



# HOME BIRTH COURSE

MIDWIFERY BUSINESS CONSULTATION

## Introduction: How to Start a Home Birth Practice

My name is Leslie Cornwell, Certified Nurse Midwife with Midwifery Business Consultation. I have over 16yrs experience in health care including L&D RN, helped physician owned birth center get started, ran my own private practice birth center & home birth practice for many years, & Midwifery Director for hospital affiliated birth center. I have worked with the legislature to help get birth center regulations created, updated, and implemented. My passion is helping private midwifery practices get running successfully all over the country!

Home birth practices have a much lower overhead starting up costs compared to birth center practices. Hospital means sick house and more antibiotic resistant infections are coming out every day. Birth centers have a building to maintain and extra overhead that a home birth practice doesn't even have to worry about. I truly believe that home birth practices will drastically increase availability. With insurance reimbursement getting more and more recognition for midwifery care, high quality, cost effective care to consumers will take over.

With our current average c/s rate of 35%, it is higher in the US than many third world countries. Home birth practices and midwives are the answer to decreasing infant and maternal mortality rates in the US. Physicians and hospitals should be designated for births that are high risk. Most women are low risk and need a care provider that is the expert in normal births: midwives.

Why I made this course: I wanted to help midwives with the details of the business side of running a home birth practice. Things like business plans, funding, accounting, marketing, hiring and training staff, and paperwork are not a midwife's strength. Few midwives have a business background and need that education in order to run a successful private practice. Midwifery Business Consultation was created to help fill that gap of clinical strengths a midwife has with business knowledge to have independent, profitable midwifery ventures.

