



MADISON BIRTH CENTER

HEALTH CARE FOR WOMEN

TALKING POINTS

Obtaining maternity care from Madison Birth Center offers many benefits:

- **Exceptional Quality of Care**
Madison Birth Center offers the best quality care available in this region for healthy women experiencing normal pregnancies. We are *nationally accredited* and ***the only Baby Friendly™ facility in Dane County*** (and one of only three in the State of Wisconsin). This unique recognition is a testament to the excellent quality of our care.
- **Safety**
Birth center care has been consistently demonstrated to be ***as safe or safer*** than the hospital setting for healthy women experiencing normal pregnancies.
- **Cost Savings**
The total cost of facilities and services for a birth at Madison Birth Center is less than half that of a hospital birth. For every 100 births at Madison Birth Center, the health care system saves over \$655,000.
- **Excellent Outcomes**
We are proud of our outstanding birth outcomes – Madison Birth Center's cesarean section rate for 2005 was only 3.2%. Madison Birth Center also provides its clients with far and away the best breastfeeding education and support in the region, and 99% of our clients are still breastfeeding after six months (well over national benchmarking goals).
- **Access to Emergency Services**
Madison Birth Center is less than 15 minutes away from Madison's two tertiary care hospitals, so our ability to obtain timely emergency care is actually much better than that of most rural hospitals.

It just makes sense to support healthcare consumers who make the informed choice to birth at Madison Birth Center!