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Experience compassionate women's healthcare at Choices Women's Medical Center in Jamaica

BY SUZANNE MONTEVERDI
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Led by the pioneering efforts of founder and chief executive officer Merle Hoffman, Choices Women's Medical Center has served the Queens community and provided comprehensive women's health care for more than four decades.

"My mission has always been to provide the highest quality, safe, compassionate care for reproductive health care services for women," Hoffman said. "And then it started to expand."

Founded in 1971, Choices Women's Medical Center was one of the first legal abortion clinics in the United States. Forty-five years later, Choices has grown to offer a wide variety of women's health services, including a full gynecological practice, prenatal care, counseling services, cardiology and senior services.

Today, there are even more expansions on the horizon.



THE COURIER/Photo by Suzanne Monteverdi
Founder and Chief of Operations Merle Hoffman

Future additions include a wider variety surgical services, as well as telemedicine and telecounseling sessions, which would provide remote medical consultations and

sessions to patients.

This month, the Center will usher in its newest service expansion: family medicine and primary care.

"We have an inter-genera-

tional patient population at this point in time," Hoffman said. "It's really quite extraordinary. And it's really quite a testament to the staff and what we do here."

Beginning July 26, patients will have the opportunity to get all of their healthcare in one place. Services offered will include physical and wellness exams, chronic disease management, and care for short term illnesses.

One only needs to speak with Hoffman for a few moments about women's health care to recognize her commitment to providing women with what she calls "Patient Power."

Patient Power is a philosophy developed by Hoffman and used at clinics nationwide. In practice, it seeks to fully involve women in their own health and endow them with the knowledge and education necessary to make informed medical decisions.

Hoffman recognizes that patients may enter the Center with personal concerns and anx-

ieties. Staff members at Choices are trained and prepared to help calm these worries.

Anyone who goes into a medical service is going to be naturally anxious," Hoffman said. "You want to reduce the anxiety and increase the feelings of centeredness, respect, empowerment and determination."

Despite the many personal and political battles over the years, Hoffman knows the daily stresses of running the Center are outweighed by the impact of its services on women's lives.

"We've seen over a million patients over the years," Hoffman said. "That's a great responsibility, you know. And if I'm going to touch somebody's life, I would want it to be as positive as possible."

Choices Women's Medical Center is located at 147-32 Jamaica Ave., Jamaica. For more information or to schedule an appointment, call 718-786-5000, text "CHOICES" to 27126, or visit choicesmedical.com.

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