

*Everything you want.
Anything you need.*

*Strong
Beginnings*



*Having Your Baby at
Strong Memorial Hospital*

Having a baby. It's a time for planning and dreaming... a time of wonder... a special time you will remember all your life. Most importantly, it's the beginning of a new family and a special relationship between you and your baby. We, at Strong Memorial Hospital Strong Beginnings Program, feel privileged to share the joy of the birth experience as we help you and your baby to a safe and healthy start. We look forward to welcoming you to Strong for any prenatal testing your doctor may recommend; for prenatal slide tours and classes to prepare you and other family members for the approaching birth; and, when it's time... for your baby's arrival.

We're glad you've chosen to give your family a Strong Beginning.





"I liked having my baby at Strong. The room was lovely, but, more importantly, the staff was wonderful. I had confidence in them . . . and they gave me confidence in myself."

Planning for You Baby's Birth

There's a lot to consider as you prepare for your baby's birth. Your physician, midwife or nurse practitioner can help you make the decisions that are best for you and your baby, including:

- What you can expect during all phases of pregnancy
- What is best for you and your baby in terms of nutrition and exercise
- How to pre-register for your hospital stay
- Preparing for breastfeeding
- Selecting a pediatrician
- Choosing and registering for the childbirth preparation classes that are right for you

Having a baby is a very personal event, and each pregnancy and birth is different. We, at Strong, in partnership with your health care provider, will support you every step of the way.

Hospital Pre-registration

It's a good idea to register for your hospital stay soon after you learn that you're having a baby. That way, you don't need to worry about the details and paperwork when your labor begins.

As soon as your doctor or midwife tells us you'll be having a baby at Strong, we will send you a registration form to fill out and return to our Patient Access Center.

This is also a good time to plan for the financial aspects of your baby's birth. Since every medical insurance plan is different, please check with your insurance carrier for specific details on your maternity coverage. If you do not have medical insurance, or have questions about finances, just call our maternity representatives at 275-3400. They will be glad to help you make sure things are in order for your birth.

TV and Phone Service

A TV and phone service package is available in each patient room for a fee of \$7.00 per day. Please ask a staff member how to activate service.

Strong Beginnings Orientation Classes

Childbirth Education and Sibling Classes

There are a variety of classes available to you at Strong to prepare you and your family for the childbirth experience. There is a slideshow/orientation class that shows you our Strong Beginnings maternity area. We also have a very popular Sibling Class for the older brothers and Sisters. Please refer to the insert in the back of this book for specific information about classes, their times and locations. Or call our Strong Beginnings phone number at 275-4058. Your care provider can also answer questions about classes.

Strong Beginnings Orientation Class

The Orientation Class for Strong Beginnings will include a walking tour of the Birth Center and the antepartum/postpartum unit. There will also be a short slide presentation of the areas in the obstetrical service not included in the tour.

This class is free, but because we need to limit size, **you will need to pre-register** by calling Strong Beginnings at 275-4058. Please register at least 3 weeks prior to the class to ensure that space is available for you.

The class is offered EVERY SUNDAY from 3:00pm to 4:00pm. You can park in the ramp garage and enter the Lobby. The instructor will meet you at 3:00pm in front of the information desk. Please ask your health care provider for our brochure about this and the other classes.

Other Strong Beginnings Classes

There are a variety of other classes available to you before and after the birth of your baby. These include:

- Transition to Parenthood (while in the hospital, after the birth of your baby)
- Sibling Class
- Prenatal Newborn Care Class
- Prepared Childbirth Refresher
- Infant Massage Class (recommended 1-2 months after the birth of your baby)
- Prenatal Breastfeeding Class
- Grandparenting Class

All classes require pre-registration. Please call the STRONG BEGINNINGS PRE-REGISTRATION line at 275-4058.

For additional information on classes, please ask your care provider for our brochures, or call the STRONG BEGINNINGS INFORMATION LINE at 275-0096.





The Strong Beginnings Program

We are justifiably proud of our beautiful Strong Beginnings maternity program on the third floor of Strong Memorial Hospital, and think that you will be pleased with the birthing rooms that you will find there. Whether your labor and delivery is uncomplicated, or you and your baby need some of the special assistance that only a regional center such as Strong Memorial Hospital can provide, we want you to feel welcomed and comfortable at Strong Beginnings.

At Strong Beginnings there are twenty-six birthing rooms, where most women will labor, give birth, and recover. You may remain in that room, or be transferred to a private room for the remainder of your stay at Strong. These rooms are equipped with whirlpool baths to increase comfort in labor and the postpartum period. The full range of pain relief options is available to you in the birthing room, including epidural anesthesia if desired. Your baby will be able to stay with you during your entire stay. If you want to get some rest or just have some time alone, your baby can be cared for by the nursing staff in the nursery area right on the unit. The baby's father can also stay in your room 24 hours a day. We have sleep chairs if he wants to spend the night with you and the baby.

There will be some situations when a doctor determines that it is better for you to have your labor and delivery take place on our 3-1400 birthing area, where specialized care is available for mother and baby. The rooms here are also private, with soothing décor. As in the Birthing Center, the baby's father can be present during all phases of the baby's birth, if conditions permit. There are also two fully-equipped delivery rooms nearby for women who have cesarean deliveries or other operative procedures. After delivery, mother and baby will go either to the Birthing Center or to the postpartum unit located adjacent to the Newborn Nursery.

The Strong Beginnings Program

It's a good idea to pack your suitcase and have it ready for when your labor begins.

Some things you will want to have are:

- Toiletries such as toothbrush, toothpaste, deodorant, shampoo, comb and brush
- Robe, nightgown, slippers
- Nursing or support bra
- Clothes for you and the baby to wear home
- Book or magazine
- Items you use for relaxation techniques
- Camera and batteries
- Blanket to take baby home

For a worry-free stay, please leave all jewelry and other valuables at home!

When Your Labor Begins

It is very common to be unsure if you are really in labor, or to know when to come to the hospital. Please call your physician or midwife before you make the decision to come to the hospital, and let them help you determine if it's time to make the long-awaited trip.

When you arrive at Strong Memorial, please enter through the Main Entrance to the hospital. If you are reasonably comfortable, you may park in the parking garage and walk into the Lobby, where an Ambassador will direct you to the Red Elevator which takes you to the Strong Beginnings on the third floor.

You may want to take advantage of our valet parking at the Main Entrance. If so, the valet will park your car for you. The Ambassador can also accompany you to Strong Beginnings while the driver parks the car in the garage. You can purchase parking tokens at a reduced rate from the cashier once you are admitted.

When you arrive at Strong Beginnings area, you will be in front of the Reception Area where staff is available to assist you. You may be directed straight to a room on the Birthing Center, or you may need to stay a short time in the triage area, where the doctors and nurses are available to see how your labor is going, and to make sure you get to the right area for your needs.



"I had my baby at Strong because I knew I'd get the best care if anything went wrong. Fortunately, nothing did. What I didn't expect was the kind of caring my baby and I got during a very normal birth. You don't have to be sick to get special attention at Strong. You just have to be there."

Special Considerations



"My pregnancy was considered 'high risk' because of my diabetes. I got special prenatal care, and my baby did have to spend some time in the NICU, but he's doing just fine now. They took good care of us at Strong. I'm really glad we were there."

Cesarean Delivery: If you are having a Cesarean delivery, you will deliver in a specially equipped delivery room. Your support person is welcome to be with you during your delivery, and afterwards during the recovery period, unless medical circumstances prevent this.

VBAC (Vaginal Birth after Cesarean): is often possible, depending upon the reason for your previous cesarean. Please discuss this with your physician or midwife.

Special Tests: You may have had fetal monitoring or ultrasound during your pregnancy to measure your baby's growth and development. These tests may also be used during labor to monitor your baby's progress.

Anesthesia: It is very important to discuss your wishes concerning pain relief during labor and delivery, with your care provider, as there are a wide variety of choices available; mild relaxants to epidural (regional) anesthesia. All options are available to you in the Birth Center and the Labor and Delivery area.

Specialized Medical Care: Each year more than 2,900 babies are born at Strong Memorial. While most deliveries proceed as expected, there are some situations that require specialized medical care.

As the Perinatal Center for Finger Lakes Region, Strong has the very best trained doctors and nurses, and the very latest in technology, so we can take care of any situation. The team of maternal/fetal medicine physicians, the neonatologists (pediatricians who are specialists in the care of the newborn) and our 52-bed Neonatal Intensive Care Unit is available to provide whatever you and your baby need.

After Your Baby is Born

Infant Care and Breastfeeding Classes

Our maternity nursing education specialists are available to help you learn how to care for your newborn. Individual and group classes are given daily on subjects such as:

- Umbilical cord care
- Circumcision care
- Newborn jaundice
- Bathing your baby
- Comfort measures for you and your baby
- Feeding methods- breast and bottle

We also have certified lactation consultants who will be there to support you while you begin to breastfeed your baby. And if you need to talk to a nurse after you've gone home, you may call our breastfeeding support line. The number will be given to you at discharge and is in the booklet you receive after the birth of your baby.

Newborn Tests

Before discharge, your baby will receive several health screening tests that are required by New York State. One of the tests will be a hearing screening. Another is the New York State Newborn Screening, which involves taking a few drops of blood from the baby's heel to test for over 40 genetic or metabolic diseases such as: PKU, thyroid deficiency and HIV. Please talk to your care provider if you have any questions concerning these tests.

A Special Note on Testing

Besides providing excellent medical care, one of the missions of the University of Rochester and Strong Memorial Hospital is advancing medical science. Our doctors learn about better ways to care for patients and improve the health of people. It is important that you are informed that our researchers sometimes use blood and/or tissues that are normally discarded after delivery. These studies present no risk to you or your child and will not affect the care you receive in any way. If you have questions or concerns about these types of studies, please ask your doctor for more information.

We conduct follow-up or other studies. If you or your child is eligible, someone will contact you personally. Participation in such studies is voluntary. After having the study described to you, you will be asked whether you want to participate. Questions about these studies should be directed to the person contacting you.





Newborn Protection Practices

The safety and security of your newborn are important concerns, which we share with you.

While you are at the hospital:

- If you have any concerns regarding the safety/security of you or your newborn, or know of situations that may jeopardize the safety/security of you or your newborn, speak to the staff immediately.
- Nursery doors are secured to limit access. Authorized staff is always present when a newborn is in the nursery.
- A newborn may leave the nursery or mother's room accompanied by the mother or authorized staff with a special hospital identification badge specific to the obstetric units.
- Always know where your baby is going, what is being done, who is taking your newborn and when he/she will be returned to you. You may go with your newborn whenever you wish.
- Be sure you know the nurse assigned to you and your newborn.
- Fathers/significant others have 24-hour visitation when unit accommodations can be made. Family and friends may visit in your room between 11am and 8pm. Children may not stay overnight.
- Mother and newborn are identified at delivery through a special set of identification bands. The bands must remain on through discharge. They are checked for matching information every time you and your newborn are reunited. If you notice the bands are loose or missing, please tell your nurse.
- When rooming- in with your newborn, you must be able to respond to and care for your newborn. Your bed is left in a low position and you bed side rails are up as needed. Your nurse call bell is kept within reach- please use it whenever you need assistance. A bulb syringe is always in the crib. A dim light is left on at night when your newborn is in your room.
- Your newborn must be in someone's arm or in the crib when in your room- he/she must never be left alone on your bed/chair. You must not sleep in bed with your newborn.

- Your newborn must always be positioned on back or side, never on stomach.
- Your newborn must never be left alone in your room and must always be kept in mother's/mother's designee's direct line-of-sight and hearing. Mother's designee cannot be another patient. When this is not possible, return your newborn to the nursery.
- Newborns should never be carried outside the mother's room or nursery. They should always be transported in a crib. Do not take your newborn off the unit.



As you are going home, the Adam Walsh Center recommends:

- The use of outdoor decorations to announce your newborn's arrival; such as balloons, floral wreaths, wooden storks and other lawn ornaments may not be a safe practice.
- Do not allow anyone you don't know into your home without proper identification. If you did not know about the visit in advance or have any questions, do not allow that person into your home.
- If you choose to have your newborn's birth announcement published in the newspaper, it should not include your last name or address.



Baby Pictures

Baby photos, taken daily by "Baby Prints" Imaging Partners, Inc., offer a special memento of your baby's birth. They offer a variety of packages from which to choose. You may want to bring a special outfit for your baby to wear for his or her first photo.





Visitor's Guide

It's wonderful to share the joy of your new baby's arrival and we encourage you to spend time with your family. Just remember that you need to rest and regain your energy for when you go home.

To safeguard your baby's health, we ask that people who are not feeling well check with a doctor or nurse before visiting you. Many common illnesses are more communicable than people realize and, for a newborn, something as minor as a cold can pose a health threat.

Visiting Hours

The baby's father can visit anytime. All other visitors are welcome between 11am and 8pm.

Meals

The House of Six Nations Cafeteria is located on the first floor of the hospital and is open:

Monday through Friday: 6:30am-8pm

Weekends and Holidays: 7:30am-6:30pm

The vending area is open 24 hours a day

There are two *Finger Lakes Coffee Roasters* coffee and pastry stations on the first floor of Strong: the lobby station is open Monday through Friday from 8am to 8:30pm and weekends and holidays 8am-5pm. The second station, closer to the green elevators, is open Monday through Friday 6:30am to 5pm.

Your family may share a meal with you in your room. They may purchase a meal voucher in the cafeteria for \$5.00 and use in the cafeteria or for room service.

Women's Specialty Shop

Breast pumps and supplies are available as well as nursing bras and other supplies for the new mother. The shop is located off the main lobby and is open Monday through Friday 10am-2:30pm and is closed on weekends and holidays.

Gifts

Magazines, snacks and a wide selection of gift items are available in our gift shop, located in the Main Lobby. The shop is open 9am to 7:30pm Monday through Friday, and 11:30am to 6:30pm on weekends.

Going Home

Going home is an exciting time, and there are a few things you will want to remember:

Discharge time is 10am- so you'll want whoever is picking you up to be ready to take you home at this time.

Infant Car Seat- It is New York State law that all babies be taken home from the hospital in a car equipped with an infant car seat. Please plan ahead and have a car seat ready for your discharge.

Clothing- You will want loose-fitting clothing for yourself, since it will probably be several weeks before you are back to your pre-pregnant shape. Also remember to have the right clothing for your baby, depending on the weather.

We'll See You Soon!

The next few months will be busy ones for you as you get ready for the birth of your new baby.

We, at Strong, wish you the best... and look forward to helping you and your baby to a "Strong Beginning."



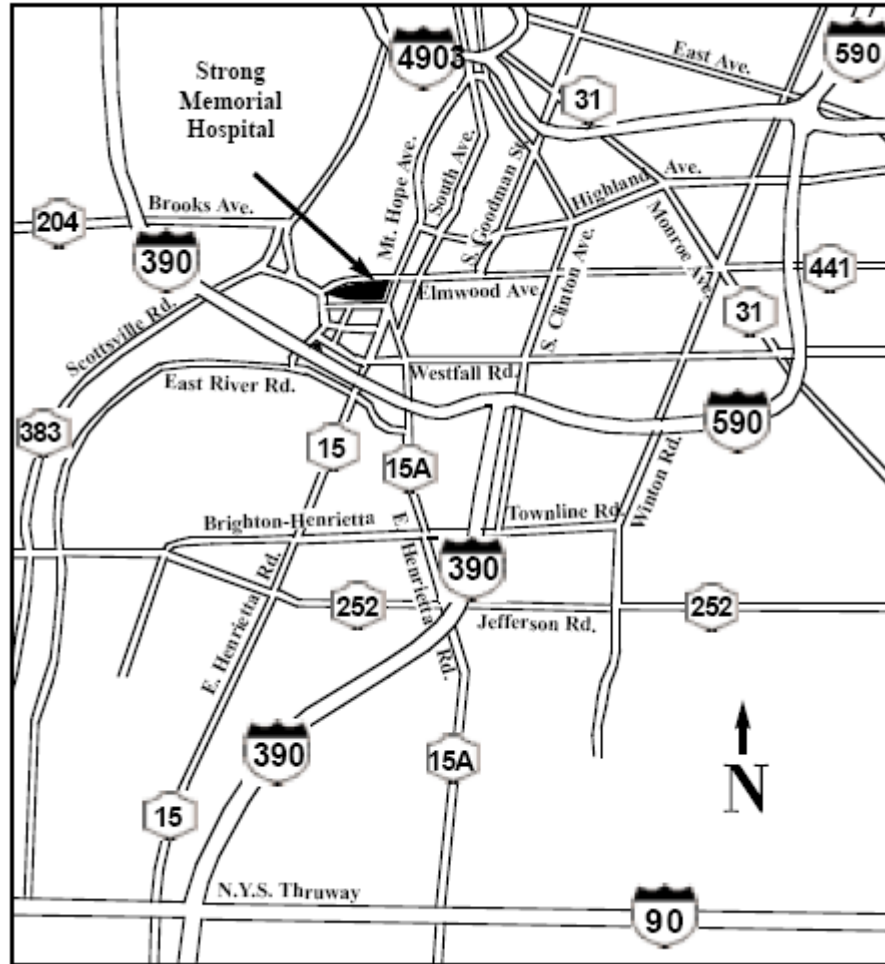
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Patient's Rights

As a patient in a hospital in New York State, you have the right, consistent with the law, to:

- Understand and use these rights. If for any reason you do not understand or you need help, the hospital must provide assistance, including an interpreter.
- Receive treatment without discrimination as to race, color, religion, sex, national origin, disability, sexual orientation, or source of payment.
- Receive considerate and respectful care in a clean and safe environment free of unnecessary restraints.
- Receive emergency care if you need it.
- Be informed of the name and position of the doctor who will be in charge of your care in the hospital.
- Know the names, positions, and functions, of any hospital staff involved in your care and refuse their treatment, examination or observation.
- Receive complete information about your diagnosis, treatment and prognosis.
- Receive all the information that you need to give informed consent for any proposed procedure or treatment.
- Receive all the information that you need to give consent for an order not to resuscitate.
- Refuse treatment and be told what effect this may have on your health.
- Refuse to take part in research. In deciding whether or not to participate, you have the right to a full explanation.
- Privacy while in the hospital and confidentiality of all information and records regarding your care.



Directions

From the East:

NYS Thruway (I-90) to Exit 46; I-390 North to Exit 16 (West Henrietta Rd.); cross West Henrietta Rd. to E. River Rd.; right on Kendrick Rd.; four blocks to Elmwood Ave.; right on Elmwood Ave.

From the West:

NYS Thruway (I-90) to Exit 47; I-490 (East) and I-390 (South) to Exit 16A (E. River Rd.); right at E. River Rd. and at Kendrick Rd.; four blocks to Elmwood Ave.; right on Elmwood Ave.

From the South:

I-390 (North) to Exit 16 (W. Henrietta Rd.); cross W. Henrietta Rd. to E. River Rd.; right on to Kendrick Rd.; four blocks to Elmwood Ave.; right on Elmwood Ave.