



Exciting News – We now have a NEW Name

Why is the Lutz-Land O'Lakes Pregnancy Center changing its name to LifeChoices Women's Care?

We are changing our name in order to reflect the significance of our transition from a pregnancy resource center to a medical clinic. This is the most important development in the history of our organization, and we are very enthusiastic about the positive impact our medical clinic will have on the community. Our primary mission hasn't changed. LifeChoices Women's Care provides compassionate and empowering care, in addition to information and support to women facing unplanned pregnancies.

We also decided to drop "Pregnancy Center" from our name as it is a painful reminder for the post-abortive women and men participating in our H.E.A.R.T. (Healing the Effects of Abortion Related Trauma) program.

How was the name chosen?

The National Institute of Family & Life Advocates (NIFLA) which was very instrumental in our journey to become a medical clinic suggested we choose a name that would be identified by women who are in their 20s and 30s. We held four informal women's focus groups who selected their top three choices from the names submitted. After careful consideration and prayer, the medical conversion team and the Board of Directors decided upon **LifeChoices Women's Care**.

What services does LifeChoices Women's Care offer?

We are a medical care facility offering free pregnancy testing, free ultrasounds with a 24-inch flat screen monitor, free nursing assessment and free prenatal vitamins. Our ultrasound machine does 2D/3D photos and 4D live scanning. In addition, patients will soon have the opportunity to text questions directly to our nursing staff.

What distinguishes LifeChoices Women's Care from other pregnancy resource medical clinics in the area?

LifeChoices Women's Care has a nurse on duty during all hours of operation. We offer ultrasounds 18 hours a week on three separate days. Many other centers only have an ultrasound technician available on one or two days. Besides Barbara Cowne BSN, RN, our Director of Clinical Services, we plan to have two additional persons trained in limited obstetrical ultrasound in the fall of 2011.

In addition, we are open until 6:30 pm on Monday evenings. **LifeChoices Women's Care** has the unique opportunity to provide medical services to an abortion minded or post abortive woman (implies medical services to the post abortive – what does it mean) who wants to go to an attractive clinic in a discreet location and in an upscale neighborhood.

In 2010, we served women from four counties and 27 different zip codes. In the first five months of 2011, we have served more women that we did in the entire 2010 year.

How can I find out more about LifeChoices Women's Care?

To find out more about us, why not visit us during one of our VISION Tours

- Learn how our Vision and Mission serve women facing unplanned pregnancies.
- Hear how we are erasing the need for abortion.
- Experience the services that we provide from a patient's perspective.
- Learn how women seriously considering abortion decide to have their babies after an ultrasound exam.
- Wonder at God's provision for our growing influence.
- See our facility.
- Have any of your questions answered.

Enjoy a cup of coffee and/or lite refreshment as you take the 45 minute VISION Tour. It is a great way for you to introduce your friends, neighbors and community members to our ministry. As much as anything, we want people to come and find out about the great things that are happening at our medical facility.

Our Summer tours will be on:

Tuesday, June 28 8:30 am

Monday, July 11 5:30 pm

Tuesday, July 26 8:30 am

Monday, August 8 5:30 pm

We are conveniently located in the Tropical Village Center on U.S. 41 (also known as Land O'Lakes Boulevard), less than a mile north of County Line Road in Lutz. The Tropical Village Center is located at the intersection of U.S. 41 (Land O'Lakes Boulevard) and Lake Floyd Drive, directly across the street from the new Super Wal-Mart. Our suite faces Lake Floyd Drive.

You can find us on the internet at: www.lifechoiceswomenscare.org