

Take a closer look at women's pregnancy care preferences

Women have high standards for maternity services. They want top-quality, affordable care. They want it to be in a private room with specialized care on site. And they want to deliver with someone familiar, and for that person to partner with a top hospital.

But the reward for becoming the pregnancy care provider of choice is also high. In our survey, 74% of mothers said they returned to the system where they delivered for other care. That includes 35% of women who were new to the system for their pregnancy.

We surveyed 1,752 women ages 18 to 40 from across the country who are interested in having or have had a baby. Based on their responses, we identified five pregnancy personas to consider in your growth and experience strategies.

Midwifery-minded

11% of mothers in our survey used a midwife in the past

22% of all women surveyed preferred a midwife to an OB

Compared to the average respondent, these women place MORE value on:

- Their baby sleeping in their postpartum room, not a nursery
- Provider-offered postpartum counseling and behavioral health support
- Water birth tubs

Compared to the average respondent, they place LESS value on:

- Checkups close to home
- Their provider partnering with the area's best hospital or medical group

Key considerations:

- This group values an on-site NICU, suggesting they don't want to decide between using a midwife and delivering in a hospital.
- This group is less loyal than those who go to physicians. 48% of women who delivered with midwives used the same provider group for multiple pregnancies, compared to 58% of OB patients. This group was also less likely to use a pediatrician within their delivery system.

Freestanding birthing center (FSBC) fans

14% of all respondents were "very interested" in delivering at an FSBC

32% were "somewhat interested"

Compared to the average respondent, these women place MORE value on:

- A private postpartum room
- Friendly nurses and staff at the provider's office
- A bed for their partner in their postpartum room

Compared to the average respondent, they place LESS value on:

- Delivering within 15 min. of home

Key considerations:

- While this group didn't mind driving 15 min. from home, they didn't want to go much further. They said a drive of 30+ min. would be a deterrent. These women may be willing to bypass a closer hospital to deliver in an FSBC—as long as it's still relatively close to home.

Gen X moms-to-be

13% of women in our survey were over age 35 and interested in having a baby in the future

Compared to the average respondent, these women place MORE value on:

- Staying in one room for delivery and postpartum recovery
- Checkups offered after business hours
- Weekend checkups
- Alternative pain relief

Compared to the average respondent, they place LESS value on:

- Provider being on a top doctors list
- Spa amenities

Key considerations:

- 79% of this group who have a gynecologist say they are likely to use their current OB-gyn for future pregnancy care.
- When choosing a gynecologist, they put more value than the average respondent on: the provider partnering with a specialized urgent care, extended hours and weekend appointments, and a female provider.

Millennial moms-to-be

14% of women in our survey were under age 35 and interested in having a baby in the next 2 years

Compared to the average respondent, these women place MORE value on:

- Having their pregnancy care provider attend their delivery
- Cutting-edge technology (ex. wireless fetal monitoring)
- Wraparound support (ex. provider-sponsored pregnancy classes and online support groups)

Compared to the average respondent, they place LESS value on:

- Staying in one room for delivery and postpartum recovery
- Having a female provider

Key considerations:

- 80% of this group who have a gynecologist say they are likely to use their current OB-gyn for future pregnancy care.
- When choosing a gynecologist, they put more value than the average respondent on: weekend appointments, recommendations from family/friends, and provider-offered pregnancy classes.