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## **Clinton Presidential Records Digital Records Marker**

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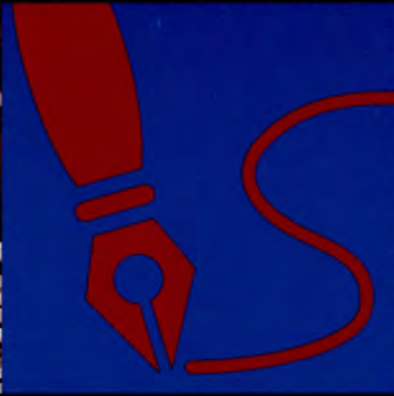
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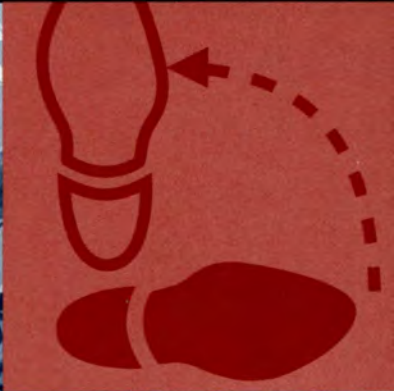
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# Coming Up Taller

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# NEWS RELEASE

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## COLUMBIA HOSPITAL FOR WOMEN INSTALLS 24-HOUR NEW PARENT HOTLINE AS HILLARY SUGGESTS

Washington, D.C. -- August 28, 1996 -- As crowds cheered Hillary Rodham Clinton's message at the Democratic National Convention, officials at Columbia Hospital for Women Medical Center planned to initiate her suggestion of a 24-hour hotline for parents of new babies. As the District of Columbia's largest provider of maternal and infant care -- and in complete agreement with the first lady's proposal for a national 48-hour length of stay, Columbia initiated the hotline in direct response to the first lady's speech and to provide a continuum of care to new parents, many of whom leave the support of a hospital environment after only 24 hours. The number will be given to new parents upon discharge.

The hotline is only one of many initiatives that Columbia has introduced over the years, according to Susan M. Hansen, Columbia's President and Chief Executive Officer. "All new parents take home a Columbia-produced videotape, with detailed information on new-baby and new-parent care." Dr. Safa Rifka, President of the Medical Staff, adds that "while in the hospital, new mothers are encouraged to attend breastfeeding classes and to visit with nurses, nutritionists and social workers, and prior to the baby's birth, parents have access to a wide range of childbirth and parenting classes."

"When we saw maternity stays shortening," says Doris Johnson, R.N., Columbia's Vice President for Patient Care Services, "we knew we'd have to get more proactive for our mothers before, and after the baby's birth. It is our responsibility." Columbia's Ambulatory Care Center and Teen Health Center also operate telephone triage services, staffed by midwives, nurses and social workers. Health care professionals nationwide also have access to up-to-date information on pregnancy and environmental factors through Columbia's REPROTOX database.

Well over one-quarter of a million children have been born, and countless families have been formed at Columbia since its founding 130 years ago. Columbia Hospital for Women today offers life-long, comprehensive health care to women, specializing in fertility and reproductive health, mid-life and later-life health, neonatology and breast health.

For more information, please call Mary Beth Emerson at (202) 293-2048.

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