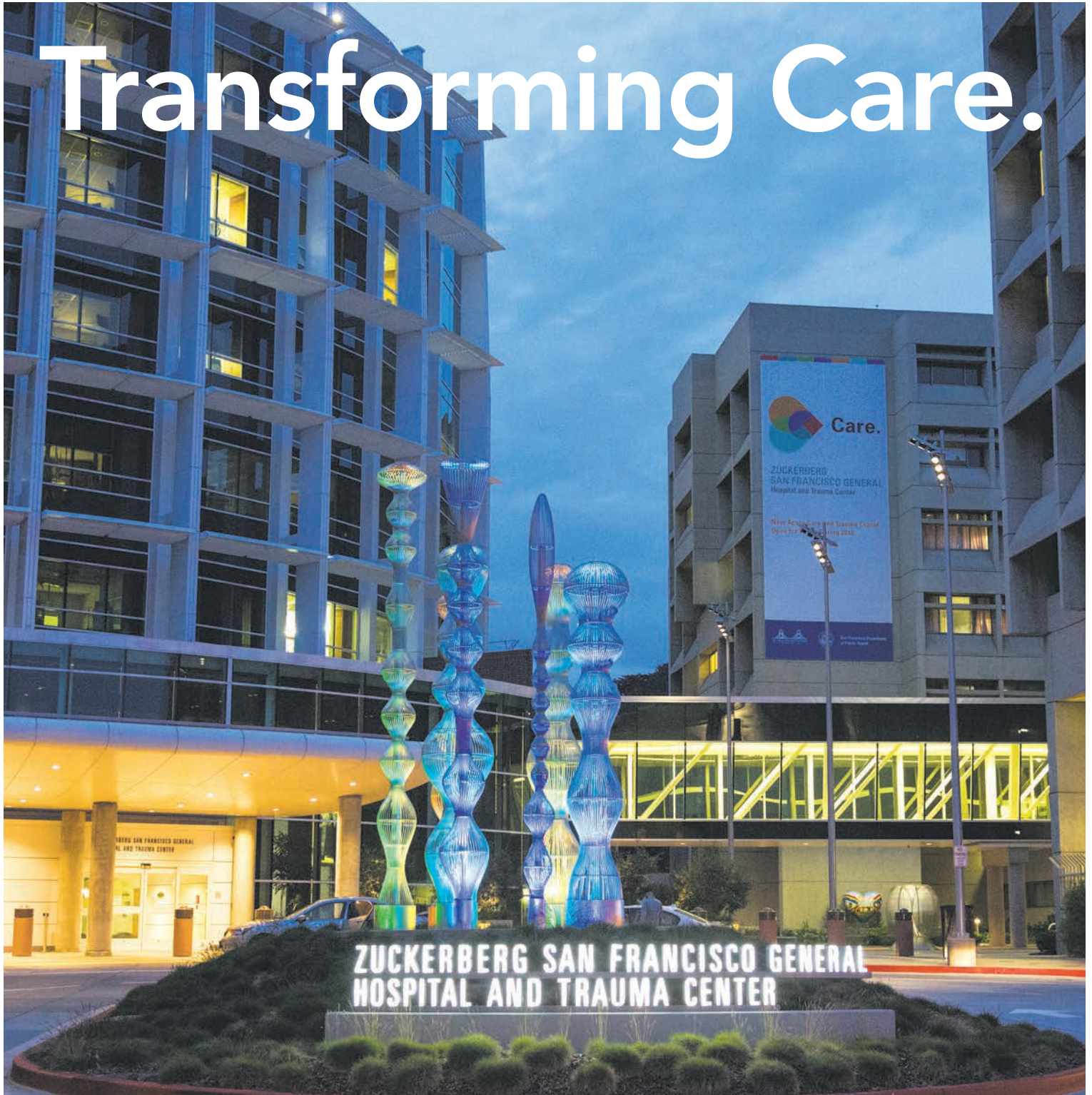


ADVERTISING FEATURE OF THE SAN FRANCISCO CHRONICLE

# Transforming Care.





PHOTOS BY LAURA MORTON / SPECIAL TO THE CHRONICLE

Above: Margy Hutchison, chair of the Leadership Council of the Nurse-Midwives of Zuckerberg San Francisco General, and Maya Vasquez, nurse manager of the Family Birth Center, in a new patient room. Below: The Neonatal Intensive Care Unit unit at the hospital's new Family Birth Center features state-of-the-art equipment.

# Innovative program puts focus on babies, family



By Peggy Spear

When a woman is in labor, chances are she and her family are not focusing primarily on the soothing colors of the maternity ward, the state-of-the-art delivery and post-partum rooms or even the enchanting mosaic artwork surrounding them.

But at Zuckerberg San Francisco General's new Family Birth Center, that all becomes apparent as the family receives

top-notch maternity care.

We pride ourselves on providing some of the best and most innovative care available to women, not only in San Francisco but throughout the country, said Maya Vasquez, nurse manager of the Family Birth Center.

Zuckerberg San Francisco General has always provided a high-level of maternity care and is recognized by the World Health Organization as the only San Francisco hospital

with a Baby Friendly distinction, which honors its commitment to both breast-feeding and including all the family in the birth-bonding process.

It's a commitment that won't change when the new Family Birth Center opens this weekend, but now, there are the tools to take it to the next level, said Margy Hutchison, chair of the Leadership Council of the Nurse-Midwives of Zuckerberg San Francisco General.

**When I see this hospital, I think of the word, open. The doors are open; our arms are open; our minds are open and our hearts are open to care for the most vulnerable who live in San Francisco. Having this state-of-the-art, beautiful hospital not only will allow us to provide cutting edge care, but it also conveys the respect we have for our patients and shows them that we care about them.**

*Deborah Coban, MD, MPH-  
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That includes private delivery and post-partum rooms, exam lights that only come down when necessary, deeper and stylishly tiled tubs for women who want to labor in the bath and the option of pain management with nitrous oxide for those women who prefer less invasive anesthesia. Patient rooms provide enough room to handle all the family a woman wants with her during this special and stressful time. There is also comfortable fold-out furniture for a partner to spend the night.

We are creating an environment for childbearing that works for all women, she said. There is no cookie-cutter approach. Each woman's experience is unique, and we can honor that.

For those babies with special needs after birth, the new spacious Neonatal Intensive Care Unit (NICU), with a large window overlooking the city, offers a soothing environment with private curtained spaces to help ease the stress of having a sick or premature newborn. There is also a space for mothers who have

already been discharged to stay while their baby is in the NICU, Vasquez said.

Care at the Family Birth Center is provided by an integrated team of nurses, doctors, midwives and doulas. UCSF doctors bring the medical skills necessary to provide state-of-the-art care in the case of medical emergencies or high risk births, and the presence of midwives members of the longest-standing hospital-based midwifery service in San Francisco has led to an environment where all patients, regardless of who cares for them, are supported during the normal processes of childbearing.

Every woman deserves the best care possible, no matter her circumstances, Vasquez said. We provide a comprehensive team-based approach has led to low C-section rates and optimal lactation support. These are just a few reasons we are widely recognized as a top program.

Of course, once a woman has safely delivered her child, she might be more inclined to take stock of her surroundings, including the beautiful mosaic artwork designed by San Francisco artist Lena Wolff.

In planning the project, I wanted to make images that would be uplifting and enchanting for children, families and everyone working in the hospital in a potentially stressful situation, Wolff said. In one piece, in particular, a large maternal-looking quail, the state bird of California, leans down lovingly toward a very small monkey on a branch. There's a familial connection between them, even though they are different species. This was just one of the ways that I wanted the works to potentially portray non-traditional family structures and relationships.

Indeed, the new Family Birth Center does that takes the traditional strengths of its old Birth Center, adds state-of-the-art features, addresses the unique needs of all types of families and lovingly brings them all together.



**Above: San Francisco artist Lena Wolff designed mosaic artwork in the Family Birth Center, including Quail and Monkey Branch and Tree of Life. Below: The spacious Neonatal Intensive Care Unit has curtained spaces for increased privacy.**



## BIRTH CENTER POINT IN HISTORY

### 1975

UCSF and San Francisco General launched a nurse-midwifery service as part of the Department of Obstetrics, Gynecology and Reproductive Sciences, just one year after

California allowed nurse midwives to be licensed in the state.

The program gave the hospital and UCSF a reputation for medical innovation in obstetrics and gynecology. The Alternative Birth Center opened at the hospital in 1976 and a nurse-midwife certificate program followed.



COURTESY ZUCKERBERG SAN FRANCISCO GENERAL HISTORICAL ARCHIVES