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**A FACE TO REMEMBER: 3D/4D ULTRASOUNDS
AT EXCELA SQUARE OFFER FIRST LOOK AT FACIAL FEATURES**

NORTH HUNTINGDON, PA, October 28, 2013 ... The moment a woman learns she's pregnant, a relationship begins with the new life growing inside her. Through 3D/4D ultrasound technology offered at Excelsa Square at Norwin, expectant parents can deepen that bond long before the birth.

A routine part of maternity care, the 2D ultrasound allows soon-to-be mothers to see the outline of the developing child, including fingers and toes, and to hear a heartbeat. The 3D/4D ultrasound technology captures facial features and movement in a more realistic computer-generated view.

Diagnostic two-dimensional ultrasounds are typically performed between 18 and 20 weeks of pregnancy to review the anatomy of the child while 3D/4D ultrasounds are most effective between 26 and 30 weeks of pregnancy.

"A 3D/4D ultrasound is not performed for a medical reason, it's intended to create a family bonding experience in an entertaining way," said James Nolfi, DO, gynecologist and obstetrician at Westmoreland Women's Health Center. "I'm pleased Excelsa Square has this technology and we can offer this experience to our patients."

Carol Duffy, an ultrasound technologist at Excelsa Square, agrees. "It allows mothers to see what their baby's face looks like for the first time and eases their anxiety about normal fetal development."

The 3D ultrasound produces still three-dimensional images in utero while the 4D ultrasound provides video footage creating the child's first "home movie" of sorts. Both dimensions are acquired using a special transducer, the ultrasound extension that physically touches the patient and scans the stomach with 3D/4D capabilities. A gel-coupling medium is also used to allow sound to travel to the machine. An ultrasound appointment with multiple dimensions takes about an hour.

“We make keepsake magnets and a disc of the 3D images for the families,” said Duffy. “We can also provide short videos of the 4D video footage. It’s a fun and memorable experience for families.”

The 3D/4D addition to ultrasound capabilities adds to the growing list of women’s services at Excelsa Square, where the obstetricians and gynecologists of Westmoreland Women’s Health Centers have relocated their North Huntingdon office. Newly part of the Excelsa Health Medical Group, the practice includes James Nolfi, DO, Lisa Hildenbrand, MD, Randi Turkewitz, MD and Nik Rabadiya, MD.

To learn more about imaging capabilities visit www.excelahealth.org or to make an appointment with an Excelsa Health obstetrician and gynecologist, call 1-855-ExcelsaDoc.