

## ***MOTHER'S CARE'S PROFILE***

Thank you for considering Mother's Care Doula Services, Inc. ("Mother's Care") to provide you with childbirth classes, HypnoBirthing classes, birthing and/or postpartum doula services and baby nurse services as a part of your birth experience. While we make individual agreements with each client, the following is general information about Mother's Care's services.

### ***LABOR & POSTPARTUM DOULA SERVICES, BABY NURSES AND CHILDBIRTH CLASSES***

The President and directress of Mother's Care and our entire doula staff are either Certified Doulas through DONA (Doulas of North America) or are working towards their certification and all have completed their classroom study. The president and directress of Mother's Care is a certified doula (DONA), a certified childbirth instructor, certified HypnoBirthing Practitioner and registered nurse working in the area of maternal/child care for over 12 years. Our group of doulas include over 50 years combined experience in the maternal/child area and all of our doulas provide non-medical physical and emotional support and comfort measures to both the mother and her partner during the birthing process.

#### ***Labor Assistance***

The birth doula completes the birth team that includes the woman, her partner, and healthcare providers. The doula provides continuous, non-medical support throughout the labor, however long the labor takes. Her patience, experience, comfort measures and knowledge base provide the birthing woman and her partner with the amount of support that is just right for them. A doula gets to know a woman and her family during the pregnancy, and will serve as a referral source and friend long after the birth. So, how does the doula make a difference? Well, through research, the medical community knows that the effects of continuous support provided by doulas have been well documented and shows that there are: \*fewer medical interventions, \*a decrease in the amount of cesarean sections, \* women have shorter labors by up to 2.7 hours, and \*increased success with vaginal births after cesarean sections (VBAC's). Doulas are trained to provide appropriate and non-judgmental support, assist and guide with proven comfort measures during labor, and offer information and practical assistance to new mothers and their families.

#### ***Postpartum Doulas***

In addition, we provide non-medical physical and emotional support and household assistance after the baby's birth. We help with self-care recovery measures, give information on mother and baby care, and help you learn to care for and feed your baby. We can prepare tasty, nutritious meals, go grocery shopping and do the laundry or run other necessary errands. Additionally, you can expect your postpartum doula to help you in the following areas: ""breastfeeding, \*infant care, \*identifying and discussing postpartum changes in mom, \*helping mom and families to make postpartum adjustments, \*identifying and discussing postpartum depression and working with

older siblings and multiples (twins, triplets, quads, etc...). As with birth doulas, the postpartum doula's role is non-medical. This allows us the versatility to help with other tasks, like sibling care, meal preparation, running errands and household organization. We also have live-nannies and baby nurses available for the postpartum period. Understand that a baby nurse is not the same as a registered nurse. The title "baby nurse" is reserved for the woman who specializes in newborn, infant and baby care.

### *Granny Nannies*

The doula helped us through our pregnancy and birth, and the birth went smoothly. Our postpartum doula helped ease the transition into motherhood, and then suddenly... nothing. We at Mother's Care cherish the families that we work with, and we want to make sure that the physical, emotional and informational support that we so value is available to all parents-not just those of newborns. For this reason, we offer "Granny Services". This service is for the family that has made it through the initial postpartum weeks, and recognizes the value of additional support. Our "Grannies" are mature women, many of who made a career of caring for their own families. Most of them are mothers and even grandmothers themselves. Not housekeepers, they are available on a part-time, flexible basis to help parents fill the gaps and keep the family and home running smoothly. Your "granny" can come for a defined period of time- - weeks or months- - or she may become an integral part of your family!

### *Childbirth Classes*

We offer 2 different philosophies of childbirth classes which can either be taught in a group setting or in the privacy and comfort of your home. All classes are taught by Marlo Robinson, President and Directress of Mother's Care. With over 15 years experience, Marlo's classes are rich with the techniques and methods she has taught and witnessed at hundreds of births. She know what works! Our childbirth classes leave no stone unturned.

\* "The Expecting Getaway at Hutchinson Island": An hour north of Ft. Lauderdale, this Choices in Childbirth Class (based upon traditional Lamaze classes) is taught at the premier resort on beachfront property at Hutchinson Island. Learn deep relaxation techniques, massage by candle light, and "baby-proofing" your marriage as the Atlantic ocean serves as a beautiful backdrop. The perfect last couples retreat before the baby comes, this class is a must do on the "Things To Do Before Baby Comes List"! The course fee of \$350 includes, overnight room accommodations, and all class materials, books and registration fees. This course is usually offered the last weekend of every month.

\* "HypnoBirthing Childbirth Classes": A unique method of relaxed, natural childbirth, enhanced by hypnosis techniques, (self-relaxation) HypnoBirthing provides the missing link that allows women to call upon their natural instincts to bring about a safer, easier, more comfortable birthing in the way that most mirrors nature. Hypnosis during pregnancy teaches you to trust your body,

your baby and to trust the birth process. Hypnosis alleviates the fear, anxiety and self-doubts that many women hold about their ability to give birth and parent. By learning some very simple techniques you can experience your pregnancy, the birth of your baby and the early stages of mothering as the positive, empowering and life affirming event it was truly meant to be.

Childbirth classes, birth counseling appointments for VBAC's and Breech turning techniques or HypnoBirthing sessions can be scheduled during the day, evening or weekend in the comfort of your own home. Dates and times are flexible. Most clients find that three to four (3 to 4) sessions are adequate to cover the material and childbirth issues. Private sessions will cater to specific requests or can be used to narrow down issues and concerns. HypnoBirthing sessions include the HypnoBirthing book by Marie Mongan, two HypnoBirthing tapes and additional pertinent childbirth material. The fee for the first in-home session is \$175.00 and each subsequent session is \$150.00 (in most cases 3-4 sessions are sufficient). HypnoBirthing is also taught in a classroom group setting. Each HypnoBirthing childbirth series is \$495.00 per couple and includes a series of four (4) childbirth classes and all class materials.

Have friends and family that would also like to take any of our childbirth courses? Form your own group and save. Ask about our group rates.

### *Additional Services Offered*

**VBAC Counseling.** Vaginal Birth After Cesarean is a phrase coined by Nancy Wainer Cohen and the International Cesarean Awareness Network (ICAN) over fifteen years ago. The rate of primary cesarean sections is above 25% in some South Florida hospitals. Women who have had a cesarean section have lots of questions. What if I had done that? What if I hadn't had that? What if, what if, what if...? These questions need answers and the feeling associated with the experience need to be addressed in order to give birth again in the manner that you want. In private sessions in your home, the last birth experience is discussed and the hopes and plans for the upcoming birth are refined.

**Turning a Breech Baby.** There is a small percentage of babies that will either start out in a breech position and do not turn into the vertex position ("head down") prior to birth, or that turn from the vertex position to a breech position prior to birth. In either case, if the baby is not in the vertex position, most healthcare providers will suggest and opt to perform a cesarean section to surgically deliver the baby without attempting to utilize techniques that may turn the breech baby. There are many non-invasive ways to turn a breech baby. In private sessions in your home, we will use deep relaxation and hypnotic suggestions to turn the breech baby. We will also discuss and practice a myriad of non-invasive techniques that are successful in turning breech babies.

## ***PHILOSOPHY***

First and foremost, we believe that **EVERY WOMAN** deserves and should have a doula. Therefore, it is our philosophy to make our services affordable, not cost prohibitive. We also believe what families need most is nurture and gentle support. We believe that each labor and birth is a unique and miraculous experience and the emerging family is the center and focus of that experience. While the course of labor and birth is unpredictable, each family should be able to choose for themselves how they would like to respond to it - where they feel safe, who they want to assist them in birthing their baby, who else they want present to provide emotional and physical support and whether they want to use pain medications and other technology. It is our ultimate goal to support our clients in achieving their desired birth and not attempt to persuade them to give birth in any particular way.

During the postpartum period, our goal is to relieve the new mother of routine day-to-day responsibilities so that she is better rested and able to nurture and care for her baby. We do this by focusing on the mother's emotional and physical needs and by helping both parents develop confidence in their parenting skills while demonstrating techniques in newborn care and feeding.

There are many good ways to care for babies and we do not enforce our own personal parenting style or insist that you adhere to a specific school of thought with respect to your infant. We trust parents to make decisions for their babies, and will help you get the information you need to make wise choices.

Families with a new baby are particularly vulnerable and it is always our goal to be helpful in a pleasant, appropriate and unobtrusive manner. We are respectful of the traditions, culture and values of our clients.

## ***QUALIFICATIONS***

We are proud members of Doulas of North America (DONA), NAPCS (National Association of Postpartum Care Services), MANA (Midwives Alliance of North America), ACBE (Academy of Childbirth Educators), The Breastfeeding Network, AWHONN (Association of Women's Health, Obstetric and Neonatal Nurses), CAPPA (Childbirth and Postpartum Professional Association) and several other obstetric, pediatric and neonatal networks. We have provided labor support and postpartum care to hundreds of families in the South Florida area and have worked with first time parents, multiple births and single mothers. We were recently named as Memorial Healthcare Systems "Preferred Doula Provider" meaning that we are the doula company of choice for over 4,000 couples birthing at both Memorial Hospital West and Memorial Regional Hospital each year. While we provide our services at all local maternity hospitals, we are at present, engaging in discussions with additional maternity hospitals to win the prestigious title of becoming their "preferred doula provider"!

## ***LABOR SUPPORT FEES***

A one time fee of Fifty (\$50.00) Dollars is charged for an in-home prenatal consultation with a primary doula and her back-up doula. We will discuss and customize your birth plan at this time. Should you hire us, we will apply this fee to your outstanding balance due for services. This time is an opportunity to provide a "mini-childbirth class" and to get to know one another so that we both can determine whether we are a good match for one another. This fee is only charged for labor doula prenatal consultations. A separate fee schedule applies for postpartum services and care.

Mother's Care's fee for one prenatal visit, unlimited telephonic support prior to your baby's birthing day, attending your baby's birth-irrespective of the duration of the labor (and including up to 2-3 hours following the birth) and one postpartum visit is based on one of two methods, depending on the client's choice.

The first method is based on a sliding fee income scale (see attached scale) and the second payment method is based upon the doula's experience (some clients prefer to have a doula that has attended a specific number of births prior to attending the client's birth). It is important for Mother's Care to share with you that whether the doula has attended 1 birth or 100 births, all of our doulas are either certified or are working towards their certification, all have completed the requisite number of classroom hours and "field work" as required training for doulas, and perhaps most importantly of all, they have the **HEARTS** (a gentle spirit and the desire to work with pregnant women and their partners) **and HANDS** (a gentle touch) of a **DOULA!** We have found that both payment methods work well and give the client the power to control what she will be paying for services. **The 2 methods are:**

1) Based on the experience of the doula. A novice doula has attended up to six births and may already be certified or may be working towards her certification. The fee for service is \$350.00. A certified doula has attended up to 15 births. The fee for service is \$750.00. A seasoned doula has attended more than 15births. The fee for service is \$1,15 0.00. At present, we have 4 doulas on staff that have attended over 100 births each with over 20 years doula experience;

**OR**

2) Based on a sliding fee scale because it is Mother's Care's philosophy that everyone should have a doula irrespective of financial ability. Please refer to the attached fee schedule. The fee schedule is based on a **combined** annual salary of both the mother and her partner, if applicable. Mother's Care has had overwhelming success with this fee structure. We work on the honor system and we never ask for tax records or verification of income. All information remains

confidential at all times. Should you decide to base your fee for services upon this method, please circle the appropriate fee on the attached fee schedule.

A non-refundable deposit equaling 1/2 of the total amount due for services is required upon signing an agreement by and between the client and Mother's Care with the balance due on or before the client's 38<sup>th</sup> week of pregnancy.

### ***POSTPARTUM SUPPORT FEES***

Mother's Care's postpartum services and baby nurse services are available on an hourly, daily or weekly basis. We have a daily minimum of 4 hours and maximum of 8 hours and on occasion, we will work longer hours during the day and we will work weekends, holidays and nights. Mother's Care has postpartum doula/baby nurses that will live-in your home following the birth of your baby for a specified period of time. We also have three customized postpartum packages in addition to ala carte fees for service. The 3 packages apply to our live-out doula services. They do not include or reflect our live-in postpartum doula rates.

**The first package** can be used during the prenatal or postpartum period. It is a baby basics education course provided in your home which includes breastfeeding, cord care, baths, baby proofing your home and infant massage). We will show videos, leave a packet of helpful information for your reference and we will pamper you through massage and educate you by discussing the physical and emotional changes experienced by the mother during the postpartum period. This 4 hour package makes a wonderful baby shower gift and is \$150.00.

**The second package** includes the above treatment. In addition, you will receive 8 additional hours of postpartum doula treatment including cooking, light cleaning, running errands, education and what ever else we can do to make your life easier during your postpartum period. This is a 3-day package with 4 hours of doula care being provided each day. This package is \$250.00.

**The third package** is an expanded version of the above doula package except that you will receive an additional 12 hours of doula care for a total of 24 hours. This package can be spread out over several days or can be extended over a one week period. The hours can also be utilized for over night newborn care for no additional fee. This package is \$550.00.

**Live-out Ala carte postpartum doula services** may be purchased at an hourly rate as follows: Contracted services for 20 hours or more during any 5 day period excluding weekends are \$20 per hour. Postpartum services contracted for less than 20 hours of services during a 5 day period are \$22 per hour. Weekends days and holidays are \$22 per hour. Nighttime postpartum care is available for \$25 per hour with a 6 hour minimum and a 10 hour maximum. Discounts are available for nighttime care if 5 nights or more of nighttime care is required.

**We also offer live-in services based on a 5 day or 7 day week. The fee for a postpartum doula/baby nurse for 24 hours per day, 5-day week is \$165 per day. The fee for a 7-day**

**week is \$155 per day. There is an agency fee for live-in postpartum doula/baby nurse services which is paid separate and apart from the daily postpartum doula/baby nurse fee. This agency fee is a one time fee only applicable for live-in services and do not apply to the daily rates for ala carte postpartum doula services or for the 3 packages discussed above.**

We require a non-refundable deposit of fifty (50%) percent of your total anticipated services to reserve your space upon entering signing an agreement for doula services. Full payment is required prior to the doula beginning services. You will be billed for any additional requested time rendered beyond the period of service agreed upon in the agreement. \*\* Please note that travel fees apply for in-home interviews with the postpartum doula/baby nurse prior to hiring.

### ***CHOOSING A DOULA***

Your birth and postpartum doula will be an important part of your life for a short time; therefore, it is important that you find someone with whom you feel completely comfortable. You will be considering not only skills and competency but also personality and style. If you would like to meet to further discuss Mother's Care services please contact us to set up your one-hour in-home consultation scheduled at your convenience. For more information, you can also check us out on the World Wide Web at: [www.mothersdoula.com](http://www.mothersdoula.com).

We look forward to serving you and your family!