

# Innovating Postnatal Care in Malaysia: A Case Study of Roseville Confinement Centre

**Authors:** Mohd Hakam Nazir, Norsuriani Samsudin, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab Rashid and Norsyamlin Che Abdul Rahim

## Prologue

Traditionally regarded as a domestic ritual overseen by family elders, postpartum care in Malaysia is now experiencing a paradigm shift toward professionalization. Central to this transformation is the Roseville Confinement Villa, a pioneering facility that integrates cultural heritage with clinical governance, entrepreneurial innovation with compassionate care and individual recovery with broader community well-being. Established by qualified healthcare professionals and led by Executive Director Puan Radziah binti Mahmud Muhaidin, Roseville exemplifies a contemporary model of maternal recovery that is structured, culturally attuned and professionally managed.

## Background and Establishment of the Company

Established in 2019 adjacent to Hospital An-Nur, Roseville Confinement Villa functions as a centralized postnatal care facility that integrates traditional Malay confinement practices with contemporary clinical safety standards. The centre operates under the professional guidance of medical specialists including Dr. Fatimah Mustafah (Obstetrics and Gynaecology) and Dr. Nor Mahani Harun (Paediatrics), and is managed daily by Executive Director Puan Radziah binti Mahmud Muhaidin. Initiated with a capital investment of RM600,000, Roseville benefits from its strategic proximity and active collaboration with Hospital An-Nur, particularly through joint Antenatal Classes and Breastfeeding Support Programs, thereby showing a hybrid model of postpartum care.

## THE AUTHORS

Mohd Hakam Nazir<sup>1</sup>, Norsuriani Samsudin<sup>1</sup>, Roslizawati Che Aziz<sup>1,2</sup>, Nurul Hafizah Mohd Yasin<sup>1</sup>, Ahmad Faezi Ab Rashid<sup>1</sup>, Norsyamlin Che Abdul Rahim<sup>1</sup>

<sup>1</sup> Faculty of Hospitality, Tourism and Wellness (FHPK), University Malaysia Kelantan, Malaysia.

<sup>2</sup> Global Entrepreneurship Research and Innovation Centre (GERIC), University Malaysia Kelantan, Malaysia.

## KEYWORDS

Postpartum Care, Women Empowerment, B40 Communities, Social Entrepreneurship, Syariah-Compliant Care.

## Disclaimer

This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognisable information to protect confidentiality.

Catering primarily to middle-income mothers (M20 and M40 groups), Roseville provides a comprehensive range of postnatal services, including nutritious confinement meals, traditional postnatal massage, hot stone therapy, body wrapping (*bengkung*), herbal bath therapy, neonatal care and infant massage. The facility offers flexible confinement packages with durations ranging from 7 to 44 days, ensuring both accessibility and individualized care.

### **Founding Visionary: Puan Radziah binti Mahmud Muhaidin**

Puan Radziah binti Mahmud Muhaidin, the Executive Director and Co-founder of Roseville Confinement Villa, holds a Bachelor of Business Studies from the University of East London. Prior to establishing Roseville, she accumulated 13 years of professional experience at An-Nur Hasanah Specialist Hospital. Since founding Roseville on 13<sup>th</sup> February 2020, she has continued to strengthen her professional expertise through certifications in postnatal care (INSKEN), breastfeeding counselling (National Lactation Centre, Ministry of Health Malaysia and Kelab Susu Ibu Seremban), as well as compliance credentials under Act 775 (Traditional and Complementary Medicine Act 2016) and the Malaysian Skills Certificate (SKM) framework.

With over five years of hands-on experience in designing and managing postnatal services tailored to contemporary Malaysian mothers, Puan Radziah has positioned Roseville as a leading Syariah-compliant postpartum care centre. Her leadership harmonizes traditional healing practices with modern clinical safety, supported by 24-hour professional staff and personalized client care.

Distinguished by a balance of entrepreneurial acumen, maternal empathy and a commitment to ethical and culturally attuned recovery, Puan Radziah oversees operations, staff development, client relations and strategic collaborations to drive Roseville's continuous growth and reputation for excellence in maternal and wellness care.



Figure 1: Roseville Confinement Centre



Figure 2: Facilities of the Company

### Professional Staffing and Ethical Regulation

Roseville employs certified therapists qualified under SKM Level 3 and DKM Level 4, in alignment with the Traditional and Complementary Medicine Act 2016 (Act 775). Despite the absence of formal regulation for confinement centres under the Ministry of Health Malaysia, Roseville adopts a self-regulatory framework grounded in professional standards and continuous collaboration with accredited therapists and recognized training institutions. This proactive and structured approach exemplifies responsible, safe and professional postpartum care within a semi-regulated wellness sector.

## **Integrated Services and Centralized Model of Postnatal Care**

In contrast to mobile spa-based confinement models, Roseville Confinement Villa employs a centralized, in-house approach that enables effective service monitoring, hygiene assurance and peer support among mothers. This structured approach promotes holistic recovery through an integrated range of maternal and infant care services. Nutritional support forms the foundation of Roseville's care philosophy, featuring confinement meals that are both nutritious and balanced, combining traditional and modern dietary practices to enhance maternal healing and vitality.

Postnatal care for mothers includes certified massage and therapy conducted by trained practitioners, complemented by the traditional *bengkung* (abdominal binding) technique to improve posture and support physical recovery. In addition, Far Infrared (FIR) sauna therapy is provided for its range of potential health benefits, including pain relief, detoxification, improved cardiovascular health, enhanced skin condition, relaxation and possible assistance in weight management. Herbal and milk baths are also incorporated to promote relaxation and rejuvenation.

For infants, neonatal and infant care services include jaundice management under clinical guidance as well as baby massage and sensory stimulation designed to foster physical development and strengthen mother infant bonding. Complementing these physical services, Roseville also provides emotional and lactation support, including psychological counselling, structured bonding sessions and lactation guidance to assist mothers in successful breastfeeding and emotional adjustment during the postpartum period.

Overall, this comprehensive and professionally supervised framework bridges the continuity gap in maternal care after hospital discharge, offering not only physical recovery services but also family education and psychosocial support, thereby setting a benchmark for integrated postpartum wellness in Malaysia.

## **Overcoming Business and Operational Challenges**

Roseville Confinement Villa encountered several challenges related to marketing, operational stability and leadership structure. Limited public awareness and inadequate business marketing

experience initially constrained outreach efforts. The centre first relied on word-of-mouth promotion before expanding its visibility through social media platforms such as Facebook, Instagram and TikTok, as well as through collaborations with Hospital An-Nur's antenatal classes. The onset of the COVID-19 pandemic posed further disruptions, resulting in temporary operational closure, financial strain and the need to renegotiate tenancy arrangements. These challenges, however, became pivotal learning experiences that prompted Roseville to strengthen its Standard Operating Procedures (SOPs) and elevate safety and hygiene as core components of its brand identity. Internally, the operational burden largely fell on Executive Director, Puan Radziah binti Mahmud Muhaidin due to minimal business involvement from the founding medical team, a situation that underscored the importance of diversified leadership and sustainable management structures in healthcare-based enterprises.

### **Faith-Based and Culturally Sensitive Care**

Roseville distinguishes itself through its commitment to Syariah-friendly and culturally sensitive postpartum care, integrating professional medical standards with deep respect for Islamic values and local heritage. Every dimension of service delivery, ranging from therapeutic practices and meal preparation to staff interaction and daily routines, is guided by the principles of modesty, privacy, and spiritual well-being. This includes the exclusive assignment of female therapists for personal care, the use of halal-certified products, and the observance of prayer times and other religious obligations throughout the confinement period.

The centre also incorporates traditional Malay postpartum practices such as *bertungku* (hot stone compress), *berbengkung* (abdominal binding for uterine support) and herbal-based therapies, all of which are harmonized with modern clinical safety protocols. Through this synthesis of faith, tradition and professionalism, Roseville not only establishes client trust but also provides a sanctuary that nurtures the physical, emotional and spiritual dimensions of maternal recovery. This holistic and culturally attuned model positions Roseville as a benchmark for modern Muslim confinement care, where recovery transcends the physical body to embrace overall well-being and dignity.

## **Centralized versus Mobile Postnatal Care: The Importance of Structure, Safety and Support**

In Malaysia, mobile postnatal care services have long been a convenient and affordable option, particularly among families from the B40 income group. These services are typically delivered by freelance therapists or traditional caregivers who provide in-home massages, herbal baths and dietary assistance. While such arrangements offer flexibility and lower costs, they also present significant limitations and safety concerns that are often overlooked.

A primary challenge lies in the lack of quality control and professional consistency. Many mobile caregivers operate without formal certification or clinical supervision, which raises concerns regarding hygiene standards, improper massage techniques, and unsafe food preparation practices. Some continue to perpetuate traditional myths and outdated postpartum beliefs, resulting in inconsistent care outcomes. Reports of therapist misconduct, including negligence, unprofessional behavior, and even physical harm, have also surfaced. The absence of a regulatory mechanism further amplifies risks, particularly when meals or herbal preparations are not verified for nutritional or safety compliance, potentially endangering both mother and infant through infection or allergic reactions.

Moreover, home-based care may compromise privacy and emotional comfort. Without a controlled environment, families are often exposed to unverified practitioners, leading to discomfort, stress and breaches of personal boundaries. Documented incidents highlight emotional distress resulting from the unprofessional conduct of certain mobile therapists, underscoring the vulnerability of postpartum mothers within unregulated settings.

In contrast, Roseville Confinement Villa represents a structured and centralized model that emphasizes safety, professionalism and holistic recovery. Staffed by trained personnel, the centre provides continuous nursing supervision, individualized postpartum therapies and daily health monitoring in a hygienic, tranquil and Syariah-friendly environment. All meals are professionally curated to support maternal healing and are prepared under strict hygiene protocols. As its Executive Director notes, “A mother’s recovery is too important to leave to chance where she deserves care that is safe, structured and sincerely supportive.”

Centralized confinement services of Roseville also address the psychological dimension of recovery. Postnatal depression (PND) remains a notable public health concern, with prevalence rates in Malaysia ranging from 4.4% to 14.29% (Institute for Public Health, Ministry of Health Malaysia). Roseville's staff are trained to identify early signs of emotional distress and provide timely interventions, including professional referrals. The centre also fosters peer bonding and community support through lactation counselling, educational workshops and family planning sessions components seldom found in mobile-based services.

Ultimately, while mobile confinement care remains relevant for its accessibility, Roseville's centralized approach establishes a new benchmark in maternal wellness and safety. By combining medical supervision, cultural sensitivity and psychosocial support, it transcends traditional confinement practices offering not only physical recovery but also emotional resilience and long-term well-being for modern Malaysian mothers.

### **Strategic Vision for a Scalable National Model**

Building on its success as a trusted postpartum care provider, Roseville Confinement Villa aims to evolve into a comprehensive women's wellness hub. Its planned expansion includes physiotherapy, mental health support, Syariah-compliant spa services and structured fitness programs that promote holistic well-being across physical, emotional and spiritual dimensions.

To extend its reach, Roseville is exploring licensing opportunities to replicate its proven model nationwide while adopting digital innovation through mobile applications for online booking, virtual consultations and personalized care plans. These initiatives enhance accessibility and ensure continuity of care for modern, digitally connected mothers.

Ultimately, Roseville envisions redefining women's wellness in Malaysia by integrating traditional values, clinical safety and technological advancement within a Syariah-friendly framework that women's modesty is safeguarded and all offerings align with the "halal toyyiban" principle of wholesome, ethical and nutritious care.

## **Epilogue**

Roseville Confinement Villa represents more than a postpartum care centre it embodies the harmony between tradition and innovation, where compassion, professionalism and cultural identity converge. In a context where maternal well-being is often underprioritized, Roseville has created a sanctuary for holistic recovery, ensuring that every mother heals with dignity, safety and respect.

By integrating traditional Malay practices with modern, Syariah-compliant clinical care, Roseville supports not only the physical and emotional restoration of mothers but also strengthens families and elevates standards of maternal wellness in Malaysia. Each recovery story extends beyond personal healing, symbolizing empowerment, resilience and the nurturing of healthier communities.

Ultimately, Roseville is redefining confinement care as a comprehensive model of women's wellness, one that honours both faith and science. Through every mother it heals, Roseville contributes to a future where maternal care is not merely provided but celebrated as a cornerstone of national well-being.

## **Acknowledgement**

The research is funded by the Global Entrepreneurship Research and Innovation Centre (GERIC), Universiti Malaysia Kelantan.