

Dear Parents-to be, thank you for choosing Genesis Maternity Clinic.

Bringing a child into the world is one of life's most incredible and empowering events and at Genesis Maternity Clinic we enrich this experience by offering you well-researched, informed choices.

Every mother giving birth at our clinic is supported either by one of our practicing independent midwives or by our qualified staff midwives - healthcare professionals who have undergone extensive training specialising in normal, natural child birth. At the same time you are given full access to the same antenatal examinations, testing, vital signs monitoring and supervision you would enjoy under the care of an obstetrician.

A few antenatal appointments will also be carried out by a Genesis Maternity Clinic-affiliated private obstetrician. This will ensure that you have no severe medical issues and that your pregnancy is low risk. However, should the need for a caesarean section arise, our obstetrician and the medical team are on standby at our operating theatre on site at the Genesis Maternity Clinic premises.

Genesis Maternity Clinic has been awarded "Mother-and-Baby-Friendly" status by both the local and international arms of the World Health Organisation (WHO) and the United Nations International Children's Fund (UNICEF).

Included with this letter we have listed all the information you are likely to need to help make your time with us a life changing experience.

We look forward to serving you.



Yours sincerely,
Marié van Heerden
Genesis Clinic Manager



*"When you change the way you view birth,
the way you birth will change." ~ Marie Mongan*

STARTING YOUR ANTENATAL CARE AT GENESIS MATERNITY CLINIC

You will need to confirm your pregnancy with an ultrasound scan at approximately week 8 of your pregnancy, (unless you have already done a scan). Maryke Kilian, the sonographer is in private practice and scans are done at Genesis Maternity Clinic. Bookings are essential, please contact Jenny on 071 154 0223

Choosing a midwife for your maternity care and birth at Genesis Maternity Clinic:

You will need to have had your first consultation with a midwife before you can book into Genesis Maternity Clinic, this is so she can assess you as low risk, to continue your care to birth at Genesis Clinic.

We do not do elective caesareans, however moms can enquire if they are a suitable VBAC candidate, (Vaginal Births After Caesarean), after one previous caesarean. You must use the services of an independent midwife so she can assess you for a VBAC.

If you are currently with another caregiver, you can change over to midwifery-led care at any stage of your pregnancy, (not later than week 35 for with the staff/ In-House midwives and depending on availability and requirements if you choose and independent midwife.) The obstetrician must be affiliated with Genesis Maternity Clinic to be your back-up.

Choosing an Independent Midwife:

Genesis Maternity Clinic is a base for a host of independent midwives. An independent midwife works in her own private practice, with birthing rights at Genesis Maternity Clinic. She will be your caregiver for your antenatal consultations, birth of your baby as well as providing postnatal care and support. Along with her medical expertise, she shares with you the desire for a healthy and empowering birth experience and uses her knowledge and experience to guide you towards this goal. A private midwife takes the time to listen to expectant parents, offering appropriate information for physical, emotional and clinical support and your options of care. Choosing an independent midwife is based on contacting a few independent midwives, so you can find someone with whom you connect with and can grow a relationship with throughout your maternity care and for the birth of your baby. Independent midwives also offer a more personal service and one-on-one care. You can find their profiles on our website.

Choosing the Genesis Staff Midwives:

When you choose to birth in the In-House Birth Unit, one of the appointed Genesis staff midwives on duty will provide antenatal care throughout your pregnancy. A staff midwife on duty will assist you with the birth of your baby in a private birth room. After the birth, you recuperate in one of the semi-private rooms, together with your newborn. Our In-House Birth Unit has been developed to make gentle birth available to private clients, as well as clients on network restricted medical aids. You cannot choose a staff midwife, as it depends who is available at the time of your birth or at your antenatal consultations. You need to have had your first consultation with the midwife before you can book into Genesis Maternity Clinic. Please note that mothers who have had a previous caesarean can only use the services of an independent midwife.

Scheduled antenatal consultations with a midwife:

- Monthly consultations until approximately 28 weeks.
- Bi-weekly from week 28 to week 36.
- Weekly from week 36 to birth.
- More frequent visits are available at any time for any reason. Your due date at 40 (+) weeks is really more of a due “zone”.
- You could give birth anytime from 37 weeks up to 42 weeks.
- First time moms often give birth closer to 41 weeks.
- You will have approximately two antenatal consultations with a Genesis affiliated obstetrician. Your obstetrician is your back-up in case a C-section is needed, this procedure will be done at our on-site state-of-the-art operating theatre. Our team of medical professionals are always on standby, in case of an emergency.

GENESIS CLINIC FACILITY ROOM OPTIONS

You will have two room options for your birth and postnatal recuperation:

You may give birth and recuperate in either the Private Luxury Family Room, or the Semi-Private In-House Birth Unit. You may choose to give birth with either an Independent Midwife or the Genesis Staff Midwives.

Private Luxury Family Room:

Our luxury family rooms are absolutely private. You are able to have the comfort and safety of going through labour and the birth supported by your independent midwife in a room equipped with its own water birth bath should you wish to opt for a water birth.

Partners are an important part of the birthing process and we encourage partners/dads to stay over, so that the new family can start bonding from the very beginning. After the birth, you, your baby and your partner will be able to recover and bond together in the one large room which is equipped with a king-sized bed. You may also choose to birth with the staff midwives in a private room, if there is availability. Extra costs for the room do apply.

Eight private Luxury Family Rooms are available:

'Lavender', 'Rosemary', 'Calendula', 'Juniper', 'Geranium', 'Sage', 'Jasmine' and 'Willowleaf'.



- Each mom stays in her own, beautifully appointed private room through the entire labour, birth and recuperation period.
- Dad/partner rooms in with mom and baby.
- The rooms are large with king sized beds and cribs to accommodate rooming in, are decorated with a touch of style to create an environment of tranquillity and comfort and open on to their own enclosed, private gardens.
- Each room has an en suite bathroom with a water birth bath for labour as well as a shower for convenience.
- Visiting is at the discretion of mothers, with no visiting hours stipulated by the clinic itself, however we do stipulate no later than 10pm in respect of other mothers in the clinic resting.
- At Genesis Clinic, the environment and service is designed to make you feel comfortable, safe and enveloped in luxury while ensuring optimum care for you and your precious newborn.
- Please note that Genesis Clinic has eight private rooms with water birth baths and one room without a bath (recovery room). The clinic reserves the right to move a client who has had 24 hours post partum in her private room into the recovery room if the space is required for another birthing client. This is in the interest of all Genesis moms getting the birthing experience they deserve.

Semi-Private Room in the In-House Birth Unit:

Our In-House Birth Unit has been designed to make gentle birthing available to private patients who want a more cost-effective birthing option. Medical aid coverage varies from plan to plan and the in-house birth unit midwifery fees are designed to cater for this situation. The private labour and birth-room is spacious and has a bed and a water birth bath, providing women with the choice to have a water birth if desired. Partners are an important part of the birthing process and we encourage partners/dads to stay over, so that the new family can start bonding from the very beginning. Should you choose to have your baby in our in-house birth unit, all your antenatal consultations will be carried out with one of our qualified staff midwives. Similarly, when you go into labour, you will give birth supported by one of our midwives. You may also choose to birth with an independent midwife in the In-House Birth Unit.

Two labour and birth rooms are available:

'Protea' and 'Amarula'



After the birth, you and your baby will be able to recover in one of the four semi-private rooms. Families are encouraged to bond with their new baby while midwives continue to provide supportive care.

We have four semi-private recovery rooms available:

'Thyme', 'Neroli', 'Arum' and 'Cosmos'



- Each mom births in a beautifully appointed private birth room through the entire labour and birth. We have two birth rooms in our In-House Birth Unit.
- Each birth room has a water birth bath for labour and a waterbirth, as well as an en suite shower for convenience and each room is decorated with a touch of style to create an environment of tranquillity and comfort.
- Each mom recuperates in a semi-private room with a single bed and a shared en suite shower and lavatory.
- Visiting is at the discretion of mothers, with no visiting hours stipulated by the clinic itself, however we do stipulate no later than 10pm in respect of other mothers in the clinic resting.
- At Genesis Clinic, the environment and service is designed to make you feel comfortable and safe while ensuring optimum care for you and your precious newborn.

GENESIS CLINIC FACILITY FEES

Our Facility Fees are designed to give you maximum choice, with world-class maternity care and birth support for complete peace of mind. Genesis Maternity Clinic accepts both medical aid and non-medical aid clients. Our mission is to provide you with the safest and best maternity care for you and your baby.

We understand the importance of the choices you are about to make regarding where and how to have your baby. At Genesis you can choose to birth in a Private Luxury Family Room, or you can have your baby in our Semi-Private In-House Birth Unit.

IMPORTANT INFORMATION FOR MEDICAL AID CLIENTS

Medical aid patients are welcome. However our facility fees **do not cover the costs of the independent midwives and other third parties**. You should contact your medical aid to obtain details of the billing and fees charged for midwives, obstetricians, and anaesthetists and external service providers. Medical aid patients will be charged according to the Life Healthcare scale of benefits negotiated with your medical aid.

Please note if you have a Foreign Medical Aid, Medical Insurance or Top Up Policies, please send us an email addressed to the Finance Department at: genesisenquiries@lifehealthcare.co.za.



"Birth is one of the most enriching experiences a woman can have, empowering you and your partner into your new role as parents."

IMPORTANT INFORMATION FOR NON-MEDICAL AID CLIENTS

Non-medical aid patients are welcome. However please note that our facility fees **do not cover the costs of the midwives and other third parties**. You should obtain details of the billing and fees charged for midwives, obstetricians, and anaesthetists and external service providers.

All private patients are charged using fixed fees. These assume that there are no complications and that the length of stay is not exceeded. In the event of complications, fees will be billed accordingly.

If you are a Non-Medical Aid client, we can guide you according to the facility rates charged by advising us of the following:

- ~ Are you a first time mother
- ~ A second time mom, with previous natural birth(s) or,
- ~ A second time mom (with one previous caesarean section) ~ *please note a previous caesarean mom must use the services of an independent midwife for a VBAC.

***We do require our non-medical aid paying patients to have medical aid coverage for your baby in case we need to transfer your baby to a NICU.**

Booking in:

Bookings are done at our reception, where you will be asked to complete the necessary forms and provide your medical history. This must be done by 36th week of pregnancy. Medical aid patients are responsible to obtain an authorisation number from their medical aid at the time of filling in their forms.

Whether you are a medical aid or private patient, you must have had your first consultation with an independent midwife or with our in-house staff midwives before booking your bed at Genesis Maternity Clinic.

Paediatrician:

It is customary for each newborn to be checked by our paediatrician before going home. Our resident paediatrician will be available for daily rounds for all newborn babies born at Genesis Maternity Clinic, and has the full support of locum paediatricians who will be available after hours and weekends. The fee for the paediatrician is included in the deposit for non-medical aid patients, and if you are on a medical aid, the paediatrician will require an upfront cash payment and you can claim from your medical aid after the birth of your baby.

Obstetrician:

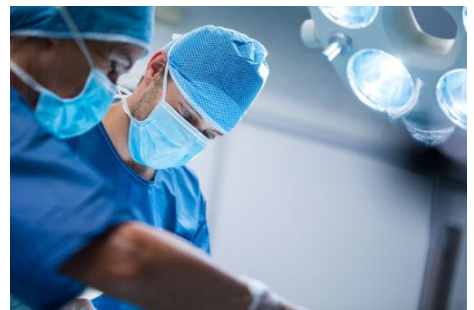
You will have approximately two antenatal consultations with a Genesis affiliated obstetrician. Your obstetrician is your back-up in case a caesarean section is needed, this procedure will be done at our on-site state-of-the-art operating theatre. Our team of medical professionals are always on standby, in case of an emergency. Obstetrician fees must be settled directly with the obstetrician.

On-site theatre:

If complications arise, whilst you are in labour, clients will be taken to our on-site theatre for the procedure will be done by the OB/GYN along with the anaesthetist, paediatrician and medical team. The midwives will remain part of the care in a supportive role. We have all the proper procedures and equipment available to deal with any medical emergency.

"Birth is not only about making babies. It's about making mothers~ strong, competent, capable mothers who trust themselves and believe in their inner strength."

~ Barbara Katz Rothman



Financing:

We have partnered with First Health Finance should you require financial assistance with your deposit. Please contact them directly on 0800 212 537 or www.fhf.co.za for more information.

TOURS AND INFO SESSIONS AT GENESIS MATERNITY CLINIC

We would love to share more information about Genesis Maternity Clinic with you. We have specific dates and times for the public to come and learn more about birthing at the Clinic.

We have two options, a basic tour, (one hour), or if you want to choose an independent midwife, you can join us for a "meet the midwives" info session, (two hours).

Tours:

- ✓ You will gain information for how to start your antenatal care and birthing at Genesis Maternity Clinic.
- ✓ Tour of the facilities, viewing of the Luxury Family Rooms, the In-House Birth Unit as well as the Labour and Birth rooms. *Viewing of the rooms is dependant on availability.

Tour & Meet the Independent Midwives Info Session

- ✓ An introductory talk and meet & greet a few of the independent midwives. (Please note that not all independent midwives are able to attend, as they may be at a birth.)
- ✓ Expectant parents can choose to book and/or meet the independent midwife at the session.
- ✓ You will gain all information for how to start your antenatal care and birthing at Genesis Maternity Clinic.
- ✓ Tour of the Genesis facilities, viewing of the Luxury Family Rooms, the In-House Birth Unit as well as the Labour and Birth rooms. *Viewing of the rooms is dependant on availability!
- ✓ An opportunity to meet the pregnancy and birth professionals who offer their services at Genesis Clinic, such as Doulas, Antenatal Classes, CPR Courses etc. This is a fantastic opportunity as most independent midwives prefer to work with the services endorsed by Genesis Maternity Clinic, these professionals have years of experience in their field.

How to book for the Tours and Info Sessions:

Our priority is the safety of our clients as well as minimising any noise in the clinic, so mothers and babies can recuperate in peace and quiet.

We therefore do not have any tours of the Clinic, unless you have booked for a tour or an info session as per our available dates.

Thank you for understanding.

For dates and times, please visit our website under 'Calendar'.

Space is limited and booking is required by emailing us at genesisenquiries@lifehealthcare.co.za.



"Giving birth should be your greatest achievement, not your greatest fear."

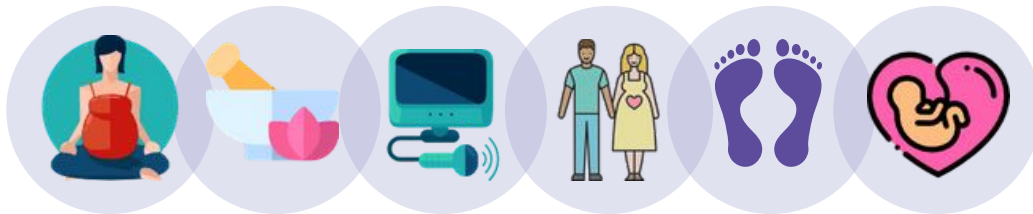
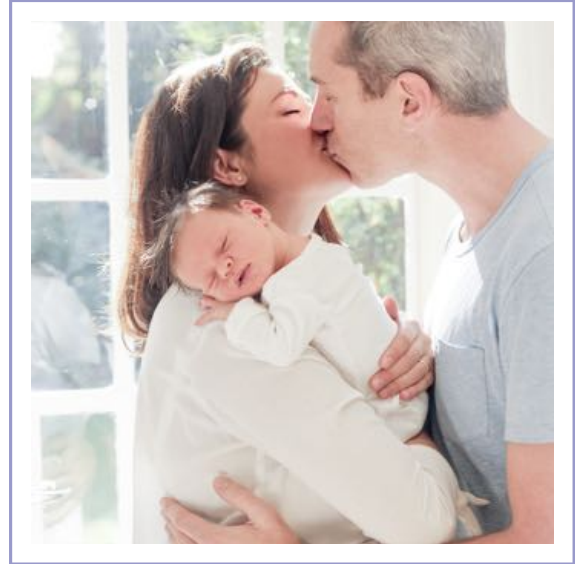
~ Jane Weideman

SERVICES, CLASSES AND EVENTS AT GENESIS MATERNITY CLINIC

Genesis Clinic is a hub of activity with regular classes, workshops and events that provide you with the education and skills to enrich your pregnancy and birth experience. We have professionals who offer pregnancy, birth and baby services and who are experts in their field. You can find all the information for each of the services below on our website, under menu tabs, 'Services' and 'Calendar' on our website, www.genesisclinic.co.za. All services are charged for privately and you must book via their contact details.

Services offered:

- Antenatal Courses and Workshops
- Audiologist
- Baby Wellness Clinic
- Breastfeeding Support
- Chiropractor
- First Aid and CPR Courses
- Private Doulas
- Homeopath
- HypnoBirthing Courses
- Maternity & Birth Photography
- Nutrition workshops
- Pregnancy Yoga
- Reflexologist
- Spa on the Genesis premises
- Sonar Scans
- Social Workers



Our philosophy:

By offering informed choices, we believe mothers and their partners are empowered, encouraged, and transformed to parents who are equipped to give their baby the very best start in life. Family-centred and intimate, Genesis Maternity Clinic offers exceptional midwifery care for you, your partner and your baby.



Genesis Clinic is now the only private hospital in Gauteng to be designated a Mother-and-Baby-Friendly maternity facility, giving it the WHO's and UNICEF's global stamp of approval for its safe birthing practices, and its support and promotion of breastfeeding.

YOUR CHECKLIST: WHAT TO PACK

Once you have reached your 34th week of pregnancy, you will need to pack your bag so that you are ready for your stay at Genesis Maternity Clinic.

Packing your birth bag, or labour bag, is a lovely thing to do. Not all babies arrive on their due date and it is reassuring to be prepared for birth well in advance. Once your bag is packed, you can enjoy the last few weeks of your pregnancy until your baby arrives.

On arrival, mothers receive a baby bag which contains the following items:



Maternity pads
Baby aqueous cream
Breast pads
Baby oil
Nipple cream
Surgical spirits
Pack of nappies

- Teddy bear
- Educational booklet
- Baby wipes
- Baby top to toe wash
- Baby bum cream
- Cotton wool



The mini fridge in your room will be stocked with an energy drink and we encourage you to bring healthy and energy-giving snacks and drinks to the clinic to keep you well nourished.

We also recommend you bring these items from home:

For Mom:

- Your birth plan
- A comfortable bra or tank top for labouring in water
- Music for your labour and birth
- Stretch/disposable maternity panties
- Maternity pads (bring extra)
- Maternity bras
- PJ's with a top suitable for breastfeeding
- Toiletries and personal items
- Lip balm, (your lips can dry out quickly in labour)
- Squeeze bottle for a salt spritz bath)
- Four to five dark or old towels, if you are planning a water birth
- Non-slip socks (whilst labouring)
- Massage oil for your labour
- Hairbands or a clip, if you have long hair
- Water spray or a hand-held fan
- Bendy straws for water/juice bottles
- Extra pillow(s) from home
- Healthy energising snacks & juices

For Baby:

- Extra disposable diapers or new born cloth nappies
- Wecesein powder (weeping wound), for cord care
- Clothes for your new born (3 sets of onesies, long & short sleeved)
- Three blankets and a towel for baby
- Receiving blanket
- Baby car seat for when you go home

For Dad / Partner:

- Comfortable clothes
- Toiletries and personal items
- Button down shirt (for skin-to-skin)
- Healthy energising snacks & juices
- Cellphone and charger with adapters
- Your camera, batteries and charger



✓ *Some women find it helpful to bring a few special objects from home, perhaps a photograph, candles, inspiring birth affirmations or even a favourite blanket or cushion. This can help you to feel comfortable and at home and will give you something to focus on during labour.*

GET IN TOUCH WITH US TODAY!

Email us should you need more information:

For a speedy response, we prefer that you email us about any enquiries. Our call volumes can get high and we will respond to your email sooner with the information you require. Please send us your enquiry to genesisenquiries@lifehealthcare.co.za

Please note our reception hours for all telephonic enquiries are:

Contact us: Tel: 011 544 9800

- 08:00 to 16:00: Monday to Friday
- 08:00 to 15:00: Saturday
- 08:00 to 13:00: Sunday



START YOUR CARE WITH US

Booking your first consult with the staff midwives:

When you choose to have your baby with the staff midwives, and would like to book for your first consult, please email us with your contact number as well as how many weeks pregnant you are. One of our staff will then contact you to schedule an appointment for your first check-up. Please send us your enquiry to genesisenquiries@lifehealthcare.co.za

Booking your first consult an independent midwife:

When you choose to have your baby with an Independent midwife, she is a midwife that works in their own private practice. It is recommended to contact a midwife of your choice and set up an appointment. The list and profiles of the independent midwives can be found on the website, under the menu tab 'Team'.

Ultrasound Scans:

Maryke Kilian, the sonographer is in private practice and ultrasound scans are done at Genesis Maternity Clinic. Bookings are essential: Contact Jenny on 071 154 0223. Please note that Genesis does not have access to the booking schedule for scans. You may view costs and information about the scans on our website, under menu tab, 'Services'.

Obstetrician/Gynaecologists:

Your main care-giver will be your midwife and approximately two of your antenatal appointments will also be carried out by a Genesis affiliated private obstetrician. This will ensure that your pregnancy is low risk or in case of a caesarean needed at Genesis Clinic. Your midwife will usually guide you to an obstetrician.

Stay in touch with us!

Follow us on social media to keep updated with all our current events and education related to pregnancy, birth and beyond!

We often have prize give-aways and events you would not want to miss out on!

 Facebook: [@GenesisMaternityClinic](https://www.facebook.com/GenesisMaternityClinic)  Instagram: [@genesis_maternityclinic](https://www.instagram.com/genesis_maternityclinic)

www.genesisclinic.co.za