



Natural BirthWorks
The Birthing Cottage

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- **Executive Summary**

Natural BirthWorks is meeting the needs of parents who are choosing a more natural, holistic and organic birthing method offering prenatal, antepartum and postpartum care that includes but is not limited to: midwifery care, lactation services, doula services, placenta encapsulation, cloth diaper workshops, babywearing support, breastfeeding groups, mother meet-ups, Mayan abdominal massages, homeopathy, childbirth education, Yoga, and birth tub rentals.

Natural BirthWorks is outgrowing its location due to the increasing number of home births and birth center requests. To meet this demand it is creating a Birthing Cottage (birth center) that will fill the need for birthing rooms and to help accommodate the growing number of families seeking natural birth services.

The chosen Margate location for this Birthing Cottage is convenient to access by car or Public Transportation. Currently there are no existing birth centers North, South, East or West of this new location. Natural BirthWorks' Birthing Cottage will be a centralized, comprehensive holistic birthing facility focusing on women who are pregnant, and/or new mothers who want to receive care and services in the most traditional and naturally focused way.

The objective of the birthing cottage is to expand the existing services of Natural BirthWorks and add birthing rooms - a home birth alternative with a home-like environment where mothers can go to give birth. We have found that the South Florida Coral Springs/Margate area lacks such a facility, making it an ideal location for our planned birthing cottage.

Natural BirthWorks' P³ homebirth service do anywhere from 4 to 9 home births a month, whereas local birth centers average 5 to 22 births a month. This is a good indicator of potential added income with a birth center.

In terms of revenue, a contract with a private insurer can range from \$3,500 for complete maternity care and self-pay is up to \$5,500 for complete care. The added earnings with the birth cottage, for even a fraction of these 30 monthly birth center requests that cannot currently be served, is considerable! Natural BirthWorks estimates a loss of about \$105,000 - \$165,000 worth of potential profit when you take into account the high number of monthly requests for a birth center that cannot currently be met.

- **General Company Description**

Natural BirthWorks team members consist of:

- Lead Midwife - Gelena Hinkley (Licensed Midwife, Certified Professional Midwife) is a practicing Private Homebirth Midwife since 2011, owner of Peaceful Pregnancy Pathways (P³), Natural BirthWorks, and Midwife101.com. Midwife Gelena on average does 40-50 home births per year with about 10-20% repeat clients. Midwife Gelena uses the Natural BirthWorks current location for office space to meet new, current and past clients, holds child-birth classes and support groups.
- Sandra Lobaina is an Internationally Board Certified Lactation Consultant with her own lactation practice since 2011. Sandra volunteered in the WIC office and was hired as a Peer Counselor. Sandra completed the midwifery program in 2010. She shares space at Natural BirthWorks to provide Lactation Services and educate women within the Coral Springs/Margate and neighboring communities on the benefits of breastfeeding and natural birthing. In addition Sandra assists at birth deliveries.

Sandra and Midwife Gelena started working together in the homebirth field in 2011. Sandra regularly assists Midwife Gelena with homebirths.

After the birth Midwife Gelena has follow up appointments to insure both mother and baby are doing well.

Sandra follows up with lactation services to mothers that require deeper knowledge or are having issues breastfeeding and general nursing care.

- A consulting Obstetrician/Advanced Registered Nurse Practitioner - Judith Kaplan
- Contracted Insurance Coordinator - Favored Medical Billing
- Holistic providers who contribute their relevant and unique services.
- The enclosed spreadsheet best shows the monthly births, revenue, expenses and growth potential with a birthing cottage.

Midwives play a crucial role in the holistic care of pregnant women – including reproductive care, labor support, postnatal care and lactation assistance. They are educated, knowledgeable, competent, skilled, and confident in supporting physiologic labor and birth, including helping women cope with pain. They recognize each labor and birth is different and a momentous experience for women and their families, allowing women to labor and birth in their own time and own way.

Statistically, women who employ the assistance of a midwife are less likely to require labor induction, pain medications, epidurals and other medical/surgical interventions.(World Health Organization)

Emphasis is placed on breastfeeding as it has been proven to be best for newborns, and the benefits extend well beyond basic nutrition. In addition to containing all the vitamins and nutrients a baby needs in the first six months of life, breast milk is packed with disease-fighting substances that protect them from illness. The American Academy of Pediatrics recommends exclusive breastfeeding for the first six months (although any amount of breastfeeding is beneficial).

Scientific studies (Please see CDC and WHO for benefits and recommendations) have shown that breastfeeding is good for the mother's health by burning extra calories, releasing the hormone oxytocin - which helps the uterus return to its pre-pregnancy size and may reduce uterine bleeding after birth. They also found that breastfeeding also lowers the risk of breast and ovarian cancer.

○ **Birthing Cottage Development**

Peaceful Pregnancy Pathways (P³) has an average of 40-50 new clients annually. There are about 30 phone inquiries weekly from mothers who want to deliver their baby at a birth center, that number is beyond our ability to accommodate at the current facility. The increase in home births and inquiries for a birth center support the need for a larger building to accommodate the natural birth demand in the Coral Springs/Margate and surrounding area, where we can offer a larger unified space for a more complete natural birthing experience.

With a larger building Natural BirthWorks can provide greater centralized midwifery care, midwife training, pre and post natal care, lactation services, doulas, doula training, placenta encapsulation, cloth diaper workshops, babywearing support, breastfeeding groups, mother meet-ups, Mayan abdominal massages, homeopathy, childbirth education, Yoga, and birth tub rentals.

Our birthing cottage will allow us to reach more families and have the necessary facilities to accommodate their needs. Here mothers will have prenatal care, can give birth, recuperate and be able to bond with their newborn in a relaxing and home-like setting with all that is needed for their natural birth and care.

Natural BirthWorks is in the process of purchasing a freestanding commercial building to relocate and create a birthing cottage where all the wonderful natural birth services will continue to be offered and have the much requested birthing rooms!

○ **Target Market & Growth Potential**

The chosen location of the Birthing Cottage provides a strong competitive advantage in Palm Beach, Broward, and Miami/Dade counties. Currently birth centers within this tri-county area are in Delray, Hollywood, or Hallandale. Our proposed birthing cottage will be midway from the furthest north birth center in Delray, and that of the next closest south birth center in Hollywood, and the only one west of I-95. The location of the building is close to the Florida Turnpike (I-75), Sawgrass Expressway, and I-95 - the three main Florida highways.

The building is 1600+ square feet. There will be two birthing suites, two prenatal rooms, a lactation room, a kitchenette, and a community area.

Natural BirthWorks is developing a relationship with NorthWest Regional Medical Center, which is the nearest hospital, only 5 miles away, should the need to transport arise.

Purchasing this building allows us to estimate our monthly fixed and operating expenses better. We calculate monthly fixed expenses (mortgage, utilities, and insurance) will be \$2,500 and operating expenses estimated in the range of \$500 to \$1,000. There is great potential for success while providing quality care to clients.

The Birth cottage allows greater opportunities for natural births. Instead of operating on a sequential basis - one home birth at a time - the new facility will have the space for parallel birthing, bringing mothers to one location allowing multiple mothers to deliver close to or at the same time with the midwife and assistant readily available.

Typically there are anywhere from two to three birthing rooms in a birth center - we are designating two birthing rooms at our birthing cottage. The expansion of capacity will have a synergistic and beneficial effect on scope of services, quality and profit.

○ **Conclusion**

Natural BirthWorks' planned Birthing Cottage will encompass a comprehensive, centralized and holistic birth center that will meet a strong demand for such services in the South Florida tri-county area of Palm Beach, Broward and Miami/Dade.

The remodeling of the building is essential and significant; therefore we need to apply a good portion of money towards cost of redesigning the building to meet the needs of the birth cottage, as well as help purchase the property.

Our vision is to create two beautiful birthing suites equipped with birthing tubs, two prenatal rooms, a lactation room, a kitchenette, and a community area which the grant money will assist our budget in achieving this goal more readily.

Remodeling is crucial in creating:

- An inviting, clean, comfortable and relaxing space for families to come and mothers to give birth.
- A warm and friendly community area where families will congregate, classes and meetings will be held.
- In lieu of landscaping we are looking towards a community garden so families and neighbors can see the benefits of growing their own food and encourage healthy eating habits.

- Anticipated costs to purchase, remodel, furnish, acquire permits, equipment, and start up fees are \$50,000 - \$60,000.
- Predicted revenue in the first year is \$66000 (minimum of 1 birth a month).

Thank you for considering Natural BirthWorks' Birthing Cottage for this grant!

1,700,000 <https://suburbanstats.org/population/florida-list-of-counties-and-cities-in-florida#B>

12 http://www.floridacharts.com/F_Query/Birth/BirthRateRpt.aspx

21,080