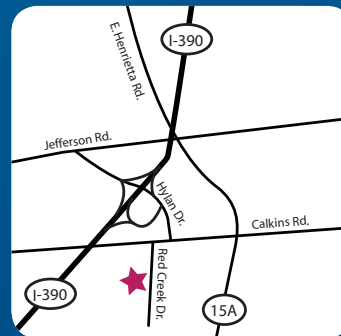


Knowledge can be one of the most comforting things **in the world.**

And, at the Strong Fertility Center, we help comfort you with knowledge like this:

- We are the longest-standing in vitro fertilization center in all of upstate New York.
- The doctors of our medical team are all highly experienced and subspecialty certified in reproductive endocrinology.
- Our experts not only provide the latest treatments, but are active in the search for new and better ones.

When you have difficulty starting a family, it is one of the most emotional challenges in the world. But we can bring you hope and comfort through this, the most important knowledge of all: The knowledge that you have found a compassionate, trusted and successful center for fertility treatments in your area.



**STRONG FERTILITY CENTER**  
500 Red Creek Drive, Suite 220  
Rochester NY, 14623

585.487.3378  
[fertility.urmc.edu](http://fertility.urmc.edu)



**STRONG FERTILITY CENTER**

In knowledge,  
there's hope.





# How we stand apart among fertility centers.

Here are some of the important benefits you can only find at UR Medicine's Strong Fertility Center.

- We are part of the University of Rochester Medical Center – the only academic medical center in the region – where research on new fertility treatments is constantly being conducted.
- We are the longest-standing fertility center in the upstate region. We have been helping couples conceive for over 30 years.
- We are here when you need us. Our doctors are on-call seven days per week to provide compassionate and expert care and the help you need, when you need it.

## PROVIDING SUPPORT AND COMFORT.

Challenges with fertility are stressful. Undertaking a treatment course is stressful, too. That's why the Strong Fertility Center puts so much time and energy into making sure you are comforted and cared for while you are here.

- Our doctors and nurses take care of your mind, as well as your body. We know what you are going through, and will take the time to help you understand everything.
- We offer personalized care with understanding and respect.
- You may feel the need to talk with others about what you are going through. So we offer support groups, wellness experts and counselors to our patients, free of charge.
- We work in a very special space within the Women's Health Pavilion. By creating a warm and nurturing environment outside of a hospital, we help couples to relax and feel at ease.



There are many ways to treat infertility. One of the benefits of working with the Strong Fertility Center is that we are experienced with all of them. This enables us to objectively determine what method or combination of methods might work best for you.

## WE OFFER THE FOLLOWING FERTILITY TREATMENTS:

- Ovulation induction
- Intrauterine insemination (IUI)
- In vitro fertilization (IVF) and intracytoplasmic sperm injection (ICSI)
- Pre-implantation genetic diagnosis and screening
- Embryo freezing
- Donor oocytes
- Donor sperm / Sperm banking
- Fertility preservation counseling and treatment

## We also offer a complete range of surgical treatments including:

- Laparoscopy
- Hysteroscopy
- Fibroid surgery
- Reversal of tubal ligation
- Robot-assisted minimally invasive surgery

## A STATE OF THE ART IN VITRO FERTILIZATION LAB.

In vitro fertilization is a technologically advanced procedure. Utilizing the most advanced technology can make all the difference in ensuring a successful pregnancy. Our IVF laboratory is state-of-the-art, ensuring you will have access to the latest laboratory technology.

## IN VITRO FERTILIZATION PRICING.

In vitro fertilization is the most effective treatment of infertility but it can be costly, because more than one cycle is often needed. To make this option as affordable as possible for our patients, we offer packages that bundle several cycles together that are significantly less than the single cycle price. Packages include anesthesia, ICSI and/or assisted hatching if needed.

## MY EGG BANK.

Some women have difficulty getting pregnant due to low egg number or poor egg quality. Donor egg IVF is a highly successful option. We recognize there may be several challenges and costs related to traditional fresh donor egg services. Therefore, we are pleased to partner with My Egg Bank, North America (MEB-NA) to provide frozen donor eggs that are more economical, convenient and efficient than fresh donor eggs. MEB-NA's rapid egg freezing and egg warming technology, also used at Strong Fertility, produces successful pregnancy outcomes equal to traditional fresh donor eggs, and is significantly less expensive.

## LEARN MORE ABOUT OUR CENTER.

To make an appointment with one of our experts or to attend one of our bi-monthly information sessions, call 585.487.3378 or visit [fertility.urmc.edu](http://fertility.urmc.edu).

We welcome the opportunity to give you the knowledge and the hope for one of the most wonderful things in your life: A healthy baby.