



Wellington Office Opens

We all feel the impact of the prices of fuel reaching new record highs. In an effort to be more convenient to patients and require less travel, IVF Florida physicians and staff have begun offering our services on the campus of Wellington Regional Medical Center, located at 10115 Forrest Hill Blvd, Suite 101.

Our new location offers physi-

cian & IVF consultations, and the convenience of daily ultrasounds and blood work for those patients in the monitoring process.

Patients seeking IVF treatment with us do not have to travel long distances for their IVF procedures.

To schedule an appointment, call our centralized scheduling



10115 Forrest Hill Blvd. Suite 101 Wellington, FL

office at (954) 247-6215.

IVF Florida—Your Personal HSG Site

We are proud to announce that IVF Florida has improved service delivery and convenience by adding radiology services to the list of services delivered on site. We can now perform hysterosalpingograms in our office in Margate, as well as at Northwest Medical Center and Memorial West.

The addition of our new HSG suite means one stop shopping for women having the HSG procedure in Margate. Your patients simply check in, have a pregnancy test, and have the HSG procedure all in one convenient location, without

having to travel to a hospital.

Our HSG service is faster, much less expensive, more convenient and potentially

In an effort to be more convenient for our customers, Saturday HSG Services are now available.

less traumatic than a hospital based study. Generally, our physicians can perform the procedure is 15 minutes or less, dramatically reducing the overall time your patient spends waiting for the procedure.

In an effort to be more convenient for our customers, we are pleased to announce that we now offer HSG services on Saturdays.

To schedule a patient for an HSG, please call us on cycle day 1 at (954) 247-6221 and our scheduling team will get your patient in right away.

Your office can now be assured that your patients will receive the highest quality care and treatment in one convenient location.

Concerns about Paying for IVF?

At IVF Florida we understand that the costs for IVF services can be challenging for your patients, especially in a tough economy. That's why we offer a variety of discounted packages designed to help patients afford IVF services. In fact, we have just introduced two new plans that might make it easier for you to reach your goals. To learn more, call us and ask to speak with a financial counselor .

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Special points of interest:

- Accredited Surgery Center
- ASRM / SART / FDA Compliant
- SART & CDC Reporting
- Four Convenient Locations: Margate, Pembroke Pines, Palm Beach Gardens, Wellington

Physician Profile

Debbra A. Keegan, MD

Dr. Debbra Keegan joined IVF FLORIDA Reproductive Associates in July 2007 after completing her subspecialty training in Reproductive Endocrinology and Infertility at the highly regarded NYU Fertility Center of the New York University School of Medicine.

Dr. Keegan received her medical degree from the NYU School of Medicine. She completed her residency training in Obstetrics and Gynecology at Bellevue Hospital Center and NYU Medical Center.

Dr. Keegan is experienced in the areas of in vitro fertilization, diminished ovarian reserve and management of congenital uterine anomalies.

She is also interested in the immunology of

implantation and how problems with implantation affect pregnancy.

She is currently studying markers of implantation using proteomic technology and has authored peer-reviewed papers on pregnancy outcomes after IVF and donor egg cycles. She is also accomplished in many publications.

Dr. Keegan is a Fellow in the American College of Obstetrics and Gynecology and a member of the American Society for Repro-



Debbra A. Keegan, MD

ductive Endocrinology (ASRM), the Society for Reproductive Endocrinology and Infertility (SREI), and The Endocrine Society.

Dr. Keegan has received numerous awards from NYU including the Berlex Award for Best Teaching Resident and the Barton Memorial Award for Graduating Honor Resident.

Operating primarily out of the Pembroke Pines and Margate offices, Dr. Keegan offers convenient office hours and limited weekend appointments.

To schedule one of your patients with Dr. Keegan, just give our referral line a call at (954) 247-6215.

Palm Beach Gardens

New Office Coming Soon

After a seemingly interminable delay due to a change in ownership of the Legacy Place property, the new Palm Beach Gardens office planning and construction is back on track. Plans are currently out for contractor bids.

Located at 11300 Legacy Avenue, Suite 220, the new office suite will provide patients with a eco-friendly environment that is very personal and intimate. We have

also enhanced services for monitoring patients to decrease the total time spent in the office for lab work and ultrasounds. The new office will offer the convenience of a full time physician presence and five days per week services, including semen analysis, ultrasounds, phlebotomy, and more con-

An Eco-friendly office environment that is intimate and personal

venient new patient appointments and follow-up visits.

While we anxiously await moving into our new space, optimistically scheduled for completion in late Fall '08, we and our patients are served well at our temporary location at 10887 N. Military Trail, Suite 8, Palm Beach Gardens (561) 775-8717.

Pembroke Pines Office Expands

Construction began in February on a newly renovated and expanded clinic in Pembroke Pines. Our improved office will add several exam rooms and additional waiting room space to ease the burden of overcrowding.

Our new office space will also offer more convenience for our monitoring patients by adding a



sub-waiting room convenient to ultrasound and phlebotomy, enabling a better flow, thereby decreasing the overall time monitoring patients spend in our office.

The Pembroke Pines office is staffed by two full-time reproductive endocrinologists, Drs. Marcelo Barionuevo and Debbra Keegan. We offer andrology services, intrauterine inseminations, phlebotomy, IVF

consultations and planning, and ultrasound studies five days per week.

We expect the renovation & expansion project to be completed by the end of May, without substantial interruption in the services we provide.

To schedule patients in Pembroke Pines, call our central scheduling office at (954) 247-6215.

Oocyte Freezing Option Now Available for Cancer Patients

Advances in the safety and success of human egg freezing are fueling new hope for cancer patients wanting to preserve their fertility. The physicians and scientists at IVF Florida Reproductive Associates have begun using a new cryopreservation program for women of reproductive age undergoing radiation, chemotherapy or cancer surgery. The option could be available to cancer-diagnosed females as young as teenagers.

"New research data should be reassuring to single women whose best option for giving birth might be to freeze their eggs till after cancer treatment," says Steven J. Ory, former president of the American Society for Reproductive Medicine and Reproductive Endocrinologist at IVF Florida. "Frozen eggs that fertilize, develop into viable embryos, and implant are as likely to result in healthy children as fresh eggs. However, for patients with partners, freezing embryos remains the best option," he added.

IVF Florida has received Institutional Review Board (IRB) approval for its egg freezing procedures following a rigorous process of review of possible risks associated to patients. "Receiving an IRB approval is significant in the evaluation of any

new medical technology because it provides standards and quality control," says Ory.

Doctors are encouraged by research about the vitrification process, a faster freezing process that improves the viability of an egg. In this process, the egg is cooled at an extremely rapid rate, which eliminates the formation of ice crystals in the egg, which can severely damage the egg's chro-

"We are pleased to be able to help patients who face the emotionally overwhelming medical challenges of life threatening illness."

mosomes when thawed. The egg is stored in liquid nitrogen until time for thawing and fertilization. Vitrification is also used with great success for patients undergoing IVF procedures who have more embryos than are required for a fresh embryo transfer.

The first successful pregnancy using a thawed egg was reported in 1986, when the survival of eggs following thawing after a slower freezing technique was very low,

with an overall success rate of about 1 percent implantation per frozen egg. According to the newest guidelines released by the ASRM in October 2007, rates for the slow-freezing method have increased to 2 percent live birthrate per egg thawed using slow freeze methods, and a 4 percent live birthrate per egg thawed using vitrification.

Recent studies showed that vitrified/warmed eggs survived better than the slower method, at a rate of 73 percent compared to 66 percent. Additional data found 272 clinical pregnancies from embryos created with frozen eggs showed 93.8 percent had normal results for eggs that had preimplantation genetic diagnosis (PGD).

The physicians and staff at IVF Florida are working in association with Fertile Hope, a national organization dedicated to providing support to cancer patients and survivors whose medical treatments present the risk of infertility. The chemotherapy and radiation that treats cancer can destroy both women's and men's ability to conceive children. "We are pleased to be able to help patients who face the emotionally overwhelming medical challenges of life-threatening illness," says Dr. Ory.

Enhanced Andrology Service

Comprehensive semen analyses are available five days per week in Palm Beach Gardens and Pembroke Pines and six days per week in Margate for your patient's convenience.

The comprehensive semen analysis carries the standard semen analysis a number of important steps further. Most commercial labs provide only a total count and motility and a rough estimate of normal forms. Our report is expanded to include a number of significant sperm function tests to guide your recommendations to your patients regarding intercourse, intrauterine insemination, or in vitro fertilization with intracytoplasmic sperm injection (ICSI).

Our enhanced reporting includes the following:

- Both concentration and total count clearly presented
- Breakdown of total motility into forward progression and non-progressive movement
- Strict morphology by Krueger (in our lab $\geq 4\%$ normal forms by Krueger falls within the fertile range)
- Direct sperm antibodies
- Assessment of overnight survival with 80% being normal. A number of men will have a normal initial semen analysis but marked decrease in sperm viability overnight, an element missed on standard semen analyses.

To schedule a comprehensive semen analysis, ask your patient to call our central scheduling office at (954) 247-6215. The semen analysis results will be reviewed by one of the IVF Florida physicians and the findings and recommendations reported directly to you.

As always, you may call our office for assistance in assessing the significance of the complex semen analysis on any of your patients.



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*Experience Never Mattered
More™*

Visit us on the Web

www.IVFFLORIDA.com

A Member of the IntegraMed® Fertility Centers Network
www.integrated.com



Increase the Chance of Success with IVF

IVF Florida in partnership with IntegraMed America® has developed a proven program to help patients stay in treatment and reduce anxiety about the cost of treatment.

The Shared Risk® Refund Program® is designed to limit the amount of money at stake for a comprehensive treatment plan, providing for a multi-cycle course of treatment which helps maximize the chance to have a baby through IVF. In fact, three out of four participants in the Shared Risk Refund Program take home a baby. And if treatment fails, a majority of the program fee will be refunded.

IVF treatment can be stressful, but financing treatment doesn't have to be. The Shared Risk Refund Program lets patients plan ahead for multiple cycles, and makes paying for multiple cycles manageable. As one patient said, "With all the stress—both

physical and emotional—involved in the IVF process, the Shared Risk Refund Program allowed us to focus on the medical aspects without constant financial considerations."

How does it work? Qualified patients may attempt up to 6 cycles (3 IVF & 3 frozen embryo transfers) for a fixed, discounted fee. When the patient takes home a baby

"Patients who commit to three cycles almost double their chances of having a baby"

from the hospital, IntegraMed retains the full fee. And if treatment is unsuccessful, then a refund is granted.

The Shared Risk Refund Program is not a guarantee. We do not guarantee a successful outcome. But we do guarantee that the majority of the money spent will be refunded if the patient does not take home a baby. This permits patients to be able to afford other options to build a family if IVF treatment doesn't work.

Insurance does not generally cover the Shared Risk Refund Program, so the program is designed for patients with limited or no infertility insurance coverage. However, if a patient has partial coverage, our program is designed to be flexible enough to all patients to take advantage of the partial coverage.

Financing for Shared Risk Refund Program is available through our partnership with Capital One® Healthcare FinanceSM to offering convenient, low-interest and flexible financing programs for all types of treatment, including fertility, surgery, genetic testing, and Shared Risk Refund.

To learn more about the Shared Risk Refund Program, please call our specialists toll free at 1-866-YOUR-IVF or visit us on the web at www.ivfflorida.com or www.yourivf.com.