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MEDICAL CENTER  
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Morgan Stanley  
Children's Hospital  
of NewYork-Presbyterian  
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**Free**  
Our Weekly  
Parenting  
**e-mail** for  
Expectant  
& New Parents



When will I start to **show**?

Can my baby **hear** yet?

Is it **safe** to color my hair?

When will my baby **smile**?

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in our weekly e-mail for expectant and new parents

Weekly support,  
tips and advice  
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Research findings  
that impact your  
child's development

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to better  
support you

Your baby's  
developmental  
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week by week

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**Department of OB/GYN**  
**622 West 168th Street, PH-1628**  
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for the New York Presbyterian/Columbia University Medical Center  
**FREE Weekly Parenting e-mail for expectant and new parents**

Your name \_\_\_\_\_

Your e-mail address \_\_\_\_\_

Due date or baby's birth date \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
month day year

Signature\* \_\_\_\_\_

\* Your signature indicates that you've read, understood and agreed to the terms of use of your health protected information described below

## Protecting Your Privacy

We are committed to protecting your privacy. We will not use any personal health information without your explicit permission. Protecting health information, including any personally identifying information, is of vital importance to us. For our parenting e-mail service, we need your name, due date and email address. This information will go into a secure database along with the data of other patients who are having their babies at our hospital. This information will only be used by authorized hospital personnel, and only for this purpose. To facilitate the delivery of our parenting e-mail service, our business associate, TPR Media, LLC, provider of hosting and maintenance, will assist us and ensure that our service provides you with the information and resources you need. The single purpose of this service is to provide you with our weekly parenting e-mail for new and expectant parents. The service is tailored to your week of pregnancy or baby's age. Your weekly e-mail includes tips, advice, resources and information on your baby's development. It will also include announcements about services, classes and resources we offer, research briefs from The Parent Review, and, if you so choose, access to The Parent Review newsletter and participating sponsors. At no time will sponsors have access to any of your personal information unless you provide it to them directly. This services is offered to you weekly beginning in the seventh week of pregnancy, continuing through birth until the first year of your baby's infancy. This is all free to you.

One of the rules of the privacy act, which protects your personal health information, is that you acknowledge that you've read and understood this information, and that you agree to authorize the use of your protected health information described above so that we can provide you with the parenting e-mail service. Providing your signature on this document signifies that you authorize us to provide this service to you.

Thank you.

### IMPORTANT:

You may revoke this authorization by notifying us via e-mail or in writing at any time. Opting-in or opting-out of this service in no way affects your treatment, payment or eligibility for any benefits due you from us.