

Upcoming Events:

July 10, 2002, 6pm
Embryology Lab Evening
"Mystery Behind the Microscope" sponsored by ivpcare™

July 31, 2002, 7:30am-12pm
Bagel Day: "Take our patient satisfaction survey" sponsored by Organon

Quote of the Month:

"While I await the results of my IUI, I wanted to take this opportunity to share with you my impressions of your most exceptional staff. They are not only professional but caring, supportive and so enthusiastic. In addition to your wonderful bedside manner, well it has made both the medical procedures and the emotional up's and down's so much easier to bear."

Taken from SDFC's Web site success section: www.sdfertility.com

++ Telegram ++

Recent free fertility seminar held in May received positive feedback from the attendees. The Center was prepared for the increased demand for treatment after the event and sped up the enrollment for new patients with a VIP process. The system will be used again at the next free seminar open to the public on November 6th, 2002.

Coming Soon:

- ▶ New patients will receive a Roadmap to guide them through treatment and to the right contacts for questions.
- ▶ New, easy email contacts in all departments will be set up for increased patient service. Patient questions will be answered faster, while avoiding a message center or playing phone tag.

Latest Improvements at SDFC

The San Diego Fertility Center defines its lead position in finest fertility care in the County with continuous improvements. Doctors Hummel and Kettel go the "extra mile" and serve patients better with thoughtfulness and the latest, sophisticated technologies makes the difference.

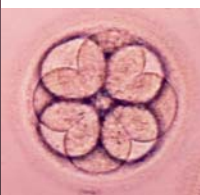
One of the most recent improvements include the installation of a television monitor in the embryo transfer room connected to the microscope in the embryology lab. This way, the embryologist can show a live picture of the embryos to the patient right before transfer, which is very popular among patients. "We actively involve the patients in the transfer process which allows them to bond in this early stage of parenthood," states Bill Venier, Embryologist at SDFC, "it is a rewarding part of our work in the lab, and exciting for couples to see their embryos for the first time."

Another upgrade in the embryology lab has been the recent purchase of two phase-contrast dissecting microscopes. They will play an important role in the future for sperm preparation and evaluation process. In addition, two additional incubators were purchased for oocyte/embryo culture due to increased volume.

Ultrasound guidance during embryo transfer has become popular among patients. Doctors Hummel and Kettel can better evaluate placement of the embryo which increases the chance for a successful pregnancy.



Continuous improvement in patient care is No.1 at SDFC.



Chromosomal abnormalities are detected with PGD.

Increasing Demand for PGD at SDFC

PGD, or Preimplantation Genetic Diagnosis, introduced to the fertility world recently, gets requested more and more at SDFC. Drs. Hummel and Kettel recommend this genetic analysis to couples who carry a high risk for genetic disease or who have had previous children with genetic abnormalities. Since there is also an age related increase in chromosomal abnormalities, the doctors may recommend it to women over 37 years of age.

Only one cell is necessary to perform PGD. However, PGD at the Center must be done with an IVF cycle for which it is desirable to have at least 5 embryos or more. The biopsy for PGD is performed in our embryology lab. The single cell genetic testing is extremely difficult and requires a specialized "clean room" to avoid contamination. We are affiliated with genetic laboratories in Chicago and New Jersey, the most experienced laboratories in the US, who take care of our PGD cases.

Monthly Bagel Days Popular Among Patients

Once a month, Dr. Hummel and Dr. Kettel invite patients and friends of the Center to stop by in the morning for coffee and bagels. During breakfast time, visitors can educate themselves about the topic of the day or give feedback. Some of the past topics include the online education program Healthbanks.com, the Center's peer support program "Friends", and local support therapies such as fertility acupuncture, massage, and counseling.