

Oula



Oula's Guide to Pregnancy

WE'VE BEEN EXPECTING YOU

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Congratulations on your pregnancy!



Welcome to Oula! We're so glad you're here.

Whether this is your first pregnancy or not, growing a tiny human is one of life's most incredible journeys. At Oula, we're committed to providing maternity care that's built around you—care that's compassionate, research-backed, and tailored to your unique needs.

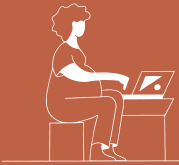
This guide offers a streamlined overview of what to expect from your pregnancy care with us. If you have any questions, please don't hesitate to reach out—we always want to hear from you.

Your care summary



Prenatal visits

At Oula, we offer support as soon as you get a positive pregnancy test, starting with a virtual **or in-person** consult. We'll schedule monthly appointments up until 28 weeks, bi-weekly until 36 weeks, and weekly until birth. Prenatal visits include clinical assessment of you and your baby, necessary bloodwork, ultrasounds and referrals for specialized testing.



Virtual classes and workshops

Meet with our care team from the comfort of your own home. We include virtual classes in your care at Oula, including our Birth preferences workshop for all of your FAQs, and an Empowered birth workshop for our Black patients. We also offer free workshops and discounts from our favorite brands.



Delivery

Today, all Oula babies are delivered at the hospital and your care team is on call 24/7 awaiting your labor! At the hospital, Oula midwives will be leading your care in close partnership with hospital staff. We're committed to leading with research-backed care and including you in all decisions. Note that we do not offer home birth or water birth services.



Fourth trimester care

We'll keep supporting you after the baby has arrived. You can reach out to us anytime throughout those critical first weeks, and **join our free Newborn Feeding Group with a lactation consultant.**



Community & Events

As part of the Oula experience, we create the space for Oula patients to connect with each other online and in real life. By fostering connections between patients in similar life stages or who are thinking about similar topics, we aim to make navigating pregnancy and postpartum feel less overwhelming and far more human.

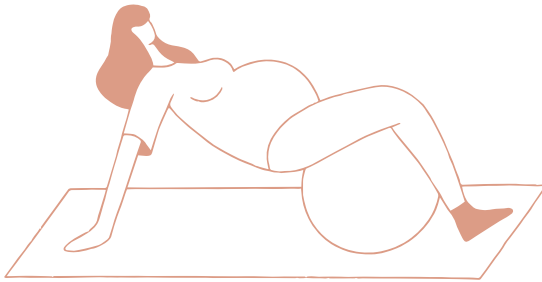


PART TWO

Who we are



Pregnancy is a period of transformation, filled with anticipation, joy, and a myriad of changes.



Pregnancy often brings a wave of uncertainty and countless new questions. We're here to listen, guide you, and ensure you feel confident and supported at every step. Our team of trusted midwives, OBGYNs and dedicated care navigators are here to ensure that you get the care you need in the moments that matter most. Together, we'll make this journey one where you feel empowered, informed, and safe from start to finish.

PROVIDER SPOTLIGHT:

Meet your clinical leadership team

Behind every Oula clinic is a team of experienced physician and midwifery leaders who oversee all clinical care and guide your experience with us.



Dr. Ashley Comfort, MD
OBSTETRICIAN & MEDICAL DIRECTOR

“I believe patients know their bodies best, so I empower them with the right information so they can make informed decisions about their care.”

Dr. Ashley Comfort (she/her) is a board-certified OBGYN and medical education enthusiast, dedicated to delivering high-quality, patient-centered care.



Amanda Segilia, LM, CNM
DIRECTOR OF MIDWIFERY

“I help families enter pregnancy and parenting with confidence by listening and trusting in their process.”

Amanda Segilia is a Certified Nurse Midwife with nearly two decades of experience as a midwife in New York and New Jersey. She is passionate about Oula’s mission to address the gaps and inequities in pregnancy care today.



Sarah Van Buren, LM, CNM
LEAD MIDWIFE, UPPER WEST & SOHO

“I believe in the midwifery model of care because [of] the precision of high quality clinical care, the education and trust, and the love and compassion.”

Sarah Van Buren is a certified nurse midwife. She was drawn to the midwifery model of care because it integrates three things: the precision of high quality clinical care you would expect from a practitioner, the education and trust you would expect from a teacher, and the love and compassion you would expect from a good friend.



Saonjie Hamilton, LM, CNM

LEAD MIDWIFE, BROOKLYN, NY

“Individual preferences are central to effective, safe, and empathetic maternal care.”

Saonjie Hamilton is a Certified Nurse Midwife, with over a decade of experience in maternal health collaborating with physicians, mental health therapists, and social workers. She believes in taking a multidisciplinary and collaborative approach to care, with a particular focus on cultural respect, especially for people from marginalized communities. As a Caribbean-American, she prides herself on building a rapport with patients across culturally, linguistically, racially, and ethnically-diverse needs.



Katrina George, DNP, CNM, IBCLC

LEAD MIDWIFE, CHARLOTTE, NC

“I believe patients are the experts in themselves. My role is to listen deeply, provide thoughtful guidance, and support empowered decision-making.”

Katrina George is a Certified Nurse Midwife, and Doctor of Nursing Practice with more than 14 years of experience caring for individuals and families across the reproductive continuum. Prior to midwifery, she worked as a nurse in the NICU, Labor & Delivery, and became a lactation consultant to better support families through postpartum and feeding challenges.



Abbe Kirsch, LM, CNM

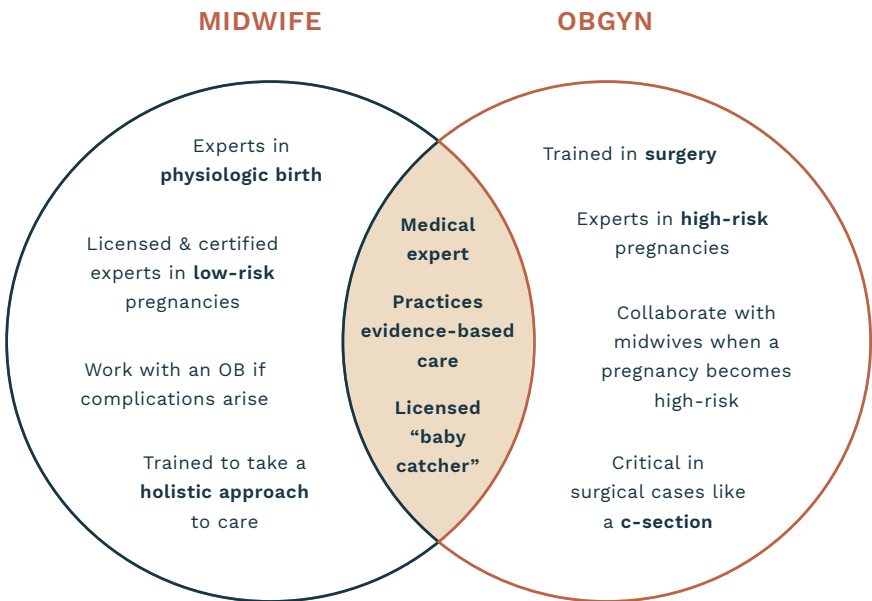
LEAD MIDWIFE, NORWALK, CT

“Birth is a sacred, individual experience — my role is to be a steady presence of support and safety, honoring the natural process while partnering closely with each patient and family.”

Abbe Kirsch is a Certified Nurse Midwife with more than two decades of experience caring for women and families across the reproductive lifespan. She is passionate about holistic, patient-centered care and believes in meeting each person within the context of their values, history, family, and community.

The right provider, when you need them

Our team of trusted midwives, OBGYNs and dedicated care navigators ensure you get the type of care you need in the moments that matter most.



“ Finding Oula was such a blessing because I didn’t have to choose either or. I got the extra emotional support I craved from the midwives, but the peace of mind knowing that and OBGYN and Mt Sinai West Hospital were also at my disposal.”

— ABBY, OULA PATIENT





At Oula we combine the best of obstetrics and midwifery to provide comprehensive, research-backed care. Our team model allows you to meet all of our midwives during your prenatal care so you get to know everyone who will be at the hospital prior to your labor and birth experience.



Midwives

We like to say that everyone needs a midwife and some people need a doctor too. **Midwives are licensed and certified medical practitioners with particular expertise in low-risk pregnancies. Importantly, midwives are trained to pay particular attention to the “whole person.”** Many people feel judged or dismissed by their care providers today, but midwives work to understand how a person’s needs and their health are intertwined with their family, their community, their work, and their home.



OBGYNs

Just like midwives, OBGYNs are skilled, licensed, and certified medical professionals, yet they offer their services to both low and high risk birth (think pre-existing conditions, maternal or fetal issues that arise during pregnancy) and are **critical in cases where a surgical intervention like a c-section is necessary.** We believe the best care results from having access to both.



Oula

PART THREE

Our care approach

Oula delivers maternity care that grows with you, offering comprehensive support before, during, and after pregnancy.



CARING FOR YOU, NOT JUST YOUR PREGNANCY

Comprehensive care that considers your physical, mental, and emotional needs. We take your lived experience into account and support you at every stage of life—before, during, and after pregnancy.



A RESEARCH-BACKED APPROACH FOR BETTER OUTCOMES

Fewer C-sections, higher VBAC success rates, and fewer preterm births—we are setting a new standard in maternity care that delivers better outcomes for you and your baby.



MEETING YOU WHERE YOU ARE, WITHOUT JUDGMENT

At Oula, there's no right way to give birth. We listen, respect your preferences, and make decisions with you, not for you.

The experience you deserve, covered by insurance.

Get the time and attention you need in our welcoming clinics, plus access to virtual support, expert resources, and exclusive perks—all covered by insurance.



The Oula Portal

Keep Oula in your pocket between appointments.

- Navigate key decisions, build your personalized birth plan, and learn what's coming up next.
- Access educational resources, perks from brand partners, and virtual classes/workshops.
- Message your care team anytime you need support or guidance.



Our birth approach

We know there's no "right way" to give birth, and our care team will be there to support your birthing preferences before and during labor.

1

EARLY LABOR AT HOME

We support early at-home labor for low-risk pregnancies. When you go into labor, you'll consult your OBGYN or midwife over the phone and they'll let you know when it's time to head to the hospital.

2

PAIN MANAGEMENT, YOUR WAY

Epidural, acupuncture, or breathwork—it's your choice. And you can change your mind.

3

IMMEDIATE BONDING WITH BABY

Immediate skin-to-skin and delayed cord clamping are standard practice at Oula. We support your feeding choices and perform routine medical care without separating you from your baby. In case of a c-section, we'll work to minimize separation.



4

FREEDOM TO MOVE

We're here to help you get into whatever position feels best for you, and can also provide suggestions. We've got peanut balls and you can bring music if you want to dance or just chill out.

5

WE WILL NEVER RUSH YOU

We take a hands-off approach to your labor as long as everything looks safe and healthy for you and your baby.

6

WE LOVE DOULAS

We're happy to welcome your doula to our care team or to help you find one that fits your budget.

What makes Oula different?

Oula



More time spent with your care providers, less time spent in waiting rooms



A warm and welcoming clinic, designed with your comfort in mind



Comprehensive postpartum support that includes a Newborn Feeding Group



Available between visits to answer questions on the Oula portal or over the phone



Birth education incorporated into each visit with supporting evidence



A research-backed approach resulting in better outcomes



In-network midwifery in a hospital setting



Expert-led perinatal and postpartum workshops included in your care



Oula

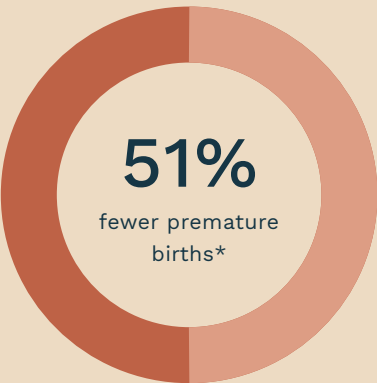
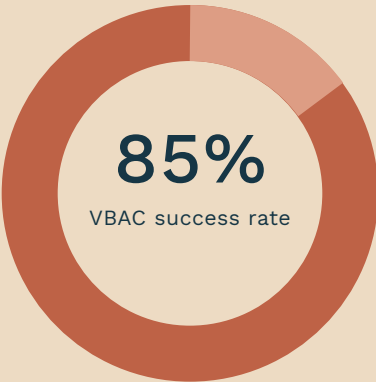
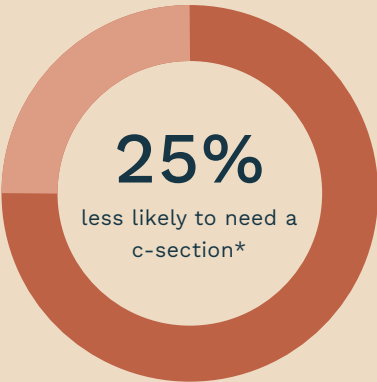


“ If you are looking for evidence-based medicine with the utmost empathy and personalized care, Oula is your place. The entire team from the front desk to the incredible midwives and OBYGNS are outstanding. My delivery had a complication and I saw an OBGYN at the hospital who listened and respected my birth plan. One of the midwives delivered our baby and I can’t imagine a more calm, competent, and supportive team.”

— OULA PATIENT

Outcomes

Our research-backed approach delivers better clinical outcomes than the national averages.



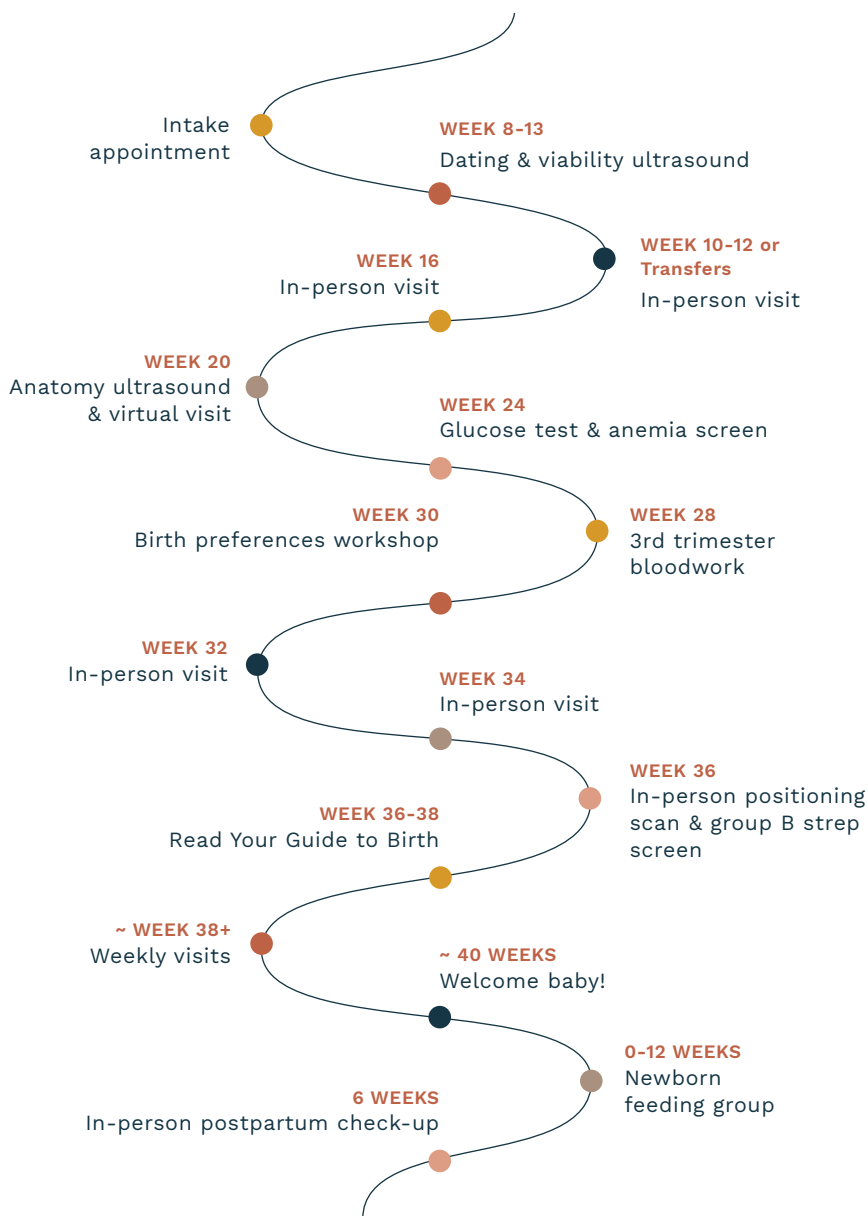
*compared to national average



PART SIX

What to Expect

Your pregnancy journey at a glance.



First Trimester

Support from the start

Standard pregnancy care typically starts well into the first trimester, leaving you to seek answers and navigate the early days alone. At Oula, we'll support you as early as a positive pregnancy test, starting with a virtual or in-person consultation.

INTAKE APPOINTMENT

Regardless of where you are in your pregnancy, we'll kick off your care with your Intake appointment that you can choose to do virtually or in-person. During this visit, you'll have the opportunity to chat with an Oula midwife to review your health history, discuss what to expect during your pregnancy journey, and help you schedule your next appointment with us.

WEEK 8-13 OR TRANSFERS

DATING & VIABILITY ULTRASOUND (IN-PERSON)

We'll perform an ultrasound to check on your baby and confirm gestational age (this is when we'll confirm your estimated due date!). This scan will likely be covered by your insurance plan, however we recommend that you check with your insurance provider.



WEEK 10-12

OFFICE VISIT & NIPT GENETIC SCREENING (IN-PERSON)

In this appointment, we'll review your pregnancy plan, complete necessary bloodwork, and give you the option to complete Non-Invasive Prenatal Testing (NIPT). NIPT refers to a prenatal screening blood test that tells us with 99% certainty whether your baby has any issues with chromosomes 13, 18, or 21 & can also determine the sex of your baby.

Second Trimester

WEEK 16

OFFICE VISIT (IN-PERSON)

During this visit, we will start discussing birth and delivery planning, nutrition, and any resources you may need. In addition, we'll help prepare you for your week 20 anatomy scan, reviewing what the scan is used for and the possible outcomes of the scan. At this visit, we offer you a blood test called "maternal serum Alpha Feto Protein" which is a screening test for neural tube defects.

WEEK 24

GLUCOSE TEST (IN-PERSON)

During this visit, you'll complete a Glucose Test. This is a way of identifying gestational diabetes, even if you yourself do not have diabetes. Gestational diabetes affects 2-10% of pregnancies annually in the United States. Besides that, we'll also discuss your pregnancy process and offer support and information regarding upcoming decisions and milestones.

WEEK 20

ANATOMY SCAN (IN-PERSON)

At 20 weeks, you'll be scheduled for an Anatomy Scan ultrasound to check your baby's organs, overall health, and your cervical length. It's also a chance to know your baby's sex if you didn't opt for genetic screening. This scan will likely be covered by your insurance plan, however we recommend that you check with your insurance provider.

WEEK 28

IN-PERSON VISIT

Third Trimester

WEEK 30

BIRTH PREFERENCES WORKSHOP

Around 30 weeks, we'll start talking about your birth preferences! We'll have you watch our video available in the portal to learn more about Oula's approach to birth and demystify upcoming labor decisions. We also offer live office hours where you can ask your care team key questions about building out your preferences for birth.

WEEK 36-40

READ YOUR GUIDE TO BIRTH

Your Guide to Birth is your go-to resource for everything you need to know about the hospital experience, from paperwork and pain management to postpartum recovery. You'll find it in the Oula portal.

WEEK 38+

WEEKLY VISITS

WEEK 32

IN-PERSON VISIT

WEEK 36

IN PERSON-ULTRASOUND & GROUP B STREP SCREEN

At this point, you're entering the final stretch of your pregnancy! Along with our regular checkup, we'll be performing the Group B Strep screening. This type of bacteria is found in 1 in 4 women and, although harmless to adults, can pose risks to your baby if transmitted during birth. We'll also conduct an ultrasound to determine your baby's positioning, specifically checking if they are in the head-down position.

40+ WEEKS

WELCOME BABY!

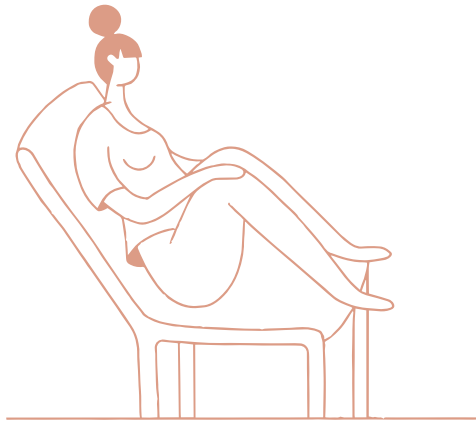


PART FOUR

Hospital delivery with Oula



Hospital delivery with Oula



Once you go into labor, you'll call Oula and our team of 24/7 on-call midwives will discuss the right time to go in. At the hospital, your midwives will lead your care in close partnership with hospital staff. You can trust us to provide evidence-based care, and to include you in all decisions related to your birth.

Our hospital system partners

Oula is seamlessly integrated with our hospital partners, ensuring coordinated care between our midwives, OBGYNs and hospital staff. This deep partnership means you benefit from our personalized approach while having access to the full spectrum of hospital resources when needed for your care.



NEW YORK

Mount Sinai West Hospital

Mount Sinai West's Obstetric Service delivers expert medical care in a setting that respects patient preferences and choices. Their comprehensive team includes board-certified obstetricians, maternal-fetal medicine doctors, and specialists who maintain exceptional clinical outcomes, including low rates of C-sections. The hospital features a state-of-the-art Level 4 NICU with round-the-clock neonatologists and pediatric specialists, ensuring the highest level of care for both routine and complex deliveries.



CONNECTICUT

Stamford Hospital

Stamford Hospital provides comprehensive labor and delivery services in their newly renovated, state-of-the-art Hollander Family Birthing Center. Their medical team of skilled nurses, OB-GYNs, neonatologists, and specialists delivers expert clinical care while honoring that birth is a deeply personal experience. The center features modern birthing rooms, full-spectrum pain management options, and a Level III NICU for advanced neonatal care when needed, helping you and your family have a safe and joyful birth experience.



NORTH CAROLINA

Novant Health Presbyterian Medical Center

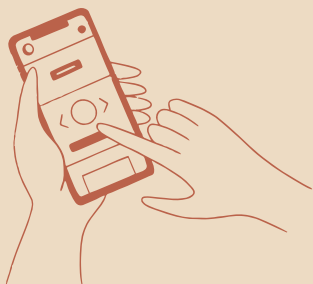
Novant Health Presbyterian Medical Center delivers expert labor and delivery care that honors your birth preferences while maintaining the highest clinical standards. The clinical team includes experienced midwives, nurses, OB-GYNs, and neonatologists who partner with you to support your choices and ensure safe outcomes for you and your baby. You'll have access to modern birthing rooms, full-spectrum pain management options, and a Level 4 NICU with advanced neonatal expertise. Whether your birth unfolds as planned or the unexpected arises, you have access to exceptional care every step of the way.



“ My first delivery was a traumatic unplanned c-section. Oula's patient-centered, trauma-informed care allowed me to have a truly restorative second pregnancy and labor, ultimately resulting in the VBAC delivery of my dreams.”

— DESTRY, OULA PATIENT

Resources



Oula Portal

Your Oula Portal lives at the center of your Oula experience!

Here, you'll be able to access anything you need to navigate your pregnancy:

- Book your next visit
- Message your care team
- View your upcoming visits
- View your lab results
- Sign up for upcoming workshops
- Redeem exclusive discounts from beloved brands

You can access your Oula Portal by visiting Oulahealth.com and tapping “Log in”



Oula Perks

We've partnered with our favorite brands and experts to bring you valuable workshops to get you prepped for parenthood.

WORKSHOPS

We know that pregnancy and becoming a parent is way more than just a medical event! You're growing a human, growing a family, and even evolving your identity. We've partnered with our favorite brands to bring you expert-led workshops to get you prepped for parenthood.

DISCOUNTS

As an Oula patient, you get access to discounts and offers from premium brands across a range of products and services—From maternity wear to postpartum meal plans to baby essentials.

Visit the Perks tab in your Oula Portal for access.

PART SIX

FAQs

What are the credentials of Oula's clinical team?

We leverage the clinical expertise of both obstetricians (OBGYNs) and midwives. Our OBGYNs follow a traditional M.D. or D.O. training pathway, with four years of medical school and four years of residency. Midwives follow a certified nurse midwife (CNM) or certified midwife (CM) training pathway, completing a graduate program in midwifery and 500-1,000 hours of clinical practice. OBGYNs, CNMs, and CMs are required to pass national certification exams.



How does pregnancy insurance coverage work?

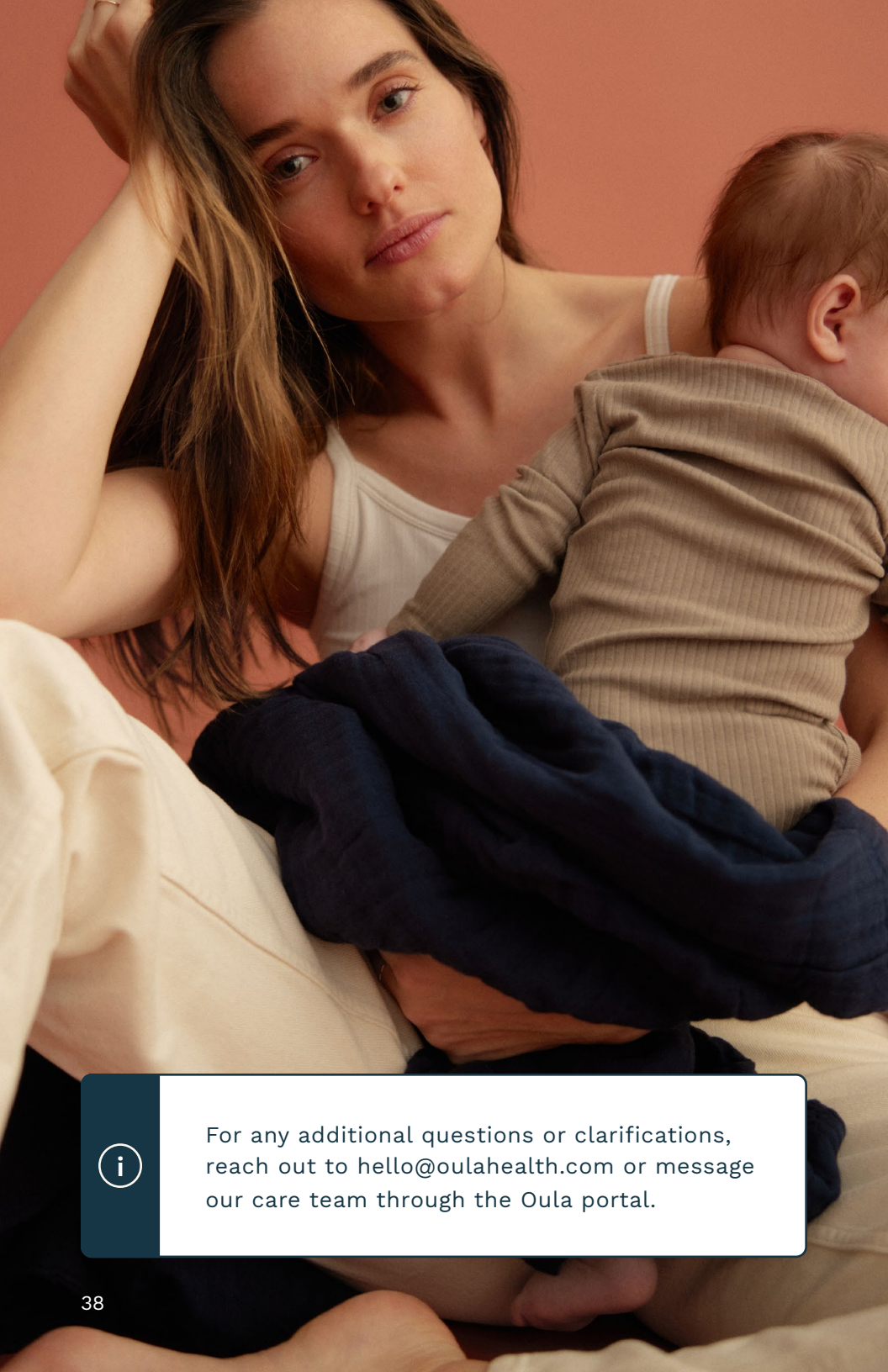
Pregnancy care is covered by most insurance plans. However, out-of-pocket costs (or the portion that is not covered by insurance) vary depending on your plan and benefit package.

Generally coverage and out-of-pocket costs fall into these categories:

- Prenatal & postpartum visits (billed by Oula)
- Routine testing, genetic screening, outside ultrasounds (billed by the lab or imaging center)
- Delivery (billed partially by Oula and partially by the hospital)
- Non-clinical support such as doulas, lactation consultants, etc (billed by that service provider)



Make sure to reach out to your insurance to find out which services are covered by your plan.



For any additional questions or clarifications, reach out to hello@oulahealth.com or message our care team through the Oula portal.

Do you offer additional services such as doulas, lactation consultants, etc?

Though we don't offer services outside of traditional clinical care, we are happy to provide you with referrals and recommendations.

For recommendations, reach out to hello@oulahealth.com or message our care team through the Oula portal.

How much will I pay out-of-pocket?

Your out-of-pocket cost depends on your individual insurance plan. You'll want to reach out to your insurance to get specific information about what your plan does and doesn't cover.

For additional questions on how to navigate your insurance, reach out to hello@oulahealth.com or message our care team through the Oula portal.

What types of pain management do you offer for labor and birth?

We offer various pain relief options, including and epidurals. Whether you choose medicated or unmedicated relief, we support your decision, and you are always welcome to change your mind! You'll learn more about medicated and unmedicated pain relief during your Birth Plan Workshop at 30 weeks. Our midwives can also help prepare you for unmedicated pain relief by recommending birth classes and offering guidance in the hospital, and your doula can provide hands-on support for techniques such as breathwork and acupressure.

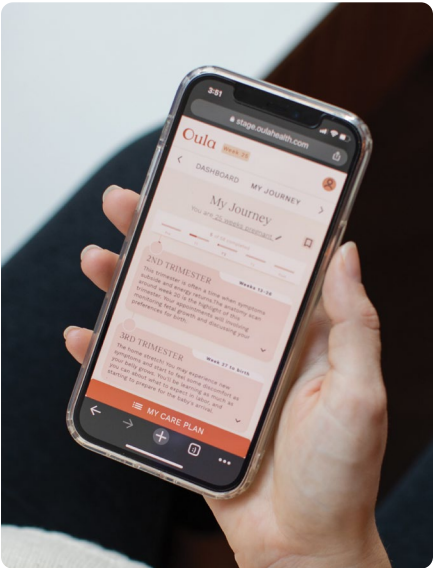


PART SEVEN

Stay in touch

Follow us on social

Follow us @oulahealth



Access your Oula Portal



CONTACT US

New York



Soho Clinic

LOCATION

202 Spring St.
New York, NY

PHONE

(646) 889-2211
Fax: (917) 475-1014

EMAIL

hellonyc@oulahealth.com



Upper West Clinic

LOCATION

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PHONE

(646) 349-3220
Fax: (646) 346-5671

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hellonyc@oulahealth.com



Brooklyn Clinic

LOCATION

109 Montague Street,
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Fax: (718) 576-3434

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Connecticut



Norwalk Clinic

LOCATION

255 Westport Ave,
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North Carolina



Cotswold Clinic

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Oula

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