

Every woman deserves to be a mother. A staggering number of women can't be mothers, though, and the team of doctors at Conceptions Reproductive Associates of Colorado say they want to do all they can to change that.

Conceptions is a leader in reproductive medicine, says Dr. Mark Bush, MD, FACOG, FACS. The clinic has grown thanks to its reputation for passionate care and because infertility is no longer the taboo subject that it once was, he adds. Groundbreaking technology in recent years is allowing the doctors at Conceptions to offer many fertility services to frustrated couples unable to conceive.

Conceptions' comprehensive state-of-the-art laboratory is the Littleton's office core business providing fertility services, including In Vitro Fertilization (IVF), at a competitive cost, says Dr. Bush. The staff maintains electronic medical records among its three facilities, and the outpatient lab offers a wide variety of fertility testing and services.

Conceptions embraces the latest embryo treatment technologies and employs top-notch embryologists to work with what they call "nature's challenges," Dr. Bush states. In addition to IVF, the staff is well-versed on the latest techniques for infertility surgery, as well as on treating conditions such as decreased egg health, male factors, PCOS, glandular dysfunction, and uterine and pelvic anatomic conditions—all of which can impact fertility or cause recurrent pregnancy loss.

The good news is that 85 to 90% of all fertility issues are fully treatable, Dr. Bush says, and they don't all require IVF. Dr. Bush has worked with Dr. Michael Swanson, MD, FACOG, for the past eight years and they recently welcomed Dr. Tiffany Von Wald, MD, FACOG to the staff. The combined education and experience among these three doctors could fill volumes. They have devoted their lives to the study of reproductive endocrinology and infertility with the sole purpose of helping couples struggling with fertility to achieve their dream of becoming parents to their own healthy child, they say.

"It's been our reward to help women with incredible genetic and surgical challenges, while also building a company with the right ethical underpinnings and integrity. We receive many referrals from OB/GYNs who respect our model of business, and we have been very successful working with their patients. Our nurses call 10 women a week to let them know they're pregnant," says Dr. Bush.

Patient Windy Cook was struggling to have her second child when she read an article about Conceptions and an IVF technique that uses genetic screening. Prior to having IVF, genetic testing is performed to screen for a healthy embryo. Windy had suffered the loss of a pregnancy, and her concern that she might have genetic abnormalities brought her to Conceptions.

"Infertility hasn't been something couples have talked about openly," Dr. Bush says. "It's one of those things they go through silently. Pregnancy loss is a terrible thing to face." Dr. Bush wants to give couples hope, he says. He's a man of science, and he uses cutting-edge technology to help patients such as Windy understand how it can improve their ability to have a healthy baby. "There's a certain technology involved, but it's also part miracle," says Windy. "I think this screening gives you peace of mind. Thanks to Dr. Bush, we're expecting twins in June."

Genetic screening allows the doctor to test for chromosomal

abnormalities prior to IVF in order to locate healthy embryos that the mother can carry to term. In addition to genetic screening, Conceptions' protocols call for them to do transplants on day five. The fifth day provides doctors with a chance to assess the chromosomal health of the embryo before transplanting it. This is a huge boon for women since it reduces the possibility of pregnancy loss and the resulting depression that often follows, Dr. Bush states.

"I just help Mother Nature along," says Dr. Bush, who is dual-board certified in obstetrics and gynecology and reproductive endocrinology and infertility. He lectures extensively, and he recently received the Joyce M. Vargas, MD, Visionary Award presented by the American Fertility Association for his innovative approaches to fertility.

A variety of elements can influence infertility. Male infertility accounts for 35% of infertility issues, as does female infertility; however, a combined problem exists in 20% of all cases. Only 10% of the causes are unexplained, Dr. Bush states. His goal is to explain the unexplained.

Statistics maintained by the Society for Assisted Reproductive Technologies (SART), show that Conceptions abides by all cycle data reporting guidelines, and has consistently achieved some of the highest pregnancy rates in the nation, Dr. Bush points out.

Dr. Bush feels that all women could benefit from early egg health testing. A screening allows women to discover early in life if they are likely to face challenges if they postpone pregnancy until later on in life. Dr. Bush says that a simple, inexpensive ultrasound and blood test can determine this.

Infertility can be a life crisis, as trying to conceive can put an enormous strain on a family. The Conceptions staff incorporates a holistic approach to treatments by including a mind/body program that focuses on reducing stress through counseling, nutrition, acupuncture, hypnosis, and other techniques. They also have licensed clinical social workers on the staff who specialize in fertility issues. Women, in particular, often face feelings of loneliness, anxiety,

jealousy, and guilt. These counselors can help guide couples through the labyrinth of anger and helplessness that they may face, says Dr. Bush.

Conceptions is a member of and supports the Fertile Hope program through the Lance Armstrong Foundation. Fertile Hope offers grants to eligible patients seeking fertility preservation treatments while undergoing cancer treatments. Many cancer patients don't realize that cancer treatments might possibly cause infertility, so it may be important to know in advance that cryopreservation can be employed prior to cancer treatments.

Conceptions has partnered with local hospitals to help mitigate the costs of fertility surgery. Nationally, the practice has funded a medical clinic in Haiti, including a hospital, school, and money for earthquake victims. Locally, the practice has sponsored a sports team, which has included the purchase of a digital scoreboard.

Dr. Bush sees patients at the Littleton office (303-794-0045) on Tuesdays and Thursdays and in the Lafayette office (303-449-1084) Mondays and Fridays. Dr. Swanson sees patients throughout the week in the Littleton office. Dr. Von Wald sees patients throughout the week in the Denver office (303-720-7887) with a Friday clinic in the Littleton office. Comprehensive information can also be found at www.conceptionsrepro.com.

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CONCEPTIONS REPRODUCTIVE ASSOCIATES OF COLORADO

By Jules Marie



Dr. Mark Bush