

Lawrence B. Werlin, M.D.

Coastal Fertility Medical Center

By Lalaena Gonzalez-Figueroa

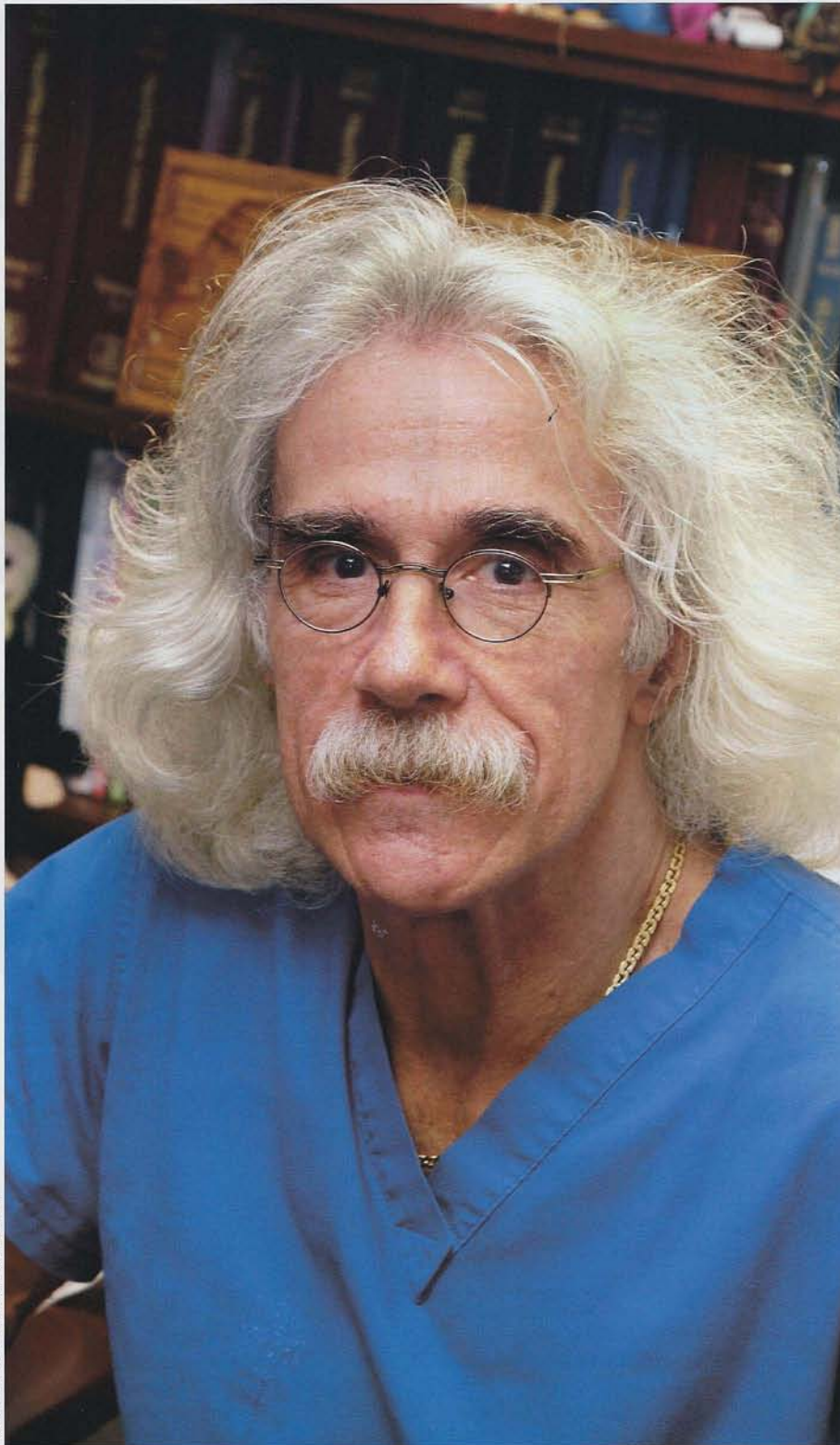


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Dr. Lawrence B. Werlin, a graduate of Boston University, who went on to study medicine at New York's Mount Sinai School of Medicine, has long dedicated himself to excellence in the field of reproductive medicine. Upon achieving certification as an OB/GYN in 1984, he pursued a subspecialty in reproductive medicine as the recipient of the National Fellowship in Reproductive Medicine at the National Institutes of Health in Bethesda, MD. In 1986, he established a fertility center at Hoag Memorial Presbyterian Hospital in Newport Beach, where he served as medical director until 1995. Among his notable awards include Best Infertility Doctor in Orange County for nine consecutive years (and counting), and being named as one of *Los Angeles* magazine's 2008 Super Doctors.

In 1995, he founded his present fertility center, Coastal Fertility Medical Center. Dr. Werlin envisioned his center as a full-service medical center as that would combine the latest advances in technology and treatment, with a patient-centered approach. His extensive training and excellent bedside manner proved a combination for success; to date, Coastal Fertility Medical Center is nationally recognized as a leader among reproductive medicine groups, standing as Orange County's longest-established fertility program. Dr. Werlin has earned accolades and recognition from the medical community as well as from his patients. Under his tutelage, the group has grown to a thriving practice that has kept true to its promise of exceptional reproductive care with a caring approach.



Dr. Werlin in the Hormone Assay Lab

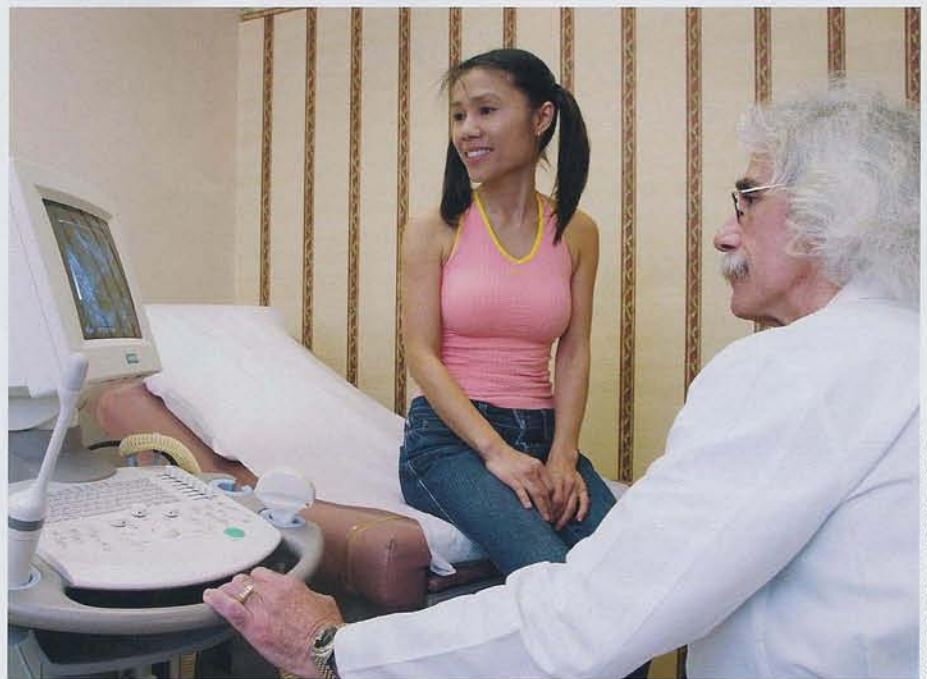
A PATIENT-CENTERED ENVIRONMENT

From the onset, Dr. Werlin established a professional environment that catered to the unique needs of patients with reproductive issues and concerns. He was one of the first area physicians to host in-house seminars for the general public, and he continues to do so today. Every month, the physicians and staff at Coastal Fertility Medical Center gather to welcome prospective clients and individuals seeking information on the options available to them. "Topics may include assisted fertilization such as in-vitro procedures," explains Dr. Werlin. "We also introduce the services that are offered on site and cover additional options, including third-party reproductive procedures [such as surrogates]." Attendees have the opportunity to familiarize themselves with the entire group, and may choose to discuss financial options with the center's administrative and billing staff, as well as meet with the group's patient advocate and clinical counselor.

When dealing with such an emotionally charged issue, says Dr. Werlin, it becomes

imperative that patients feel as at ease as possible with the entire group of physicians and support staff. This allows them to alleviate as many additional stressors as possible, so that the focus becomes on treatment and exploration of options for their fertility concerns.

Dr. Werlin with patient Krystal Hinz



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Additionally, the opportunity to ask questions and clarify information is a must; as prospective patients become more savvy and informed (thanks in great part to the availability of information on the Internet), they often require assistance in sorting out fact from fiction. "Our patients are highly driven and incredibly knowledgeable," observes Dr. Werlin. "When they come to us, they are typically well read on the topic of fertility treatment. Our responsibility is to ensure that they understand the information they've acquired, and to answer further questions that they may have."

WHAT MAKES THE COASTAL FERTILITY MEDICAL CENTER EXPERIENCE UNIQUE

If you were to ask a patient what it is like being treated at

Coastal Fertility Medical Center, they may tell you about the following: The patients receive a warm greeting by the front office at the time of check-in, then they are called one by one to the exam room, where they are greeted with the loud Rolling Stones music coming from the speakers in each of the exam rooms. They interact with the physician directly as their plan of care unfolds. If they had labs done on that day, they will get a call back from Dr. Werlin personally to discuss the results. The phone call usually will start off as, "Hi Lori, it's the Werl and I am calling to review your lab results." For the in vitro fertilization (IVF) pregnancies, Dr. Werlin and his entire staff will scream, "Congratulations, you're pregnant!" to a patient who waits anxiously for the result.

Once a year, Coastal Fertility Medical Center hosts a Halloween party for the past patients and the babies that were born as a result of their care. In 2008, Coastal Fertility Medical Center hosted approximately 500 people in its facility. The children enjoyed food, games and pictures with the doctors and staff.

THE CONVENIENCE OF FULL SERVICE

Unlike many fertility centers, Coastal Fertility Medical Center offers a range of procedures and services on site, which allows patients the comfort and convenience of working with one group for all of their reproduction-related needs. From cutting-edge processes including preimplantation genetic screening and/or diagnosis, to IVF procedures and embryo transfers, to sperm and hormone evaluations, all work is done within the group's facility, which includes an IVF laboratory on site.

While the medical professionals at Coastal Fertility Medical Center take pride in offering exceptional care in all areas of fertility treatment — including hormone testing, sperm analysis, ultrasound monitoring of ovulation process, washed intrauterine insemination and IVF with intracytoplasmic sperm injection, Dr. Werlin notes that the group is thrilled to offer the latest in technological procedures and treatments. "We've always strived to be at the forefront of developments in our field," he states. "We pioneered the use of preimplantation genetic diagnosis to maximize the success

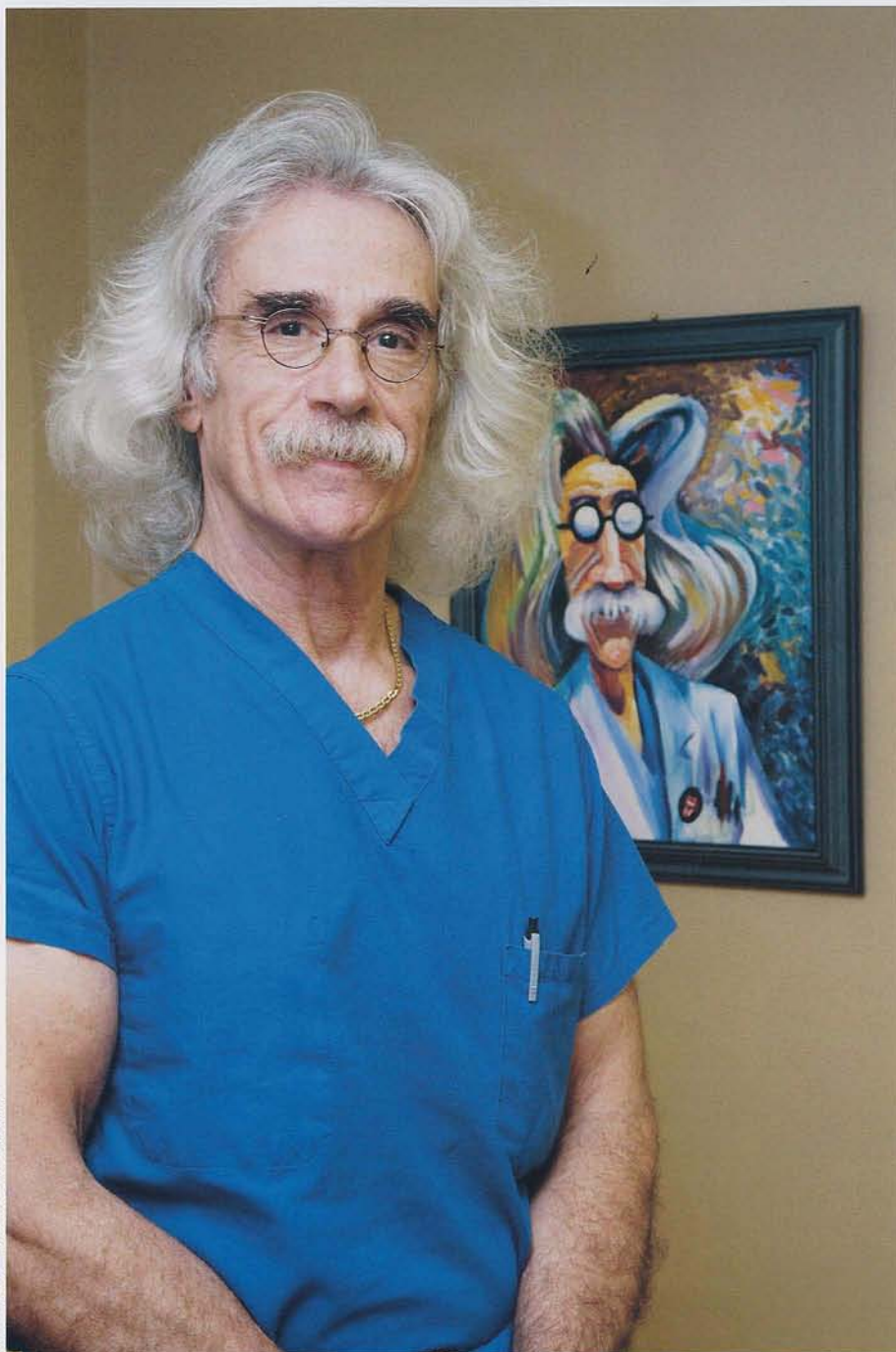


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rate of our IVF procedures.” The doctor adds, “At Coastal Medical Center, we are all committed to providing our patients with the most innovative, creative options that are available to them.” As such, the group practices evidence-based medicine and regularly participates in trial studies that offer candidates the opportunity to undergo newly developed procedures, as well.

Though statistical rates of success are amended every year, the constant proof of accomplishment is evident in the center’s international group of satisfied patients. Built to serve Orange County and surrounding areas, Dr. Werlin has seen his practice expand to patients from around the United States

and abroad. “We appreciate the opportunity to work with individuals from many cultures, and have taken steps to address the needs of these patients,” says the doctor, who notes that Spanish, Farsi and Vietnamese are spoken within the center.

A VALUED PARTNER IN MEDICAL CARE

As well versed as many patients are in the topic of reproductive care, so are today’s primary care physicians (PCPs). Dr. Werlin’s office works closely with PCPs to maintain ongoing and open communication. “After our initial meeting with a patient, we provide a written plan that outlines a course of action for that patient,” explains the doctor. “This is sent to our patient’s primary care physician, as well, to ensure that we’re all working together towards a common goal.”

The collegial relationships may develop even before a patient is ever referred to the medical professionals at Coastal Fertility Medical Center. “We’re always available to answer a physician’s questions, and we regularly field calls from doctors whose patients may need to see a reproductive specialist,” says Dr. Werlin. “Additionally, we frequently participate in house seminars for PCPs addressing a variety of topics. By keeping the lines of communication open, we’re able to better assist our patients and theirs.”

Over 3,000 babies have joined families in Orange County and around the world, thanks to the thorough and conscientious care of Dr. Werlin, his associate, Dr. Minoos Hosseinzadeh, and the caring team of medical professionals,

support staff and administrative experts at Coastal Fertility Medical Center. As each new arrival heralds an unbridled sense of joy and accomplishment, the professionals at Coastal Fertility Medical Center take great pride in knowing that they helped turn prospective parents’ dreams into beautiful realities. ■

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