



EXPECTANT YOUNG MOMS ARE EXPECTING MORE FROM HOSPITALS

CONSUMER-DRIVEN ASSUMPTIONS ARE ON THE RISE



1 in 2
expects



Partner beds



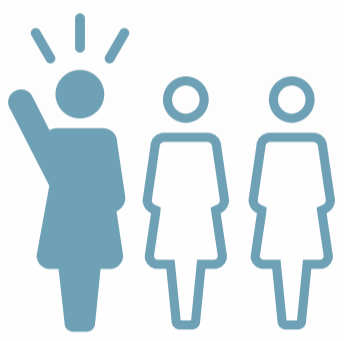
Dietitian



Wi-Fi



Snacks for family & friends



1 in 3
expects



Window views



Side-by-side crib



Full bed



Tub



Photos



Baby gifts



1 in 4
expects



Outside food delivery



1 in 5
expects



Gourmet food



Spa services

YOUNG MOMS VIEWED THE FOLLOWING AS ABSOLUTELY ESSENTIAL

