

UR MEDICINE
Obstetrics & Gynecology



The best start for you, your baby,
and your whole family.



UR
MEDICINE

STRONG
MEMORIAL HOSPITAL

What could be more exciting than expecting a new baby?



At Strong Memorial Hospital, we understand that you may have feelings of both excitement and anxiety while waiting for your baby to arrive. We are here to help!

Our perinatal services are built around you and your family. We want to make your experience a safe and memorable one.

Strong Memorial Hospital provides the region's most advanced care for parents and their newborns. We provide compassionate family-centered care – keeping your experience personal.

We look forward to partnering with you and your family during this exciting time in your life.

The months before birth.

There is a lot to think about as you prepare for your baby's birth. Your provider—the person you see regularly for prenatal visits—can help you answer any questions you have:

- What you should expect during pregnancy
- What you should know about nutrition and exercise
- Choosing to provide human milk to your baby
- How to select a pediatrician
- What pain relief options are available for childbirth

Making hospital pre-registration simple:

When your provider tells us you'll be having a baby at Strong, we will send you a registration form to fill out and return. You should pre-register for your hospital stay.

This is a good time to plan for the financial aspects of your baby's birth. Every medical insurance plan is different. Please check with your insurance carrier for details of your maternity coverage.

If you do not have medical insurance, or if you have questions about finances, call our maternity representatives at 585.275.2664. A representative would be glad to help answer any questions you have.

“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.”

Childbirth and Lactation Classes: All the things you need to know.

When you are pregnant, it can seem like there is so much to learn.

We want to make the process of learning about childbirth and parenting as easy as possible. We have developed a variety of classes that aim to cover questions you and your family members might have.

Strong Memorial Hospital offers in-person tours and a prepared childbirth class. Additional classes are offered online and via Zoom.

To register for a class or to check on class dates or fees, please scan the QR code or call the OB/GYN office at 585.275.4058.



Preparing to have your baby.

When your delivery date is approaching, it's a good idea to pack your bag so it will be ready for when your labor begins.

Here are some suggestions for what to include:

- Toiletries such as toothbrush, toothpaste, deodorant, shampoo, comb and brush
- Robe, nightgown, slippers
- Nursing or supportive bra
- Clothes for you
- Clothes for your baby to wear home
- Books or magazines
- Items you may use for relaxation
- Camera
- Snacks

Free Wi-Fi is available during your stay at the hospital. For a worry-free stay, please leave all jewelry and other valuables at home.



When your Labor Begins.

What to expect when your labor begins.

“Am I in labor?”

It is common to wonder if you are in labor. It is best to call your provider before you make the decision to come to the hospital. They can help you determine if it's time to make your long-awaited trip.

Arriving at the hospital.

When you arrive at Strong Memorial Hospital, enter through the main entrance on Elmwood Avenue. A wheelchair and an escort are available, if needed.

Once you are inside, one of our ambassadors will direct you to the Red Elevators, which will take you to the Obstetrics Emergency Department area on the third floor.

Once you arrive, you will see a reception area where staff is available to assist you. Your health care team will determine the appropriate plan of admission for you and your family.

Perinatal Services

Whether the birth of your baby is uncomplicated, or you need the special assistance that only a regional center like Strong Memorial Hospital can provide, we will make you feel welcome and cared for.

“I had my baby at Strong because I knew I would 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.”

Labor and delivery birthing rooms. We are proud of our birthing rooms, which are equipped with whirlpool baths to increase comfort during your labor. Two of our rooms are equipped with immersion tubs. These are available to birthing people who would like to use hydrotherapy for pain control. A full-range of pain relief options are available to you in the birthing room. Our health care team is dedicated to supporting your desires and goals, whether these are for a birth without medication or one with epidural anesthesia. We will work with you in prioritizing a safe and personal experience. Please take time to discuss your options with your provider before you arrive.



After your baby is born. After your baby is born, you will be transferred to a postpartum room, which includes units 3-1200 and 3-3600. Strong Memorial Hospital practices “rooming-in”, which means your baby will stay in your postpartum room 24/7 unless emergent medical care is needed. Exception: circumcisions, car seat tests, and some other procedures need to be done in the Newborn Treatment Room, which is located directly on the unit. Your support person may stay with you 24 hours a day. Sleep chairs are available in all patient rooms.

High-Risk Obstetric Care.

If you experience complications during your pregnancy, you may be admitted to 3-1200. This unit cares for birthing persons who need to remain hospitalized during their pregnancy.

Specialized care is available for you and your baby. Your significant other/support person can be present during all phases of your labor and delivery, as long as health conditions permit.

We have fully equipped operating rooms for those who have a scheduled or unexpected C-section, as well as for those who may require other operative procedures.

After delivery, you will be transferred to a postpartum unit. If your newborn needs increased monitoring or a higher level of care, they will be transferred to the Neonatal Intensive Care Unit (NICU).

To learn more about tubs in our birthing rooms, please visit:



TV and Phone Service

We offer TV and local phone service free of charge.

Photography/Video Recording

Personal pictures or video of you and your family is permitted as long as you agree to it. Picture or video of staff is not allowed without permission. Procedures or interviews involving members of the anesthesia team may not be photographed or recorded.

Any member of the health care delivery team may ask you to refrain from photographing or recording if it is interfering with care for you or your baby.

Things to know about your medical care.

The best resource for your medical questions is your own health care provider, but here are answers to some of the most common questions about care during your labor and delivery:

Cesarean Delivery

If you are having a cesarean delivery, you will deliver in a specially equipped operating room. One support person is welcome to be with you during your delivery and recovery period, unless medical circumstances prevent it.

Vaginal Birth After Cesarean (VBAC)

In some cases, it is possible to have a vaginal birth when you have had a cesarean delivery with a previous child. Please talk to your health care provider about options for your delivery.

Anesthesia

We provide several choices for pain relief during your labor and delivery, from mild relaxants to epidurals. It is important to discuss your wishes with your care provider before you arrive to the hospital. If you are in labor and feeling pain, it can be harder to process information and make decisions regarding your pain control options.

Specialized Medical Care

While most deliveries proceed as expected, there are some situations that require specialized medical care. As the Perinatal Center for the Finger Lakes Region, Strong Memorial Hospital has highly trained doctors and nurses along with the latest technology.



“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 is doing just fine now. They took good care of us at Strong. I’m really glad we were there.”

After Your Baby is Born

Learning how to care for your baby.

Our nursing staff is here to help you learn how to care for your newborn. Education will be provided on subjects such as:

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

We have certified lactation consultants in the hospital who will be there to support you if you choose to provide human milk to your baby. After discharge, the Breastfeeding & Lactation Medicine Clinic is available should you need additional support. Please visit our website by scanning the QR code or call (585) 276-MILK(6455).



Providing your baby with human milk: a gift for your baby and you.

Providing human milk is the healthiest way to feed your baby. The American Academy of Pediatrics (AAP) recommends breast/chestfeeding as the sole source of nutrition for your baby for at least six months, then continued breast/chestfeeding for 2 years.

Human milk is the perfect food for your baby. Human milk is filled with the vitamins and nutrients your baby needs to grow. Human milk also helps build your baby's immune system and helps their brain to grow. It is easier to digest than formula, and it causes less vomiting and diarrhea. Babies who receive human milk are less likely to have asthma, ear infections, allergies, or diabetes, and they are less likely to become obese.

Breast/chestfeeding is best for the birth parent, too. It lowers your risk of an ovarian cancer and some forms of breast cancer. It also strengthens bones, protecting you from osteoporosis.

Breast/chestfeeding should begin as soon as possible after birth, usually within the first hour of life. Our lactation consultants and nursing staff are trained to support you and your baby during your hospital stay.

For more information on your breast/chestfeeding rights in New York State, visit <http://www.health.ny.gov/community/pregnancy/breastfeeding/>.



Birth Dose Hepatitis B Vaccine:

You will be asked if you would like your baby to receive the Hepatitis B Vaccine after they are born. The American Academy of Pediatrics (AAP) and the Centers for Disease Control and Prevention (CDC) recommend that every baby receive the Hepatitis B Vaccine at birth before leaving the hospital. It is important to vaccinate babies at birth so they are protected as early as possible from any exposure to the Hepatitis B virus.

Tests your newborn will need.

Before you go home, your baby will have several health screenings that are required by New York State. One of the tests will be a hearing screening. Another, which involves taking a few drops of blood from the baby's heel to test for a variety of rare genetic and metabolic diseases such as PKU, thyroid deficiency and HIV. CCHD (Critical Congenital Heart Disease) is also a screening test for certain heart conditions. This involves placing a pulse oximeter (like a band aid with a glowing red light) on your baby's hand and foot.

If you have any questions about these tests, please talk to your health care provider.

Helping other families.

The University of Rochester Medical Center wants to provide you and your baby with excellent care.

To help us advance medical care, our researchers may use blood or tissues that are normally discarded after delivery. These studies present no risk to you or your baby and will not affect the care you receive. If you have questions or concerns about these types of studies, please ask your health care provider for more information.

We conduct many other studies. If you or your baby are eligible, someone will contact you. It is your choice whether you participate in a study or not. After having the study described to you, you will be asked whether you want to participate. If you have any questions about a study, talk to the person who contacts you about it.

“When I had my baby at Strong, I wanted to breastfeed, but wasn't sure how to do it. The nursing staff was wonderful in making sure I was comfortable and confident about feeding my baby before I went home.”

How to keep your newborn baby safe.

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

Here are important safety guidelines that need to be followed while you are in 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 and your newborn, please speak to our staff immediately.
- Doors are secured to limit access.
- A newborn may leave the parent's room accompanied by the birth parent or staff wearing a green "OB/GYN" identification badge that is specific to those employees on obstetric units that are authorized to transport your newborn.
- Always know where your newborn is going, what is being done, who is taking your newborn and when they will be returned to you.
- Be sure you know the nurse assigned to you and your newborn.
- Your identified support person has 24-hour visitation when unit accommodations can be made. Family and friends may visit your room between 8 am and 8 pm. No children are allowed to spend the night in a patient's room or stay past 8 pm.
- The birth parent and newborn are identified at delivery through a special set of identification bands. These 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. Your newborn will also have a HUGS tag secured on their ankle which helps to ensure the safety of your baby.
- When "rooming-in" with your newborn, you must be able to respond to and care for your newborn. Your bed will be left in a low position and your bed side rails will be up as needed. Your nurse call bell will be kept within reach—please use it whenever you need assistance. A bulb syringe will always be in the crib. A dim light will be left on at night when your newborn is in your room.
- Your newborn must be in someone's arms or in the crib when in your room. They must never be left alone on your bed or chair.
- You must not sleep in bed with your newborn.
- When in the crib, your newborn must always be positioned on their back. Keep soft objects, toys and loose bedding out of your newborn's crib.
- Your newborn must never be left alone in your room and must always be kept in direct line-of-sight and hearing of the birth parent's or the birth parent's designee. The designee cannot be another patient or staff member who is not authorized as indicated by the special hospital identification badge.
- Newborns should never be carried outside the hospital room. They should always be transported in a crib.
- Newborns must remain on the obstetric unit. Do not take your newborn off the unit.



Upon going home

The National Center for Missing and Exploited Children recommends these additional safety precautions:

- Avoid the use of outdoor announcements such as signs, balloons, large floral wreaths or other lawn ornaments. These are not recommended to announce a birth because they call attention to the presence of a new infant in the home.
- Only allow persons into your home if they are well-known by the parents. It is not advised to allow anyone into your home who is just a recent acquaintance or known only online such as in social-networking website, chat rooms and forums, especially if met briefly since you became pregnant or gave birth to your infant.

Helping make your stay special.

We want to make sure you have all the information you need to make your time with us memorable.

Visitors' Guide

It's wonderful to share the joy of your new baby's arrival with family and friends. Just remember, you will also need rest to prepare for when you go home.

To safeguard your baby's health, friends and family who are not feeling well should check with a doctor or nurse before visiting. Newborns are susceptible to many common illnesses. For a newborn, something as minor as a cold can pose a health threat.

Visiting Hours

Your identified support person can visit at any time. All other visitors are welcome between 8 am and 8 pm. Siblings may visit during regular visiting hours and must be accompanied by a responsible adult. They are not permitted to stay over night.

Meals

Our cafeteria is located on the first floor of the hospital. It is open every day from 6:30 am – 8 pm. The cafeteria is also open from 1:00 – 3:30 am.

There are vending machines on the third floor as well as a large vending area by the first floor cafeteria. There is also a coffee and pastry station in the lobby.

Guest Meals

For the convenience of your visitors, we offer a guest tray program. You can enjoy meals with your guests without leaving your room. These vouchers can be purchased in the cafeteria.

Parking

A ramp garage is attached to Strong Memorial Hospital. If individuals plan to return the same day, a 24-hour pass can be obtained at the office. The pass is valid for 24-hours from the entry time stamped on the receipt.

Multiple-day parking passes may be purchased.

Gift Shop

Magazines, snacks and a wide selection of gifts are available in our gift shop, located in the Main Lobby. The gift shop is open at the following times:

- Monday – Friday: 7:00 am - 8:00 pm
- Saturday & Sunday: 9:00 am - 7:00 pm

Going home with your new baby

How to plan for your discharge.

Going home with your baby is an exciting moment! We want to do everything we can to make sure the process goes smoothly.

Your health care team will help you plan for your discharge. Please make sure you discuss details such as the date and time of your discharge, and make any necessary transportation arrangements.

Protecting your baby on the ride home.

New York State law requires that all babies be taken home from the hospital in a car equipped with an infant car seat. Be sure to plan ahead and have a car seat installed and ready for discharge. There are numerous child safety seat fitting stations in Monroe County. Visit their website at <https://www.monroecounty.gov/ts-childsafety> for specific information.

The right clothes for you and your baby.

You will want comfortable, weather appropriate clothing for your ride home. The same is true for your baby.

You can plan ahead and pack these clothes before your trip to the hospital, or you can have a family member bring them when it's time to go home.

We look forward to seeing you soon.

As you get ready for the birth of your baby, the next few months will be busy—both for you, and for your family. We wish you the best, and we look forward to helping you and your baby throughout your stay.





Your rights as a patient.

As a patient in a hospital in New York State, you have the right, consistent with 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.

For additional information, please visit:



MEDICINE *of* THE HIGHEST ORDER