

Monthly Newsletter

SUBIURBAN
WOMEN'S
HEALTH CARE

May 2025



Welcome to our monthly news letter! We're so happy you're here!

Welcome to our monthly newsletter! We are thrilled to share all of our monthly updates with you.

As always, we would like to express our gratitude for our wonderful patients. We greatly appreciate each and every one of you!

This month, we will be showing a how-to-guide on how to do a self breast exam. While a breast exam is done by your provider each year at your annual exam, it is important to do self exams throughout the year as well.

We also will be sharing more industry news, including technological advances in obstetrics and gynecology. Technological advances, such as artificial intelligence (AI), have been used for fetal monitoring and cancer detection. Keep reading to learn more!

We also will share a few May updates as well!

Thank you for reading along and catching up on all of our updates!

Enjoy this month's newsletter!

A handwritten signature in black ink that reads 'SWHC'.

In our newsletter you can expect:

News about us &
Company
updates

How-to Guides

Discounts &
Promotions for
esthetic services

Testimonials

Case studies

Industry news

How do I do a self-breast exam?

Manual breast self-exam while standing:

Use your right hand to examine your left breast, then vice versa.

Feel for any lumps, thick spots or other changes.

A circular pattern may help you make sure you hit every spot.



With the pads of your three middle fingers, press on every part of one breast.



Use light pressure, then medium, then firm. Then, press the tissue nearest your armpit.



Be sure to check under your areola (area around your nipple) and then squeeze your nipple to check for discharge.

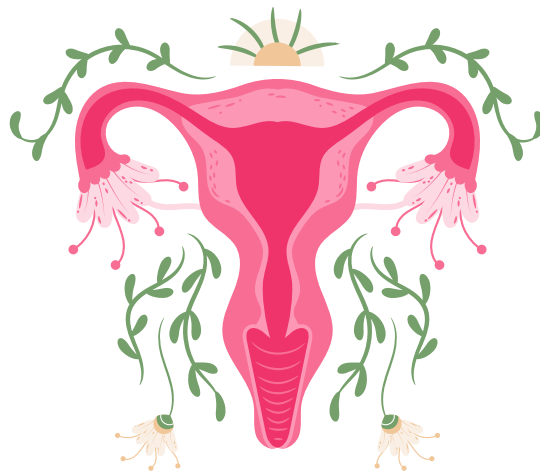
Repeat the steps on the other side.



The Use of AI in Obstetrics and Gynecology

A recent article published in MedicalExpo by Abigail Saltmarsh, explained the different ways AI and other technology has been used in obstetrics and gynecology. The first being a wireless electronic fetal monitor. This allows women to walk around rather than having them confined to their hospital beds, which has been proven to be beneficial during labor. She also explained that it decreases the confusion in distinguishing the mother's heart rate versus the baby's.

She also explained the use of robotics to conduct procedures for diseases such as endometriosis, cervical cancer and ovarian cancer. By using the robots in certain procedures, it can lead to less trauma to the area and faster recovery time for the patient.



It was also explained in the article how AI can be used to help detect fetal heart rate and uterine contractions as well as indicate the possibility of complications with preterm labor. AI can also be applied to ultrasounds/MRI's in obstetrics and to identify cancer in mammograms.

Saltmarsh further explained the other ways technology has advanced in obstetrics and gynecology, click the link [here](#) to read the article to learn more!

A few May updates!



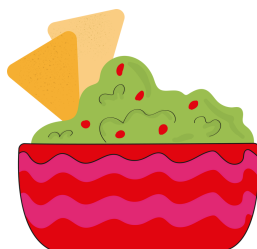
National Teachers Day falls on May 1st! Many of our patients are teachers. Happy National Teachers Day to all of you!



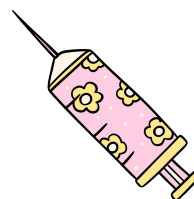
World Laughter Day falls on May 3rd! We hope you spend this sunshiney day laughing with your friends and family!



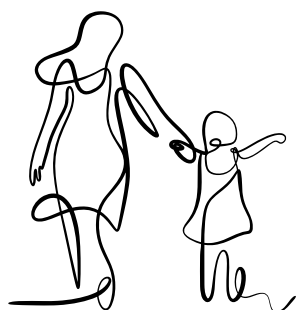
For all the Star Wars fans, Star Wars Day falls on May 4th! May the "Fourth" be with you!



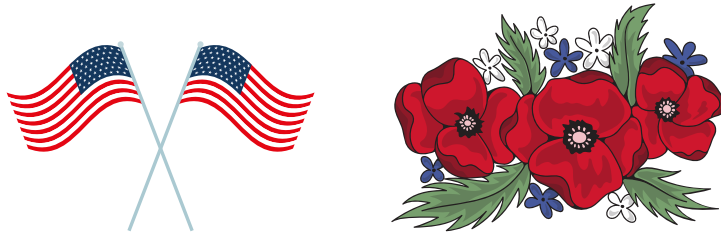
May 5th is Cinco De Mayo! This holiday celebrates the Mexican victory over the French at the Battle of Puebla in 1862. Enjoy the holiday with chips and guac and, if you so please, margaritas!



National Nurses Day falls on May 6th, a holiday to recognize all nurses. Happy Nurses Day to our wonderful nurses!



Mother's Day falls on May 11th this year. Happy Mother's Day to all of our patients who are soon-to-be mothers. Give your mom a hug today and be sure to thank her for all that she does!



Memorial Day falls on May 26th this year. This is a solemn day to remember and honor those who have died while serving in the US military.



May is also National Barbecue Month! Have a cookout with your loved ones to kick off the start of warm weather!



May is also Mental Health Awareness Month! Your mental health is just as important as your physical health. Be kind to your mind!
