



The Fertility Center

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A Word From The Doctors.....

The information age has woven its way into almost every fabric of our lives, including healthcare. During a time when patients are vastly exposed to research and data via the internet, the medical profession is adapting to the societal changes.

An approach called Shared Decision Making (SDM) has resulted from this information explosion. It is an open dialog between clinicians and patients using the best available evidence when faced with making healthcare choices.

The old model of an all-knowledgeable doctor who dictates treatment regimens to submissive patients has gone by the wayside, according to the U.S. National Library of Medicine and National Institutes of Health.

According to Dr. Dodds, of the Fertility Center, they have successfully been using the SDM approach for many years.

"It's really about mutual respect," Dodds said. "Society is changing. Our patients have access to so much information these days and we need to respect that they are as equally informed as we are."

Elaborating on how well informed the patients at the Fertility Center are, Dodds shared how their partnership is formed.

"We bring them our evidence-based expertise and they use that to make their decisions. They also bring their knowledge to the table and we discuss possible outcomes. Once we do that, we have developed a partnership," he said.

"It all depends on what the patient desires," he continued. "Do they want a more

aggressive approach or a more conservative approach? We discuss success rates of treatments for different age groups and give them excellent data so they can make the best decisions."

Dodds said that in his field of medicine results are easily measured, therefore "evidence-based." You are either pregnant or you aren't.

"Today we recognize that the type of care in our modern medical approach must be evidence-based," Dodds said. "The Shared Decision Making approach works best when you can give the patient measured results. That's why it is such a good fit for our office."

Whether due to cultural or technological changes, educated patients began to take more control over their health decisions by the 1970's; a trend that was often met with disapproval by physicians.

Dr. John E. Wennberg, of Dartmouth Medical School in New Hampshire, was one of the first advocates of increased patient involvement which he wrote about in a 1973 issue of Science Magazine. He then went on to found the Dartmouth Institute for Health Policy and Clinical Practice in 1980 and with his impetus, the first Center for Shared Decision Making was established at Dartmouth College in 1999.

Since the year 2000, SDM has become such a popular and often controversial topic of discussion in healthcare that hundreds of researchers in this field are now meeting every two years at an International Shared Decision Making Conference.

While some in the medical field are still resistant to the SDM model of communication, the Fertility Center is convinced that the benefits to the patient and the relationship that results are simply part of their successful treatment plan.

"We like to call it a 'patient-focused decision,'" Dodds said. "It results in a wonderful, long lasting patient-physician relationship."

National Fertility Awareness April 24-30, 2011

Free Fertility Health Fair

Thursday, April 28 6-8pm

Information will be available regarding different areas of fertility. Our Nurses, Medical assistants, Counselor, Donor Coordinator, and Billing staff will be available to answer your questions.

The following representatives will have booths set up with information:

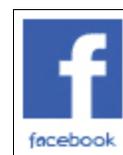
Walgreens Specialty Pharmacy (meds, education, preconception), Dr. Zhiqun Zhou (Acupuncture), Holistic Care Approach (Massage, Nutrition, Stress Reduction), Watson Pharmaceuticals (Crinone for Progesterone support).

Four mini-presentations at intervals throughout the evening by Dr. Young, Dr. Dodds, Kristin, our counselor, and Barb Meconis, RN on Basic Infertility, IVF, Stress and Infertility, and Holistic Care Approach- Nutrition relating to fertility and overall health.

**Receive a Coupon
for a free consultation!**

www.fertilitycentermi.com

For more information, blogs, past newsletters, FAQ's meet the staff, help and support and much, much more! Follow us



Drs - Dodds - Young - Leach

Contact Us

Feel free to call us for more information, price lists, brochures and general information. Schedule your initial consultation with either Dr. Dodds, Dr. Young or Dr. Leach and see for yourself why The Fertility Center is one of the most highly respected infertility clinics in the state.

Ask Amy W.

Have questions about your Fertility and treatment? Amy Wade, our patient liaison and IVF Coordinator, ahs answers!

She is available via phone or email for those with questions about their fertility. Amy has been a nurse at The Fertility Center since 2000, working in the IVF and Donor Departments. She is knowledgeable in all aspects of fertility and able to answer many types of fertility questions or refer to the appropriate person if needed.

Contact Amy today by calling 616-988-2229 ext. 128 and leave a message, if needed, with your question and the best number that she can reach you. Or by filling out the form below and submitting a question. Amy is in the office on Mondays, Wednesdays, and Thursdays and will attempt to return your call or email as soon as possible.

For **billing/insurance** questions, you can contact Kari or Amy P. They are the billing coordinators and can be reached by phone at 616-988-2229 ext 102 or email at:

kgibbons@mrivf.com or aphillips@mrivf.com

If you are an existing Fertility Center patient, please contact the Clinical or ART nurses for specific treatment information.

Coming Events

FREE Seminar:

Having Trouble Getting Pregnant?

Date and Time: May 26, 6:30-8pm

Location: The Fertility Center, Grand Rapids

Speakers: Dr. James Young and Amy Wade, RN

Advance reservations necessary:

contact Amy Wade at awade@mrivf.com

or 616.988.2229 ext 128

For more information, visit our website at

www.fertilitycentermi.com

Free Fertility Health Fair

Thursday, April 28 6-8pm

New Additions to our family...

