



# NEWS RELEASE

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## **AMERICAN COLLEGE OF NURSE-MIDWIVES PARTNERS WITH MYBIRTHTEAM.COM TO HELP MATCH WOMEN WITH MIDWIVES**

**Silver Spring, MD – The American College of Nurse-Midwives (ACNM), the nation’s oldest women’s health organization, is pleased to announce that it is partnering with MyBirthTeam.com, a new search engine for women seeking their ideal birth team, to raise public awareness about midwifery.**

The College’s core mission includes supporting women, their newborns, and their families. The partnership with MyBirthTeam will benefit consumers by helping them put together the birth team that is right for them. On MyBirthTeam, Certified Nurse-Midwives (CNMs) and Certified Midwives (CMs) will be in the same provider pool as OB/GYNs. The unique site asks consumers to take a survey about what they want out of their birth experience. The results may link them with CNMs and CMs, allowing these midwives to reach a wider audience of women. As a benefit of the partnership, ACNM members participating in MyBirthTeam will receive discounted listings on the site.

“By asking women what they are looking for in their care provider, MyBirthTeam prompts women to consider that a CNM or CM may be the best choice for their birth team,” said ACNM Executive Director Lorrie Kline Kaplan. “We’re thrilled to have the support of MyBirthTeam to help raise the visibility of midwifery care.”

MyBirthTeam offers more than a directory of care providers. The site promotes education among consumers and helps them make the best choices by providing them with the information they need.

“Most women are not aware that a large majority of midwives are working in hospital settings, not just in the home. MyBirthTeam and the American College of Nurse-Midwives have joined forces to provide a venue where all midwifery and women’s healthcare services can be explored” said MyBirthTeam President Cyndi Gross, CPSS, CD. “We are so pleased that ACNM and MyBirthTeam share the belief that all consumers deserve the right to information, options and choices in healthcare. We would like to invite all healthcare organizations to join ACNM and MyBirthTeam by listing their member’s services in an effort to offer choices, as well as encourage trust and communication between patients and providers.”

### **About the ACNM**

With roots dating to 1929, the American College of Nurse-Midwives is the oldest women’s health care association in the U.S. ACNM’s mission is to promote the health and well-being of women and newborns within their families and communities through the development and support of the

profession of midwifery as practiced by certified nurse-midwives and certified midwives. Midwives believe every individual has the right to safe, satisfying health care with respect for human dignity and cultural variations. More information about midwives, midwifery in America and ACNM can be found on the Web at [www.midwife.org](http://www.midwife.org).

### **About MyBirthTeam**

MyBirthTeam.com is an interactive website directory that matches patients with providers who meet their healthcare needs. It also lists local Specialty Providers who offer health, family and retail services. One place to find everything! MyBirthTeam's mission is to allow patients and providers an arena to work together to encourage, communication, education, cooperation and satisfaction for both patients and the caregivers who serve them. For information about our Providers, Specialty Providers or listing rates and details, please visit us at [www.MyBirthTeam.com](http://www.MyBirthTeam.com) or email us at [info@mybirthteam.com](mailto:info@mybirthteam.com)

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