



PRESS RELEASE

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Mount Alvernia Hospital Unveils new Parentcraft Centre Enhanced Parentcraft Facilities are a Response to Patients' Feedback

Mount Alvernia Hospital (MAH) today launched the Alvernia Parentcraft Centre, a one-stop centre for parents of newborn babies.

The Alvernia Parentcraft Centre offers parents the convenience of a one-stop centre to cater to all their needs in preparing for childbirth and in caring for the newborn. MAH has been offering personalised consultation and advice by visiting each and every patient at their wards, going to their homes upon request and advising them over the phone. With rising demand from patients and parents/parents-to-be, there is a need for a full-fledged Parentcraft Centre. The Alvernia Parentcraft Centre features a cosy lobby and mini library offering a wide range of breastfeeding resources including parenting guides, books and reference materials on parenting and nursing.

Mr Khoo Chow Huat, Mount Alvernia Hospital's CEO said, "The Alvernia Parentcraft Centre is a result of a thorough review of Mount Alvernia Hospital's maternity facilities following feedback received from patients and the public. We have, over the years, been known for our Parentcraft and lactation consultancy, and are seeing a rise in demand for this service both from patients within and outside of MAH. The new Parentcraft Centre within MAH will allow us to better meet this need. With a one-stop centre that provides a comprehensive range of services, we hope to give, especially first-time parents, the confidence and support they need in caring for their newborn."

The Alvernia Breastfeeding Mothers' Support Group is one of the best examples of how the Parentcraft Centre was designed with patients in mind. The Alvernia Breastfeeding Mothers' Support Group grew out of a need for first-time parents to support each other during their nursing years.

In designing the new Centre, care was taken to ensure that nursing mothers who shared a common goal could come together, support one another and tap into the vast array of resources at the Centre.

Mount Alvernia Hospital champions the importance of providing professional quality care in taking care of newborn babies. Dr Ho Hon Kwok, Consultant Obstetrician & Gynaecologist, HK Ho Women & Fertility Clinic at Mount Alvernia Medical Centre said, “I’m pleased with the setting up of the Mount Alvernia Parentcraft Centre. This will be the nexus for all those involved with the care of the nursing mums to come together with their expertise under one roof. It is a significant milestone in the postnatal care of women for Mount Alvernia Hospital. I congratulate Mount Alvernia Hospital on this success.”

The Alvernia Parentcraft Centre is staffed by a team of six full-time Parentcraft/lactation consultants. Services provided by the Centre include:

- Antenatal Consultation
- Childbirth Education
- Breastfeeding (1-1 Consultation or Group)
- Personalised Consultation on Newborn Care/ Bathing Baby
- Bottle Feeding and Weaning classes
- Healthy Weaning Diet for Baby classes
- Baby Massage Class
- Personalised Home Care Service
- Confinement Nanny / Caregiver Training
- Alvernia Breastfeeding Mothers’ Support Group

Minister of State for Community Development, Youth & Sports Mrs Yu-Foo Yee Shoon, Guest-of-Honour at the opening ceremony said, “The hospital stay is an important touch-point for a mother and father of a newborn – especially if they are first-time parents. I am heartened that Mount Alvernia Hospital has made it a priority to provide new parents with a dedicated resource centre and crucial care support. Such support will ease the young parents into their new roles, so that they enjoy the experience of parenthood. This complements my Ministry’s efforts of putting in place policies, infrastructure and programmes to make Singapore the best place for families and children. ”

Mount Alvernia Hospital has also published “*Successful Breastfeeding – A Practical Guide*” a comprehensive local publication on breastfeeding in Singapore. Written by Mount Alvernia Hospital’s Senior Lactation Consultant Ms Kang Phaik Gaik, the guide provides parents a wealth of information on breastfeeding, from the technical do’s and don’ts to the common misconceptions surrounding breastfeeding.

Mr Khoo added, “What is valuable about this publication is the local Singapore context that it gives to breastfeeding. Sister Kang’s many years of experience and rich knowledge can be found in this book which we hope all mothers can benefit from. It also demonstrates Mount Alvernia Hospital’s commitment to support the government’s pro-family policy; to look beyond the immediate clientele of patients to reach out to all Singapore parents.”

The book was launched at the opening of the Alvernia Parentcraft Centre.

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About Mount Alvernia Hospital

Mount Alvernia Hospital (MAH) was the first private hospital in Singapore founded in 1961. Today, Mount Alvernia is a 303-bed general acute care hospital with tertiary medical capabilities and two multi-disciplinary medical specialist centres. The hospital is supported by over 1,000 accredited doctors, with about 100 specialists based on-site. More medical suites will be built and the pool of doctors is expected to grow when MAH celebrates its 50th anniversary next year. MAH has an established reputation for obstetric, gynaecology and paediatrics services and is a winner of the Singapore Prestige Brand Award 09 (Heritage Brand) with a unique brand promise to *Serve All With Love*.