

momstory times

Official Newsletter of Manipal Hospitals Momstory | April 2026 Edition

**NURTURING
CARE,
CELEBRATING
EVERY
JOURNEY**



INFLUENCE IS POWERFUL WHEN IT EDUCATES, CONNECTS, AND BUILDS TRUST.

The Growing Impact of Influencer Events & Social Media on Brands

In today's digital world, social media and influencer collaborations have become powerful tools for building brand awareness and audience engagement. People connect more with real experiences, authentic stories, and trusted voices, making influencer events an important part of modern brand communication.

For healthcare and wellness brands especially, social media helps create awareness, educate audiences, and build credibility. Influencer events allow brands to interact directly with communities, answer questions, and create meaningful conversations that increase trust and visibility.

Platforms like Instagram, YouTube, and Facebook have transformed the way people discover services and make decisions. Consistent digital presence, informative content, and genuine collaborations can positively shape how audiences perceive a brand.



Dr. Mahima Bakshi

Maternal Child Wellness Consultant
& Brand Consultant
Manipal Hospitals Momstory

However, authenticity remains the key. Audiences today value honest communication over promotional messaging. Brands that focus on education, transparency, and community connection are more likely to create long-term impact.

When used responsibly, social media and influencer engagement can strengthen brand identity, improve reach, and build lasting relationships with audiences in an increasingly digital world.

THE YELLOW HUE THAT QUIETLY LINGERS: PROLONGED INDIRECT HYPERBILIRUBINEMIA IN NEONATES

Dr Niraj K Dipak

MBBS, MD (Pediatrics), DM (Neonatology)
Consultant - Neonatology & In-charge,
Neonatal Intensive Care Services

Prolonged neonatal jaundice is a common clinical concern, particularly when jaundice continues beyond the expected duration after birth. While jaundice during the initial days of life is often physiological, persistent jaundice may indicate underlying medical conditions requiring specialised neonatal care.

Possible causes include breast milk jaundice, urinary tract infections (UTI), congenital hypothyroidism, haemolytic disorders such as ABO incompatibility, cephalohematoma, metabolic disorders, and neonatal infections.

At Momstory - A Network of Manipal Hospitals, neonates presenting with prolonged indirect hyperbilirubinemia were evaluated through specialised investigations including bilirubin profiling, thyroid function tests, haemolysis screening, urine analysis, blood investigations, and ultrasonography where required.

The evaluation identified urinary tract infections as one of the major causes among neonates presenting with persistent jaundice. Some infants were also diagnosed with pelviureteric junction (PUJ) obstruction requiring surgical correction through pyeloplasty.

The findings reinforce the importance of timely diagnosis, specialised neonatal evaluation, and early intervention in improving newborn health outcomes.



MANAGING GESTATIONAL DIABETES IN MODERN PREGNANCIES: A GROWING HEALTH PRIORITY

Dr. Sneha Deshpande

MBBS, DGO, DNB

Senior Consultant - Obstetrics & Gynaecology

Gestational Diabetes Mellitus (GDM) has become increasingly common in modern pregnancies due to changing lifestyles, delayed pregnancies, sedentary routines, and rising obesity rates.

Many women may not experience noticeable symptoms, making routine antenatal screening extremely important. If left uncontrolled, gestational diabetes can increase the risk of high birth weight, preterm delivery, caesarean section, and neonatal complications.

Management focuses on maintaining healthy blood sugar levels through balanced nutrition, controlled carbohydrate intake, regular physical activity, blood glucose monitoring, and continuous medical supervision. In some cases, insulin therapy may also be required.

With early diagnosis, proper treatment planning, and regular antenatal care, most women with gestational diabetes can successfully experience a healthy pregnancy and safe delivery.



A JOURNEY OF HOPE & PARENTHOOD: SUCCESSFUL IVF PREGNANCY AFTER MULTIPLE FAILED IVF CYCLES

Dr. Supriya Puranik

MBBS, DGO, DNB
Director - OBGY and IVF

A patient from the United States approached Dr. Supriya Puranik for surrogacy consultation after undergoing six unsuccessful IVF cycles in the USA along with another eight IVF cycles and multiple hysteroscopy procedures in Mumbai, India.

Following detailed evaluation and sonography assessment, the patient underwent pre-IVF hysteroscopy followed by an IVF cycle involving ovum pick-up (OPU) and frozen embryo transfer (ET). Endometrium PRP and Ovary PRP were also performed before embryo transfer as part of the advanced fertility management approach.

The patient successfully conceived during the same IVF cycle and later completed a healthy full-term pregnancy, delivering a healthy female baby through LSCS.

This case highlights the importance of accurate diagnosis, advanced fertility procedures, personalised reproductive care, and continuous medical support in helping couples achieve successful parenthood despite multiple previous IVF failures.





Book your child's Immunisation Package today.

Normal	Painless
6 Weeks - 6 Months:	6 Weeks - 6 Months:
Package Cost - ₹ 21,419/-	Package Cost - ₹ 31,064/-
Offer Price ₹19,200/-	Offer Price ₹27,900/-

Normal	Painless
6 Weeks - 1 Year:	6 Weeks - 1 Year:
Package Cost - ₹ 26,548/-	Package Cost - ₹ 36,193/-
Offer Price ₹23,800/-	Offer Price ₹32,500/-



MILESTONE ACHIEVED - SHIVAJI NAGAR

Celebrating a milestone achieved at Momstory, Shivaji Nagar

With the successful completion of 126 Surgeries and 77 IVF Cycles, reflecting the unit's continued commitment towards advanced fertility care, specialised women's healthcare, and positive patient outcomes.

This achievement highlights the dedication of our medical experts and healthcare teams in delivering compassionate, personalised, and comprehensive care to every patient throughout their treatment journey.



BIRTHDAY CELEBRATION

As part of Momstory's culture of celebrating and appreciating its visiting consultants, a special birthday celebration was organised for Dr. Runita Waghmare at her clinic.

The celebration reflected warmth, togetherness, recognition, and the strong professional bond shared across the Momstory team and its consultants.



INHOUSE CLINIC CLASS

Momstory conducted an informative Inhouse Clinic Class for ANC patients under the guidance of Dr. Sneha Deshpande. The session focused on antenatal care, pregnancy wellness, nutrition awareness, trimester-based care, and addressing common pregnancy-related concerns through interactive discussions and expert guidance.

The session encouraged expecting mothers to better understand maternal health, lifestyle modifications, routine pregnancy care, and emotional well-being during pregnancy.

SUNDAY CLASS - HADAPSAR

Momstory's Sunday Class at Hadapsar was successfully conducted on the topic "Diet in Pregnancy" by Dr. Arti Bhalerao.

The session focused on the importance of balanced nutrition, healthy eating habits, and essential dietary guidance to support a healthy and confident pregnancy journey.



WORLD HEALTH DAY

World Health Day was celebrated on 7th April through short Health Talks conducted during OPD hours by Momstory's wellness team, including the Chief Dietician, Physiotherapist, and Psychologist.

The initiative focused on creating awareness about preventive healthcare, healthy lifestyle practices, nutrition, posture correction, and overall wellness among patients and visitors.



VC CLINIC CLASS - KHARADI

Momstory's VC Clinic Class at Kharadi was successfully conducted by

Dr. Shivangi Chaturvedi, Gynecologist & Obstetrician, and received an encouraging response from expecting mothers.

The session focused on antenatal care, pregnancy wellness, childbirth preparation, and early parenting guidance to support a healthy and confident pregnancy journey.

STAR OF THE MONTH AT SHIVAJI NAGAR

Amar Kokare - Pharmacy
Srinjal Jeswal - Customer Care

Amar Kokare from the Pharmacy Department and Srinjal Jeswal from the Customer Care Department were recognised as the "Star of the Month" at Shivaji Nagar for their dedication, teamwork, and contribution towards patient care and service excellence.

Their commitment and positive approach continue to reflect Momstory's culture of compassion, responsibility, and quality healthcare support.





Complete antenatal care, now more affordable

Get special pricing on our premium
ANC Packages, designed to support you
through every trimester.

This offer is applicable for Hadapsar and Nagar Road.

TRIMESTER
01

**Blossoming
Beginnings**

Original Price
~~₹25,780~~

Offer Price
₹18,999

TRIMESTER
02

**Glowing &
Growing**

Original Price
~~₹26,544~~

Offer Price
₹18,499

TRIMESTER
03

**Countdown
To Cuddles**

Original Price
~~₹20,565~~

Offer Price
₹14,399

This offer is applicable for Shivajinagar.

TRIME
STER
01

**Blossoming
Beginnings**

Original Price
~~₹27,400~~

Offer Price
₹18,999

TRIME
STER
02

**Glowing &
Growing**

Original Price
~~₹28,939~~

Offer Price
₹18,499

TRIME
STER
03

**Countdown
To Cuddles**

Original Price
~~₹21,950~~

Offer Price
₹14,399

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₹50,000/-*

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Hadapsar | Nagar Road | Shivajinagar

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CORPORATE ACTIVITIES

07th April 2026

ERGONOMICS AWARENESS SESSION - EVERSEEN

Vaishnavi Jedhe

Physiotherapist, Manipal Hospitals Momstory

Momstory conducted an ergonomics awareness session for employees at Everseen Corporate, Pune, led by Physiotherapist Vaishnavi Jedhe from the Nagar Road unit.

The session focused on workplace posture correction, movement habits, spinal care, and preventive healthcare practices to reduce physical strain associated with prolonged desk work.



16th April 2026

EATING RIGHT FOR EVERYDAY ENERGY - ZENSAR

Dt. Arti Bhalerao

Chief Dietitian and Clinical Nutritionist

A nutrition awareness session was conducted for employees at Zensar Corporate, Pune, by Dietician Arti Bhalerao from Momstory.

The session highlighted the importance of balanced nutrition, healthy eating habits, hydration, immunity support, and mindful lifestyle choices essential for maintaining daily energy and overall well-being.



22nd April 2026

WOMEN'S WELLNESS & PCOS-PCOD AWARENESS SESSION - INFOSYS

Dr. Supriya Puranik

MBBS, DGO, DNB

Director - OBGY and IVF

Momstory conducted an informative webinar on Women's Wellness, PCOS-PCOD, and Hormonal Imbalance for women employees at Infosys Corporate, Pune.



THE INNER CIRCLE

Influencer Meet & Greet with Gauri Shah
Connecting moms & influencers over conversations,
wellness & fun moments.





Sahyadri Hospitals
momSTORY[®]

A Network Hospital of **manipalhospitals**

— PRESENTS —

preMoms[™]

Pre-conception | Pregnancy | Post delivery



Free online program for wellness of Expecting Couples

Sessions cover

- Nutrition •Exercise •Lamaze •Breastfeeding preparation
- Mental well-being •Babycare •And much more

To enroll, call 88888 22222 | Hadapsar | Nagar Road | Shivajinagar



Visit **Momstory** to experience
the joy of parenthood

Consult our team of IVF experts

Monday to Saturday