

Peoria Fertility Center Announces Change in Management

Sher Institute Appoints New Medical Director

PEORIA, Ill. – Oct. 4 (SEND2PRESS NEWSWIRE) – The Sher Institutes for Reproductive Medicine (SIRM(TM)) have announced that Dr. Milton McNichol will assume the role of Medical Director of SIRM-Central Illinois, located in Peoria. Dr. McNichol is a board certified Reproductive Endocrinologist who joins SIRM-Central Illinois from an infertility practice in Shawnee Mission, Kansas.

He is a respected practitioner and researcher in the field of reproductive medicine and has relocated to Peoria with his family to head the practice. “I’m thrilled to be able to lead the Peoria office,” said Dr. McNichol. “I’m looking forward to helping couples in Central Illinois that are struggling with infertility and I’m confident that we can benefit the majority of them.”

As part of the SIRM family – one of the largest networks of infertility practices in the country – SIRM-Central Illinois utilizes the same cutting-edge protocols as other SIRM centers around the country. These include many breakthroughs pioneered by SIRM physicians, including the most recent development known as Comparative Genomic Hybridization (CGH) – a test used to identify the embryos most likely to make a baby through In Vitro Fertilization (IVF).

A recent study, led by SIRM founder and Executive Medical Director Dr. Geoffrey Sher and published in the medical journal Fertility and Sterility demonstrated a birth rate of more than 70% in patients who underwent IVF using CGH for embryo selection. This is more than twice the current national average birthrate for IVF. This technology is now available in Central Illinois exclusively through the Sher Institute for Reproductive Medicine.

About SIRM

The Sher Institutes for Reproductive Medicine are an independently-owned network of fertility centers that operate under a common management team and established set of cutting-edge medical protocols. The Sher Institutes for Reproductive Medicine were established in 1998 by Geoffrey Sher, who also founded the country’s first private In Vitro Fertilization program in 1982. All SIRM(TM) centers are focused on providing individualized patient care in a caring and compassionate environment.

In addition to the St. Louis and Peoria centers, SIRM has offices in New York City, Westchester and Long Island, New York; Bedminster, Monmouth County, Bergen County and Phillipsburg, New Jersey; Dallas, Texas; Los Angeles, Orange County, Sacramento, Pleasanton and Redding, California; and Las Vegas, Nevada.

More information about SIRM can be found on the company website at www.haveababy.com.

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