

## Upcoming Events:

**Free Internet Seminar with our fertility specialists during entire Month of July, 2004. ONLINE!**

Password needed  
More info on our website or by email at [seminar@sdfertility.com](mailto:seminar@sdfertility.com)

### Bagel Day

**July 15, 2004, 7:30am-12pm**

Topic: Pharmacy Refills — sponsored by Organon  
Stop by in the morning to enjoy complementary Starbucks coffee and bagels.

### Embryology Lab Presentation Online after July 21, 2004

"Mystery Behind the Microscope"

**Free Group Injection Instructions On Monday Evenings at SDFC**  
Call for more information and to RSVP.

## Tip of the Month

Looking for a convenient ovulation predictor kit? The latest product on the market is an inexpensive (\$28), reusable and very hygienic kit called Fertile-Focus. Unlike other kits it uses your saliva to predict ovulation. It looks like lipstick and fits in your purse.  
([www.fertile-focus.com](http://www.fertile-focus.com))

## Quote of the Month:

"What a crazy ride—I will never forget your words of encouragement & smiles everyday. What you all do is truly create miracles! Thanks for being so caring & reassuring to us women on hormones. I will see you in a couple years to do it again. . ."  
Patients' Thank-you note.

## Newsletter Subscription:

Receive our monthly newsletter per email and stay informed about fertility issues! Subscribe by sending an email to [newsletter@sdfertility.com](mailto:newsletter@sdfertility.com) and read missed issues in our archive at [www.sdfertility.com/newsletterarchive.htm](http://www.sdfertility.com/newsletterarchive.htm).

## SDFC Embryo Laboratory Goes Online

The presentation of the embryology laboratory team, "Mystery Behind the Microscope" is one segment SDFC offers to our patients during IVF treatment. Until now, patients had to come into our Center to attend a presentation offered one evening every six weeks. This made it difficult for out-of-town patients to be present. But not anymore. The state-of-the-art rich media management system Stream OS, used for Internet broadcasting enables patients worldwide to attend the presentation via the Internet. This technology has been used for the Center's fertility seminar last month. The seminar was so well received in the community that Drs. Hummel and Kettel decided to keep the fertility seminar available for the month of July.

"The new online presentation of the embryology lab will complement our multimedia educational collection beautifully", says Dr. Hummel, "State-of-the-art technologies reflect our leadership in offering high quality fertility treatment and patient care." Embryologists Kathy Smith, Shannon Lee and Bill Venier explain what happens to patient's eggs after retrieval and illustrate the process of ICSI, embryo development and other IVF lab procedures.

The presentation will be available on our website starting July 21, 2004. For more information about the seminar and the lab presentation go to our website or request information by email: [seminar@sdfertility.com](mailto:seminar@sdfertility.com).

## Our Egg Donor Program's New Website

SDFC's web site is an helpful source of information for our patient thanks to the continuous growth of content. Voted one of the best physician websites on the Internet in 2002, the site has grown to an extent where it was good to create a new separate website for one of the major programs at the Center. "Our in-house egg donor program is one of the largest physician supervised programs of its kind in Southern California", comments Dr. Kettel, "With over 150 pages of educational pages on our main site, we want to make sure that our patients find the information they are looking for quickly". At [www.eggdonor4u.com](http://www.eggdonor4u.com), patients will find answers to questions exclusively about the Center's Egg Donation Program. It has a different design and layout, but the quality of patient service and high standards of care are the same you can expect at a premier fertility clinic. Go to [www.eggdonor4u.com](http://www.eggdonor4u.com) for more information.



A new website for our Egg Donor Program addresses questions specifically about Egg Donation at SDFC.

## New Fertility Prescription Refill Program Gains Popularity

The cost of fertility medications is always a concern for our patients. Apothecary Shops of Arizona (ASA) has always been one of the mail-order pharmacies for SDFC patients. Patients enjoy their free overnight shipping, 24/7 availability of a pharmacist, free injection instructions on CD ROM, free needles and syringes and sharps containers. Recently, The Apothecary Shops have joined the Genesis IVF Network, an elite group of fertility centers that have consistently demonstrated excellence in our field. For Genesis IVF fertility practices like San Diego Fertility Center, Apothecary Shops have introduced a program that gives our patients an advantage. \$100 gift certificates help patients who have insurance coverage for their meds. If patients order on a self-pay basis, a gift certificate for one free vial for every 10 purchased is available. Being located in Arizona the company offers a return privilege for unopened injectable medication ordered only through Apothecary, please call for details. This program is exclusively for fertility centers part of the Genesis IVF Network.

For more details about The Apothecary Shops, please call Jeff @ (877) 792-7684 or visit [www.fertilitymeds.us](http://www.fertilitymeds.us).



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