Midwife-led care from pregnancy, through birth and beyond
“We believe every woman deserves to have non-biased information regarding her care and childbirth options, as well as a continuous support system that helps parents to strengthen their own abilities to cope with parenthood. Our ambition is to be non-judgemental and focused on individual needs.”

Hulda Thorey, Midwife & Director
Mum of four

Packages

‘Best of Both’ – Giving Birth in a Public Hospital

- Package of 7 routine checkups
- Birth and breastfeeding preparation course including one private birthplan session
- Midwife care during labour*
- 5 postnatal home visits and breastfeeding support
- 3 Belly to Belly talks of your choice
- 3 Well Baby Clinic sessions

Private

- 2 birth planning private consultations
- Birth and breastfeeding preparation course including one private birthplan consultation
- Midwife care during labour*
- 5 postnatal home visits and breastfeeding support
- 3 Belly to Belly talks of your choice
- 3 Well Baby Clinic sessions

* optional
Annerley – Introduction

Every step of the way, and wherever you are on your journey into parenthood, we are here to help

The Icelandic founders of Annerley, Hulda and Kristrun, head a team of dedicated and international midwives and other health professionals with passion and pride.

Mother of four, Hulda Thorey, has 20 years of experience as a nurse and midwife and has an invaluable insight into working with families and hospitals in Hong Kong. As well as supporting mothers and mothers-to-be through Annerley, she has been a guest lecturer in midwifery programmes in Hong Kong and a valued speaker at international conferences. Together with managing director and co-owner Kristrun Lind, they have bridged a gap in the Hong Kong market where private and public healthcare meet.

Kristrun, with experience in education, government and business development, is a mother of two and is in charge of all daily operations at Annerley.

The Icelandic Influence

The Annerley approach to pregnancy, birth and early childcare stems from the founders’ experience and background in the Icelandic healthcare system, one of the best in the world. Iceland’s neonatal mortality rate is one of the lowest in the world and maternal mortality is virtually nonexistent. The C-section rate is at about 17%, homebirth is considered normal for favourable cases and care is free including antenatal care, birth and postnatal home visits. The only drawback – you must choose your baby’s name from a national register.

Hulda and Kristrun are passionate about the holistic nature of midwife-led care. Both have tested the healthcare system in Hong Kong with the births of their own children, both in private and public hospitals. This experience is invaluable in their quest to educate pregnant women in what is “normal” during childbirth, on how to make informed decisions and ultimately have the best birth, even when you need more medical assistance, such as a C-section.

This personal experience, together with the medical training of Annerley’s registered midwives, and the years of experience working with families in Hong Kong, makes Annerley unique in Hong Kong.

“I learnt very early on that kindness was one of the most important aspects of labour support. In fact, I learnt it during the birth of my own children and since then I have witnessed on numerous occasions, the power of simple kindness.”

Hulda Thorey

To help you learn more about us, we welcome you to join our free Friday group consultation. Please call 2983 1558 to book.
Pregnancy

Whether you plan to go private or use the public system, you can turn to Annerley for guidance, education and support

**Just Pregnant and Unsure What to Do?**

**Group Consultations**
Free group sessions that offer a good overview of the Hong Kong birthing landscape, as well as outline what Annerley has to offer. Meet other parents and get a chance to ask all those “silly” questions. If you need more specific answers, you can always book private sessions. This is a great way to start your pregnancy journey.

**Private Consultations & Birth Planning**
A detailed introduction to Hong Kong’s maternity services and options, lasting around 60 minutes. Plan your birth with leading experts in birth options and planning in Hong Kong. This consultation includes information about government hospitals and clinics, private healthcare and insurance.

We will take into account the kind of a birth you are looking for, your own health, where you live, your husband’s wishes, previous birth experiences, etc. Our aim is to help you select the service that is best suited to you. This is a perfect way to start your search for the best suitable care for your pregnancy and birth, including the selection of a suitable hospital.

**Midwife Care through Pregnancy**

**Pregnancy Checkups**
Midwife-led checkups are a perfect complement to your antenatal care, whether you are planning to use a government or private hospital for the birth.

In co-operation with the services provided by private obstetricians or public hospitals, each appointment lasts 30 minutes (45 minutes for the first appointment) and covers routine checkups such as urine testing, a blood pressure check, and listening to the fetal heartbeat. An assessment of baby’s size and position is made, and the emotional and physical wellbeing of the mother is ensured.

If complications are detected, the mother is referred to an obstetrician. These checkups are popular amongst parents who use the government system, but also want personalised care that is reasonably priced.

We can also offer midwife care during your labour and birth, as well as after birth at home where the focus is on breastfeeding and finding balance for the new family.

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**Recommended Schedule for Antenatal Checkups**

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-32</td>
<td>Every 4 weeks</td>
</tr>
<tr>
<td>32-36</td>
<td>Every 2 weeks</td>
</tr>
<tr>
<td>36-42</td>
<td>Every 1 week</td>
</tr>
</tbody>
</table>

**Ultrasounds and Tests**

- 11-14 weeks: Nuchal fold ultrasound
- 20 weeks: Detailed structural ultrasound
- 24 weeks: Blood glucose test
- 22-28 weeks: 3D/4D Scanning Experience
- 22-28 weeks: Doctor or hospital
- 22-28 weeks: Doctor, or hospital or Annerley
- 22-28 weeks: Annerley

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“After hearing such positive feedback about Hulda and the team at Annerley I had no hesitation in booking my package when finding out I was pregnant. The antenatal classes were perfect in preparing us for the birth of our baby. It also gave us an opportunity to meet other parents, who in fact have become great friends.”

Emma Saunders, 2013
4D-Ultrasound by Annerley

Let the family get to know your baby in comfort and with time to learn more about what you are seeing with our experienced midwives

The first time you see your baby is a precious moment and we want to offer the clearest images you can get and provide a personal service for parents who want to enjoy this special moment.

A traditional 2D ultrasound provides static 2D images, but the 3/4D Ultrasound by Annerley allows you to see amazingly distinct real-time moving images during the session, and at the end you take home short video clips of baby as well. We will guide you through what you are seeing, while answering any questions you may have. Appointments take as long as needed to ensure that you are happy with your experience, and have all your queries answered.

Note that this is not a diagnostic scan, but an opportunity for you and your family to get to know baby. Most mothers are already strongly connected to their babies during pregnancy, but the 3/4D experience can give fathers a chance to share that feeling too.

Is 3/4D ultrasound safe?
The risk factors associated with ultrasound are constantly being evaluated and research on the subject is ongoing however, 3/4D ultrasounds are considered safe if done correctly. In addition, we use the best and most up-to-date equipment – a hospital-grade General Electric ultrasound machine, used in many hospitals in Hong Kong and around the world – and the sessions are run by a professional operator.

When should I come for my ultrasound?
The best time to do the ultrasound is around the 22nd to 28th week of pregnancy. While the ultrasound can be done sooner, the baby may not be as well developed, and may seem a little ‘strange’. If the ultrasound is done later, the baby may have reached such a size that it is hard to get a good view.

Does this ultrasound give medical information?
No, this is intended for personal and pleasure purposes only. We suggest you attend all your usual routine ultrasounds: usually performed at around 14 weeks (if you choose) and 20 weeks. Those ultrasounds are not usually 3/4D, but are thorough ultrasounds to detect structural or chromosomal abnormalities.

It didn’t occur to me to book a 3/4D ultrasound for myself, but then my friends gave me a session for my baby shower. It was, to say the least, amazing! I had only ever had very quick 2D ultrasound pictures when I had my doctor’s appointments so this was something totally different. I could not thank my friends enough.

Amanda Hamilton
Birth & Breastfeeding Preparation Courses

Essential for all parents-to-be – birth and breastfeeding preparation classes

The ideal time for parents to take an antenatal course is between 22–28 weeks. Choosing your course depends on your approach to birth. If you aren’t sure, please make use of our free Friday Group Consultation to learn more. However, as a general guide:

Babies and Beyond/Express is a traditional antenatal course, suitable for those who would consider having an epidural during labour and/or want to know all about the medical interventions available. Many mothers supplement Babies & Beyond/Express with one or two Birth Breathing classes.

The Hypnobirthing course is ideal for parents who would prefer to minimise medication during the birth, and the methods taught in this course will significantly increase the chance of enjoying a natural birth.

“A positive yet realistic approach in preparation classes is so important. Be inspired, and prepared with us.”

Eugénie Vallot-Perraud, Midwife

Antenatal courses

Traditional
- Babies & Beyond
  4x 2-hour weeknight group sessions, plus 1x breastfeeding preparation session and 1-hour private birth planning session with a midwife.
- Express Babies & Beyond – for those short of time
  2x 3-hour weekend group sessions, plus 1 breastfeeding preparation session and 1x 1-hour private birth planning session with a midwife.
- Two or More on the Way
  1x 2-hour weeknight group sessions, plus 1 breastfeeding preparation session and 2x 1-hour private birth planning sessions with a midwife.

Natural Birth
- Hypnobirthing
  4x 2-hour weeknight group sessions, plus 1 breastfeeding preparation session and 1x 1-hour private birth planning session with a midwife.

Additional Options
- Preparing for a C-Section
  2x 2-hour weeknight group sessions, plus 1 breastfeeding preparation session and 1x 1-hour private birth planning session with a midwife.
- Refresher for Second Time Around
  1.5 hour private session with a midwife

Plus, you may be interested in supplementary classes:

- Prepare your Perineum
- Daddy 101, Mummy 101
- Birth Breathing
- Belly to Belly Chat – a range of birth talks

“The combination of your course and then your help leading up to the birth in my being able to assess when best to go into hospital meant that I was extremely well equipped throughout and achieved a birth experience which was far better than I could ever have imagined.”

Kheta Quinn 2012

All our courses and classes are available as private sessions. Please call for details!
With continuous professional support during labour, most people have a good chance of enjoying a positive birth experience.

You have three options when giving birth in Hong Kong: In a private hospital with a private obstetrician, in a public hospital, or at home. In all cases you can hire the services of an Annerley midwife to support you from the very early stages of labour. With professional care and support from a midwife, you can confidently remain in the comfort and freedom of your own home through the initial stages of labour, knowing that you will be cared for by a professional who will also advise you of the optimal time to make the trip to hospital for birth.

“Midwifery encompasses care of women during pregnancy, labour, and the postpartum period, as well as care of the newborn. It includes measures aimed at preventing health problems in pregnancy, the detection of abnormal conditions, the procurement of medical assistance when necessary, and the execution of emergency measures in the absence of medical help” (WHO).

“A labouring mother must feel calm and supported throughout her whole birth. In good hands and a safe environment, she will more easily release oxytocin and the birth will be easier, breastfeeding stimulated, and bonding with her baby will happen more naturally.”

Hulda Thorey
Midwife

I used Annerley’s services from the time I knew I was expecting right through to my son being born... I did the CPR & First Aid course as well as the Hypnobirthing course, which were both great. My wonderful Annerley midwife, who taught the Hypnobirthing course, helped bring my son into the world with no drugs and in about 20 minutes!”

Annabelle Singram, 2011
The Importance of Postnatal Care

A new baby is like the beginning of all things – wonder, hope, a dream of possibilities

Our postnatal programme (from birth – six months) starts the day after mum and baby are discharged from hospital, and continues with regular care for a period of 1–12 weeks. Your midwife/health visitor will help your family adjust to your new situation, ensure that breastfeeding and babycare is well established, and will also focus on your emotional wellbeing.

Each visit is tailored according to the individual family’s needs, with the emphasis being to focus on the most urgent issues present. In the early days this is quite often breastfeeding; therefore, we would focus on successful latching on, prevention of sore breasts and mastitis, and we show you different feeding positions, discuss how often and how long you need to feed your baby, and how to know if your infant is getting enough milk.

As other issues then follow, you will be given the required support and advice to ensure that you are able to both fulfil and enjoy your role as a new parent. This support typically includes:

- Breastfeeding support and health
- Complete physical checkup for baby
- Assistance in the care of baby in the first days
- A demonstration of the basics of baby massage
- Weighing baby
- Administering a PKU blood test (if required)
- Checking that the uterus is contracting well
- Checking that the perineum/wound is healing well
- Giving emotional support through the “baby blues” and spotting signs of post natal depression
- Discussing different aspects of parenting and baby care

Postnatal home visits provide essential support for every new mother and in many developed countries, home visits are included under government health plans. In Hong Kong your postnatal care may be covered by your insurance plan.

“...and also helpful tips such as exercises to help with recovery from the birth. I really looked forward to the visits...her guidance really helped me through the first few weeks.”

Frankie Nicholls

2012
You and Your Baby

We offer a welcoming and warm environment for mothers when they are ready to take the baby out and about

Well Baby Clinic (4 weeks+)
A weekly group session where each baby’s weight is checked, your questions are answered, and a talk is given by one of our midwives and speakers. It is a great way to meet other mums with similarly aged babies, as well as having access to the knowledge and experience of the Annerley midwife or health visitor.

Breastfeeding Clinic
Weekly, two-hour-long sessions, which give you valuable access to our specially trained midwives and health visitors.

Additional services
- Osteopathy
- Private consultations
- Health visitor home visits
- Developmental reviews
- CPR and first aid

Health Visitors and Home Visits
Health visitors are specialist public health practitioners who have expertise and experience in child development and family health.

They typically assist with breastfeeding, baby care, sleep and settling, weaning, stimulation and other aspects of the ever changing needs and challenges of baby care.

Playgroups – Sensational Baby
The activities in our baby group help babies’ sensory development as well as developing their motor skills through movement and stretching, their sense of rhythm and musicality will be stimulated and they will be thoroughly entertained.

“...All of the books in the world can’t replace the personal interaction of someone seeing you with your baby face to face, and having support in our home during the first few months was really vital. It was also a great way for my husband and I and our helper to discuss practical baby issues with a professional and ensure we were all on the same page following the same advice.”

Jessica, 2013

“The Annerley Midwives

Weekly Topics Essential for Every New Parent
- Common childhood illnesses
- Infant massage
- Introducing solids
- Sleep
- Outside play
- plus much more
Helpers’ Academy

Peace of mind comes with knowing that your helper is confident and knowledgeable, and cares for your baby in the way you prefer

The Right Helper – Interviews and Assessments
Peace of mind starts with hiring the right helper. For the past decade we have been developing our own system for assessing the quality of caregivers. Choosing the right person to take care of your children is a delicate process and needs to be balanced between the employer and the employee for a the working relationship to succeed.

If you have already hired a helper, but would like to have an assessment of her suitability for childcare, we can also help with an assessment in your home.

Helper Training
Our courses are based on strategies and guidelines devised by our very own team of healthcare professionals and endorsed by the World Health Organization (WHO) and UNICEF.

Helpers leave feeling confident in assuming their new responsibilities, and that means mothers can go off to work, or out to meet friends, safe in the knowledge that her baby is in good hands.

Playgroup for Helpers
We welcome helpers into our small SENSATIONAL baby playgroup where we have informal talks, weight checks if needed, and advice on development and care of babies. We also discuss different topics such as common illnesses, travelling with baby, and safety in the home with the helpers and support them hands on in how to take care of the babies.

Consultation Packages

Am I choosing the right caregiver? – 1 hour
Home Assessment (2 hours) – Is my child in safe hands with my helper?
Home Training (2x 2 hours) – Putting theory into practice. Recommended after helpers have completed a childcare course.
Tailor-made Sessions – please call to discuss your needs

Popular Courses & Classes

- Caring for Infants & Babies (Level 1)
  18 hours over 4–5 days
- Caring for Toddlers (Level 2)
  18 hours over 4–5 days, or 8 hours express course
- CPR & First Aid
  4.5 hours/1 session. This course is included as part of Caring for Infants & Babies (Level 1)
- Food Safety & Hygiene
  4 hours/1 session.

“As a working mum, it is difficult for me to spend as much time as I’d like in training my helper to take care of my baby. My helper really enjoyed the course and it gave her so much more confidence, not only in keeping my baby safe and happy, but also in being able to communicate with me. We are both a lot happier. Thanks Annerley.”

Jane Stoddart
2012

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