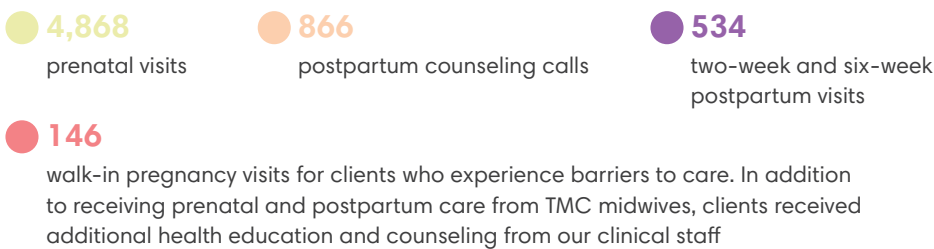
# Our Programs & Services

Our team of state-licensed certified nurse midwives, registered nurses and nurse practitioners provide comprehensive pregnancy, birthing, and primary gynecological care and educational classes for people from puberty through menopause. Local grants and individual donor support allow us to provide walk-in and longer appointment times, as well as additional support, to meet the needs of our growing clientele.



## Prenatal, Childbirth, and Postpartum Services

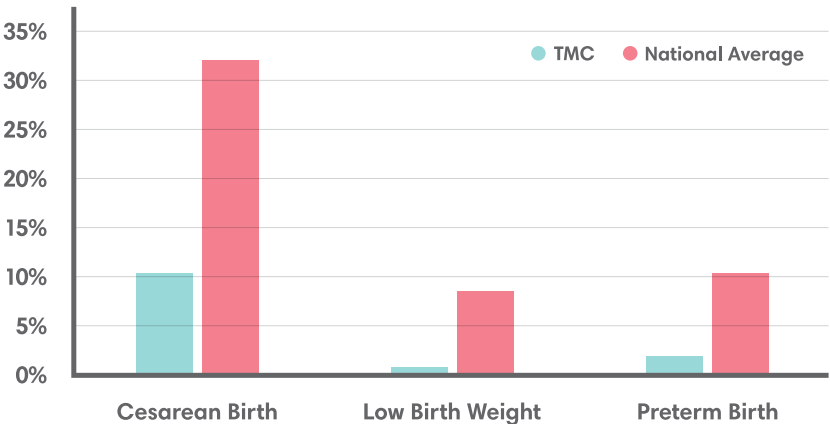
In 2019, we had a record 464 births born in the practice. Along with the wonderful stories that go with each of the births, TMC provided:



## Midwife Center Outcomes Statistics

The Midwife Center’s outcome statistics, like birth centers nationally, continue to be significantly better than the national average.

National statistics from CDC 2018





## Primary GYN Care

In 2019, TMC provided 2,137 primary gynecological visits, including annual exams, cancer screenings, contraception, STI screening and testing and care for gynecological problems.

TMC experienced several exciting developments in 2019:

- We provided a record of 691 visits through our popular walk-in *With Woman Fridays* program.
- We added colposcopies to our GYN services. TMC's Lead Nurse Practitioner, Dana Bloomberg, CRNP, completed a comprehensive training in order to provide this important cancer screening service at TMC.
- We hired a second nurse practitioner, Leigh McGowan, CRNP to meet the growing demand for GYN services at TMC.



TMC Nurse Practitioners (left to right): Morgan Cole, Dana Bloomberg, and Leigh McGowan

## Comprehensive Care

The Midwife Center continued to provide the following additional services at our facility:

- **Behavioral Health & Wellness** – Our Behavioral Health & Wellness program offers TMC clients the opportunity to receive short-term therapy at our center. In 2019, we provided 875 behavioral health visits plus a weekly postpartum support group for mothers and newborns. In mid-2019, we added a postpartum group for working moms.
- **In-house Lab** – In 2019 we provided 1,240 in-house lab services, including starting to administer Gardasil, a vaccine to protect against cervical, vulvar and vaginal cancers caused by Human Papillomavirus (HPV).
- **Lactation Support** – We provided support through lactation consultation appointments, donor-supported Postpartum Phone Calls, our Breastfeeding Class, and home visits.
- **Information & Resource Counseling** – We provided approximately 400 Information & Resource Counseling encounters for our clients. This included connecting clients with additional resources like transportation and nutrition assistance, free diapers, and referrals for smoking cessation, childcare, housing and health insurance.
- **Class Scholarships** – Renamed the Diana Hull Prenatal Scholarship in early 2019 after our wonderful long-time nurse, TMC continued to provide scholarships to individuals and families with limited incomes to attend our childbirth education, breastfeeding and newborn care classes.



## Community Education & Engagement

Through the year, TMC staff shared information with our community about the benefits of midwife-led care and helped to mentor the next generation of reproductive healthcare providers. In 2019:

- TMC's Community Engagement Coordinator and other staff members made important connections in Pittsburgh neighborhoods by participating in health fairs, educational forums, and reaching out to other social service providers in our region.
- TMC served as a clinical site for eleven students from several different nurse-midwife, nurse practitioner, nurse, social and medical assistant programs and universities.
- TMC nurses provided five tours for nursing students and made presentations at nine high schools and universities.
- TMC welcomed its 15th and 16th Ruth Brexendorf Stifel Fellows. This innovative program provides new midwife graduates a supportive experience in providing birth center care and continues to serve as a model for birth centers nationally.
- TMC staff participated and presented at local and national conferences regarding reproductive healthcare.



## Safe, Honored & Supported

With support from local foundations, Akoya, TMC staff and clients, The Midwife Center launched its "Safe, Honored, and Supported" campaign. The campaign featured videos of TMC clients sharing their experiences with receiving care at The Midwife Center.

## Fundraising & Events

### The Sweetest Party in Pittsburgh

Our 14th annual Let Them Eat Cake event on October 18th, 2019 attracted about 300 guests to the Hotel Monaco and raised more than \$100,000 to support our care to individuals and families.



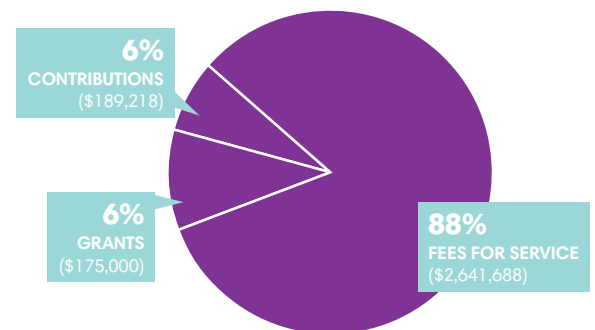
VIP guests enjoy a toast



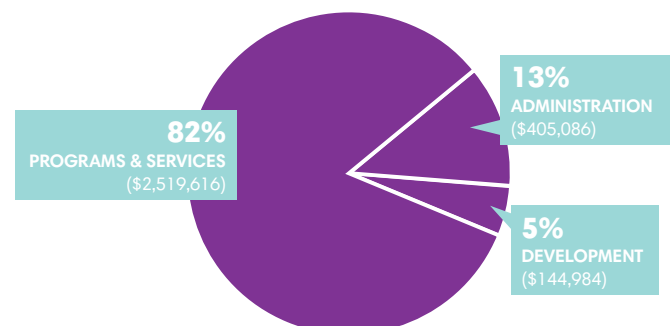
1st Place Professional Decorated Cake: Mary Jo Dowling CMSA, ICJ  
- A tale of Beatrix Potter

## Finances

**Income: \$3,005,906**



**Expenses: \$3,069,686**





# Thank You to Our Donors

All year long, you and other donors supported The Midwife Center by supporting #GivingTuesday, matched donations through workplaces, contributed through United Way (#999078), sponsored events, and responded to our annual appeal letter. The Midwife Center sincerely thanks all of our generous donors for their support. The donors listed made gifts between January 1 and December 31, 2019.

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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: Ceree Wilkerson, Development & Communications Coordinator at c.wilkerson@midwifecenter.org or 412-321-6880 ext. 208.

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