



Kathy Fray

Kathy Fray's MotherWise, New Zealand

International Integrative Maternity HealthCare Organization, New Zealand

Integrative maternity healthcare: The only logical way forward

What is IMHC? Integrative Maternity HealthCare is specifically the maternal-neonatal segment of IM (Integrative Medicine). IMHC is when the medical and the holistic, the modern and the traditional, the allopathic and the naturopathic, from Midwives to Medical Herbalists, from Obstetricians to Osteopaths, from Hypnobirthers to Homeopaths, all respect how they complement each other as a united cohesive revolution and evolution, to fulfil the WHO mandate: Optimal health and well-being are inclusive of the physical, social, psychological, emotional and spiritual dimensions of life. Today for expectant western Millennial Gen-Ys (and soon the Alpha Gen-Zs), along with their oftentimes consciously-intentional healthy-lifestyle approaches, many want integrative medicine as mainstream to their childbirth journey. They want access to humanistic healthcare that focuses holistically on the whole woman-baby dyad, increasingly demanding more and more obstetricians and midwives be educated on integrative medicine. At the same time, in order to create royalty-producing synthetic versions, Big Pharm continues its global searches for disease-curing molecular compounds already found in nature (which have been used as medicine for hundreds of years) and concurrently, medically-skeptical savvy educated mothers-to-be in the developed world, realize they have access to both MMTs (Modern Medical Treatments) and TCHTs (Traditional & Contemporary Holistic Therapies) and they want both. They want Integrated Maternity HealthCare and they are increasingly demanding respect for such intentional, intelligent and well-researched choices.

Biography

Kathy Fray is the Managing Director of MotherWise and a private international one-on-one Maternity Consultant, plus she has been New Zealand's best-selling Birth, Babies & Motherhood author. She is also the influencing worldwide thought-leader on the topic of IMHC (Integrative Maternity HealthCare) including being the Founding Director of the biennial global summits.

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