

**MEDICLINIC** 

**MEDICLINIC** baby

# GOOD TO GROW

## MEDICLINIC baby

IS A UNIQUE PROGRAMME DESIGNED TO PROVIDE PARENTS-TO-BE WITH THE SPECIALISED EDUCATION AND SUPPORT THEY NEED TO MAKE INFORMED AND CONFIDENT HEALTH CHOICES FOR THEMSELVES AND THEIR BABIES.

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# REGISTRATION

# REGISTERING IS EASY

Register online at  
[www.mediclinicbaby.co.za](http://www.mediclinicbaby.co.za) ,  
by SMS or in the Mediclinic Baby App:

- SMS 'Register4baby' to 37838 for a link to register yourself
- Scan the QR code on the right side.
- Download the Mediclinic Baby APP and register with the programme there. For more information, go to <https://www.mediclinic.co.za/en/corporate/mediclinicbaby/mediclinic-baby-app.html>



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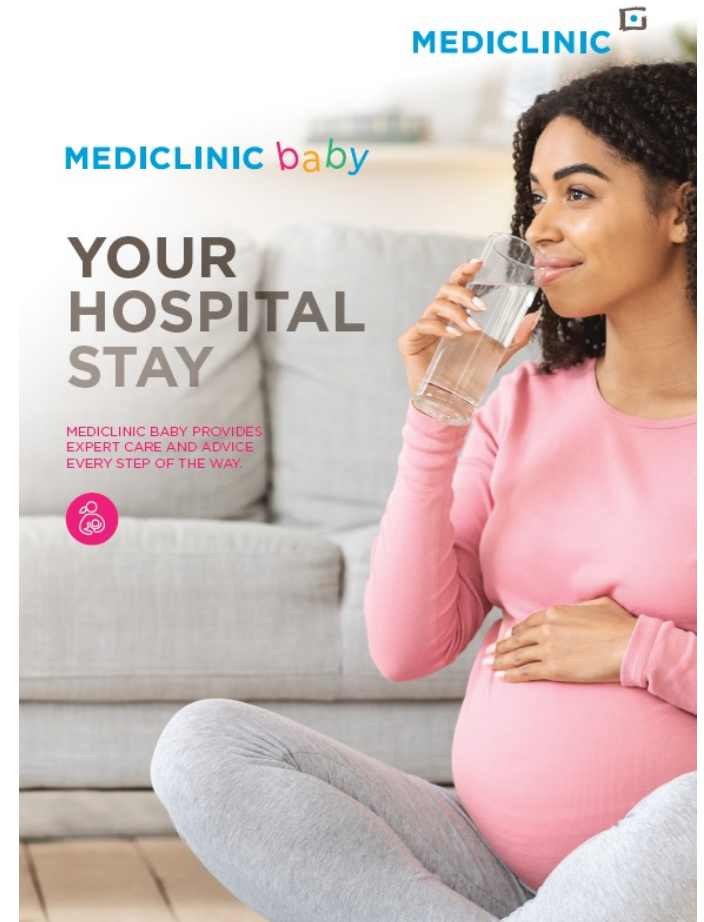
# HOSPITAL STAY BOOKLET

# FREE HOSPITAL STAY GUIDE

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## On booking the hospital stay:

- Beds can be booked as soon as pregnancy is confirmed and an authorisation has been obtained from medical aid
- Bookings can be done at hospital preadmission centres or online at [www.mediclinic.co.za](http://www.mediclinic.co.za)
- As a member of Mediclinic Baby, you receive a download link to this valuable booklet from Week 28 on your weekly newsletters.



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# MATERNITY TOURS

# BOOK AND ATTEND MATERNITY TOUR

**Answer all the questions you might have about your hospital stay.**

- Contact your hospital for the times and dates for the maternity tours
- Contact [mediclinicbaby@Mediclinic.co.za](mailto:mediclinicbaby@Mediclinic.co.za) if you require further assistance.



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# PERSONALISED ONLINE SUPPORT

# DEDICATED ONLINE WEBSITE



## To keep new parents well informed:

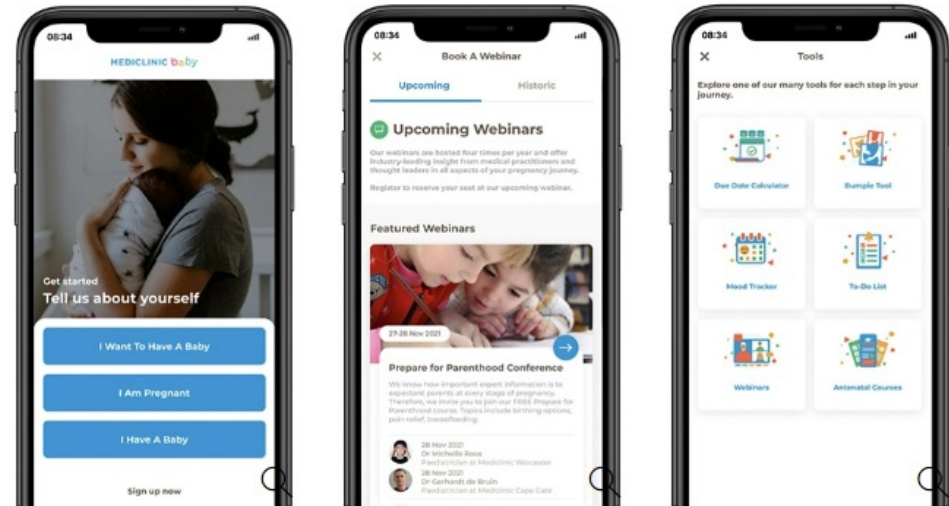
- Weekly education newsletter series on you and baby's development
- A wealth of online information, special events, campaign notifications and valuable free offers and services

# FREE PERSONALISED APP



## Packed with special features:

- Weekly updates provide detailed information on both mother and baby as the pregnancy progresses.
- Ovulation calculator and conception content
- To do list
- Videos by doctors and specialists
- Clinically approved resources
- Bumpie Memory Reel tool
- Mood tracker
- DIY Antenatal course
- A webinar and podcast diary and a quick link to booking.
- Weekly polls to see what other women on the app think about specific issues.



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**24-HOUR  
HELPLINE**

# A 24-HOUR HELPLINE FOR ADDED PEACE OF MIND

## Professional advice 24/7:

- Manned by a qualified professional nurse
- Ability to call out an ambulance
- Answers parent's concerns and baby-related questions
- Provides information about the Mediclinic Baby programme and Mediclinic hospitals and services



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# **TAILOR-MADE ANTENATAL COURSES**

# ANTENATAL COURSES TO PREPARE FOR BIRTH

**We recommend antenatal classes from about 26 weeks of pregnancy.**

**Hospitals offer the antenatal course in one of the following frequency:**

- Conventional courses: One evening per week over a 4 – 6 week period
- Condensed weekend classes: Full day
- Online course

**Topics covered:**

- Childbirth options
- Pain relief
- General baby care
- Breastfeeding

Contact your Mediclinic hospital to book for an antenatal course.

Email: [mediclinicbaby@Mediclinic.co.za](mailto:mediclinicbaby@Mediclinic.co.za) for more information.



# ANTENATAL COURSES TO PREPARE FOR BIRTH

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**We host 4 general antenatal preparation courses per year.**

## Prepare for Parenthood course

These courses are hosted on Zoom and presented by gynecologists, psychologists, midwives, breastfeeding lactation specialists and motivational speakers. These courses are free, open for anyone to attend and not hospital-specific. It's a course in addition to the courses offered at hospitals.

Topics include

- Dad Verbs, presented by Craig Wilkinson
- Baby Development, presented by Meg Faure
- Birthing Options
- Breastfeeding
- Oral Health During Pregnancy
- Baby Care

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# WEBINARS HOSTED BY EXPERTS

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**We host relevant webinars throughout the year by doctors and specialists in their fields**

## **Webinar talks include**

- 12 Dad Verbs, hosted by Craig Wilkinson
- Become a Super Dad, hosted by Craig Wilkinson
- Medical Emergencies during Pregnancy, hosted by safety-expert, Vanessa Pickford
- How to make your environment safe for a newborn baby, hosted by Vanessa Pickford



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# IN-HOSPITAL CARE

# FREE MOTHER AND BABY BAG

## On checking in:

- One pack of size 1 nappies
- One pack of baby wet wipes
- Petroleum jelly
- Surgical spirit
- Cotton disks
- Baby cleansing lotion
- Baby moisturiser
- Pack of maternity pads
- Mediclinic Baby beanie



PLEASE NOTE: Contents of the bag may vary.

What must you pack to hospital?

Herewith a list of items to pack:

<https://www.mediclinic.co.za/content/dam/mc-sa-corporate/downloads/mediclinicbaby/packing-for-two1.pdf>

# FREE FOOTPRINT CERTIFICATE

## Post delivery:

- Capture baby's first footprint on a Mediclinic Baby certificate.
- First vaccinations (BCG and Polio)
- Celebration surprise (at selected hospitals only)



# WELCOMING BABIES ON THE WEB

**Welcome photo's can be  
uploaded on our website gallery.**

To include basic information such as:

- Date of birth
- Height of baby
- Weight of baby
- Date and time of birth
- Gender of Baby

Babies can be searched by surname, hospital  
or date of birth.



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# POSTNATAL SUPPORT

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## POSTNATAL GUIDE PODCAST SERIES

### LAUNCHING IN MARCH 2023

- We will be launching the podcast series in March 2023.
- The podcast episodes will cover your recovery after baby has arrived, mental health, caring for your baby and supportive partners.



# FREE DIGITAL BABY MILESTONE BOOK

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## Downloadable booklet

- Keeps track of baby's development in the first year of life
- Provides useful information on baby care
- Notes pages for recording baby's 'firsts'
- Moms receive this as part of the weekly educational newsletter series (if they provided consent to receive newsletters)



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The Company gives no guarantees or warranties that any of the future events, expectations or results referred to in the forward-looking statements will happen or materialise. The Company also does not undertake any obligation to release publicly any revisions to any “forward-looking statement” to reflect events and circumstances after the date of this presentation, or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

**THANK YOU**