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By Jim Ritter, Health Reporter

## PRENTICE SOON TO DELIVER \$507 MILLION BABY

### Upgraded Hospital

### Shops, 42-inch TVs May Draw Women, Trendy Shops

When the new Prentice Women's Hospital opens Oct. 20, moms will be able to have their babies in style.

The new Prentice will have private rooms with 42-inch flat screen TVs, 24-hour room service, trendy shops and plenty of Starbucks.



**Susan Foulks, nurse/manager of the Labor and Delivery department, center, and anesthesiologist Dr. Cynthia Wong, right, talk about the new labor and delivery rooms at the soon-to-open Prentice Women's Hospital.**

(Jean Lachat/Sun-Times)

"We want it to be a very comforting experience," said women's health director Betsy Finkelmeier, who gave the media a tour of the \$507 million hospital Monday.

The new Prentice will be able to deliver more babies than any other hospital in the Midwest. It also will serve other women's health needs, such as gynecological conditions and breast cancer.

The new Prentice, part of Northwestern Memorial Hospital, will replace a smaller, 32-year-old building that was running short of space and becoming technologically obsolete.

In a competitive market, the new hospital also will let Northwestern attract patients with such amenities as:

**Room service:** Order any item at any hour, and the food will arrive within 60 minutes. Sample menu items: breakfast burrito, French toast, spinach salad, hamburger, pizza, pasta, 1940s chicken pot pie, tilapia, fudge brownie. Visitors can order room service for a charge (\$12 for breakfast or lunch, \$15 for dinner).

**Big TV:** Will offer network, cable, movies and games, and double as a computer screen for Internet use. Patients will have bedside keyboards.

**Retail:** Argo Tea ("signature teas from around the world"); Zen and Now Gift Shop (featuring Eli's Cheesecake); Les Fleurs de Ashland Addison Fleuriste (French style florist) and FreshMarket@Fairbanks (cafe featuring Starbucks coffee).

**Rooftop gardens:** Three of them, with flowers, grasses and ground cover. Not open to patients, but some will be able to see gardens from their windows.

**Labor walk:** Laboring women can walk around a 124-foot circular hallway with soothing music and wall TVs displaying nature scenes.

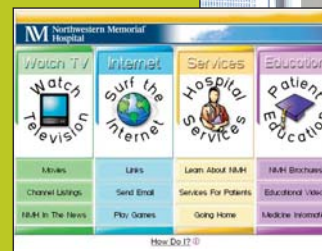
**Artwork:** More than 1,000 paintings, photos, limited editions, etc. displayed throughout the building.

**Cell phones:** Allowed everywhere.

**Rooms with a view:** Windows placed low, so patients can see out while lying down.

**Classes:** Pilates, yoga, aerobics, etc. for new and expecting moms.

### Product Note:



**42-inch LCD televisions with the TigrNet interactive system, as installed by TeleHealth Services at Northwestern Memorial Hospital.**