

Internationally Renowned Fertility Educator and Patient Advocate Partners with Sher Institutes for Reproductive Medicine

Pamela Madsen, Founder of American Fertility Association Joins One of the Nation's Largest Infertility Care Networks

LAS VEGAS, Nev., June 9 (SEND2PRESS NEWSWIRE) – The Sher Institutes for Reproductive Medicine(R) announced today that Pamela Madsen has been named as Director of Client/Practice Relations to service its 15 offices across the United States. Additionally, Ms. Madsen will be representing ReproCure, a reproductive genetics laboratory, to help promote its mission of providing fertility preservation (egg freezing/banking) services to fertility clinics.



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Ms. Madsen is the founder and former Executive Director of the American Fertility Association (AFA), one of the world's premier patient advocacy organizations for education and support surrounding fertility, infertility treatments, adoption, and surrogacy.

“We are thrilled to partner with Pamela and we have great confidence in her commitment to the field of fertility education and patient advocacy,” said Dr. Geoffrey Sher, co-founder and Executive Medical Director of the Sher Institutes for Reproductive Medicine. “She will be a great asset to our organization.”

Ms. Madsen’s work with the Sher Institutes for Reproductive Medicine will focus on launching an innovative, new program promoting continuity of care between the Ob/Gyn and the Reproductive Endocrinologist (fertility specialist). The “Circle of Care” is the first program of its kind in the country aimed at strengthening relationships and increasing communication and cooperation between local Ob/Gyns and SIRM’s physicians, who specialize in fertility care. “I hope that we will be creating a new model for others across the country that will ultimately support the patient during an unusually difficult time in their lives,” continued Ms. Madsen. “Servicing the SIRM national network of fertility programs is allowing me to continue my work in educating patients about the importance of getting care early.”

ReproCure has recently been in the news for their development of groundbreaking technology in the field of human egg freezing. The new technology has demonstrated remarkably high pregnancy rates for women undergoing IVF with frozen/thawed eggs, and holds the potential to make a major contribution to the arena of fertility preservation.

Ms. Madsen’s focus with ReproCure will be to bring this unique technology into the mainstream. “In my more than 14 years experience as a patient advocate in the field of fertility, the need to educate women about their biological clocks has been overwhelming. Egg freezing, while it remains controversial, may be the single most important breakthrough in reproductive medicine in many years. ReproCure’s breakthrough egg freezing technology allows us to offer women an opportunity to really manage their own reproductive life cycle, without having to worry about the proverbial biological clock.”

More About Pamela Madsen

Ms. Madsen’s professional experience includes more than 14 years as a patient advocate for people facing reproductive disease. She has participated in more than 1,500 interviews with national and international print, broadcast and online media, including appearances on Oprah, Dateline NBC, the Today Show and 60 Minutes.

As an internationally recognized patient advocate, Ms. Madsen has advised healthcare professionals, related industry and legislative bodies regarding the concerns and needs of the infertile. She has represented patient issues in meetings with leaders from the National Institute of Health, FDA, National Conference of State Legislators, and the President’s Council on Bioethics. She has spoken at the annual conferences for American Society for Reproductive Medicine (ASRM), International Consumer Support for Infertility (iCSi) and ESHRE.

About The Sher Institutes for Reproductive Medicine (SIRM)

SIRM is one of the nation’s largest networks of infertility medical practices

in the country. Founded in 1998 by Drs. Geoffrey Sher and Ghanima Maassarani, the Sher Institute family of practices has since grown to include 15 offices across the United States. Dr. Sher founded the first private (non-university affiliated) In Vitro Fertilization (IVF) clinic in the U.S. in 1982. The SIRM philosophy is centered on individualized patient care, backed by ongoing scientific and technological breakthroughs.

SIRM has offices in Los Angeles, Sacramento and Pleasanton, CA; New York City, Westchester and Long Island, New York; Bedminster, Fair Lawn, Shrewsbury and Phillipsburg, New Jersey; Dallas, Texas; St. Louis, Missouri; Peoria, Illinois; and Las Vegas, Nevada.

More information: www.haveababy.com.

News issued by: Sher Institutes for Reproductive Medicine



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Original Story ID: (4048) :: 2008-06-0609-001

Original Keywords: ReproCure, Pamela Madsen, Sher Institutes for Reproductive Medicine, infertility medical practices, In Vitro Fertilization, IVF clinic, Drs. Geoffrey Sher and Ghanima Maassarani, Reproductive Endocrinologist, fertility specialist, reproductive genetics laboratory Sher Institutes for Reproductive Medicine