

EMPOWERING LIFE...

Caring for Young Mother & Babies at Home



MESSAGE FROM THE COO'S DESK!

Mr. Surjya Mohanty - Chief Operating Officer, 2050 Healthcare

According to UNICEF, India observes 25 million births every year, which means one-fifth of the world's population. However, the government and private hospitals are more focused towards the birthing of the child rather than transitional care which is an essential part for both mother and baby where the needs are met on a large scale.

With the increase of industrialization, there is also an increase of working mothers and single parenthood where the helping hand comes to a shortage. Individuals living alone and going through a difficult phase in life are not just sad but unethical. The journey of motherhood combined with professional life is both fulfilling and demanding at the same time. A progressive mindset is not just a necessity but inevitable in crucial times.

The vision of 2050 Healthcare is to overcome the challenges faced by expecting and new mothers with exceptional care. Every appointment is taken care of from counselling, prenatal care, childbirth, nutritional support, and contraception to continuous monitoring, breastfeeding support, newborn care education, and postpartum recovery support. We have taken the initiative to hold your hand until you feel it is okay to let go.

Our services do not just end at childbirth, we understand how challenging it is to deal with the newborn baby—engaging with the infants while the mother is taking a power nap or just helping with the menial tasks of your little one. We are here for you. Postpartum recovery, prenatal anxiety, feeding difficulties, and sleep deprivation are common struggles that a mother goes through.

In this issue of the Newsletter, we highlight the importance of mother and baby care services and their pivotal role in enhancing quality of life, thereby reducing maternal mortality rates. Especially for working mothers, the burden is too much to handle, that is where the home healthcare and rehabilitation industry comes in.

Let us empower the phase of motherhood, supporting mothers and babies every step of the way.



Embrace Motherhood  
One Step at a time with Transitional Care



**Entering motherhood** is one of the most ecstatic feelings, yet you are scared to start this new journey of life. Being a mother, you are not only giving birth to a life but, you are being born too.

Moreover, it doesn't matter whether you stay-at-home mom or a working professional; having a helping hand to guide you through this new phase of life is essential. This is where transitional care becomes invaluable.



Following are some ways **transitional care service providers help you** balance the thin line between motherhood and a career that needs constant care and effort.

- **MATERNAL HEALTHCARE:**  
For the new life growing within you, it is vital that you have access to high-quality prenatal and postnatal care. It is essential for the well-being of both mothers and babies. This includes regular check-ups, taking prenatal vitamins, screenings for potential complications, and receiving guidance on nutrition and exercise.
- **NUTRITION:**  
Proper nutrition is vital for the health and development of both mothers and babies. In India, initiatives like the Integrated Child Development Services (ICDS) aim to provide additional nutrition to pregnant and breastfeeding women.
- **CHILDBIRTH EDUCATION and PARENTING SUPPORT:**  
It is equally important to be aware of what could come your way. The childbirth education classes and support groups for parents can be of great help to prepare for childbirth, breastfeeding, and childcare.
- **BREASTFEEDING SUPPORT:**  
Promoting and supporting breastfeeding is crucial for the well-being of infants. Hence, it is necessary to educate mothers about the benefits of breastfeeding, offer lactation support, and create breastfeeding-friendly environments.

- **IMMUNIZATION:**  
This is one of the most important aspects of baby care. Vaccination programs play a critical role in protecting infants from preventable diseases.
  - **HYGIENE and SANITATION:**  
Access to clean water, sanitation facilities, and proper hygiene practices is essential in preventing infections and diseases for both mothers and babies.
  - **MATERNAL MENTAL HEALTH:**  
When you become a mother, it not only physically changes you but you go through a tumult of emotions. So, addressing maternal mental health issues, such as postpartum depression and anxiety, is crucial for the well-being of both mothers and babies.
- .....
- You know, it is said that when a woman becomes a mother, one cannot fathom the extent of her strength. But, no matter how strong a mother is, she also needs a shoulder to lean on. We at **2050 HealthCare** are willing to be that shoulder. Remember, it is okay to feel a plethora of emotions and to be clueless. Every puzzle has a solution. We believe you will find out yours and embrace this beautiful journey of motherhood.
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Doctor's Interview

Dr. Saritha R, Gynecologist, Bangalore



- ⊙ **In what ways does your approach to prenatal and postnatal care ensure the health and welfare of mothers and their babies?**  
A customized treatment plan, routine prenatal and perinatal visits, and critical dietary counseling are the main components of our approach, which supports the health of expectant mothers and their unborn children. To guarantee a seamless transition and complete care for new moms and families, we also offer lactation assistance, mental health resources, and home care or rehabilitation services after delivery.
- ⊙ **What are some essential nutritional guidelines for ensuring the health and well-being of both mothers and babies during the prenatal and postnatal periods?**  
Pregnant women must eat a balanced diet rich in fruits, vegetables, proteins, and essential elements like iron and folic acid. Following delivery, it's critical to stay hydrated and provide your baby with meals high in nutrients when nursing. Initially, babies benefit from exclusive breastfeeding; as they become older and mature, they can then be introduced to nutrient-dense solid foods.

- ⊙ **What advice would you give new mothers and families on considering home care or rehabilitation services for themselves or their babies?**  
The socioeconomic trends of the modern age (nuclear families, migratory jobs, etc. put additional demand on new mothers. To provide individualized care in the comfort of their own home, nowadays we suggest home care or rehabilitation services to new moms and their families. Our programs put the mother's and the child's holistic health first, promoting the best possible recuperation and care during this unique period.
- ⊙ **To support exercise and growth, what kinds of exercises and activities are included in mother and baby rehab sessions?**  
These sessions may include core floor strengthening exercises, pelvic floor exercises, and guidance on proper lifting techniques for baby care. To promote development, babies engage in age-appropriate movements, tummy time exercises, and sensory stimulation activities.

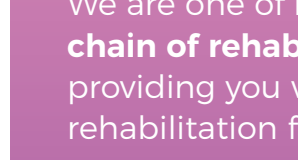


Celebrating the strength and resilience of women at work.

Best Moment



Celebrating our exceptional team members whose dedication and hard work drive our success!



We are one of India's leading chain of rehabilitation facilities such as:

- Post Stroke Rehabilitation
- Neurological Rehabilitation
- Cardiopulmonary Rehabilitation
- Orthopaedic Trauma Rehabilitation
- Sports Injury / Spine Rehabilitation
- Paediatric Rehabilitation
- Oncology Rehabilitation
- Liver/Biliary Rehabilitation



Home Parenting Services	Day Care Procedures	Long Term Acute Care	Speech and Swallow Lab
Pharmacy 24X7	Nurses & Nursing Attendants 24*7	Occupational Therapy Lab	In-patient Physiotherapy & Rehabilitation
Diet & Nutrition Management	Doctor Consultations	Lab and Diagnostics/Sleep Lab	Equipment (Rent & Sale)

- TOUCHED 50000+ LIVES
- IN 20+ CITIES DELIVERING 15+ SERVICES
- WITH 1200 QUALIFIED EXPERTS AND AT 4 CENTRES OF EXCELLENCE



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