



Southern Ontario Fertility Technologies

## Mission Statement

- (1) We respect our patients and will treat them not only as **individuals** but as valued members of our practice. Infertility and its treatment are tremendous stress producers: we will do everything we can to minimize this.
- (2) Our patients deserve the best **information** about their options. We will attempt to provide this both in the form of information sheets and answers to ongoing questions.
- (3) Patients should be **in charge** of their infertility treatment. We will provide to the best of our ability the options and their merits but will leave the final decision to the patient.
- (4) Infertility evaluation and treatment should be **accessible** – we try to keep waiting times for consultations to a minimum, usually within a month, but we especially try to minimize waiting times between treatments.
- (5) Infertility diagnostic evaluations should be performed **quickly and efficiently** – usually the evaluation can be completed in a single cycle and if advanced testing is needed, it is done as quickly as possible.
- (6) Appropriate treatment should be begun as quickly as possible – often **in the cycle after the evaluation** is completed and sometimes even in the same cycle.
- (7) Infertility treatments are unlike any other treatment (possibly excepting dialysis) in they **require repeated visits**. We will recognize this and make monitoring cycles as easy as possible.
- (8) **Referring physicians should be informed** of all major decision making – most of the time pregnancy notifications and progress notes are faxed to the referring physician within 48 hours.
- (9) Referring physicians are valued members of our practice and will be asked to be a resource for the patients and **participate whenever possible**.
- (10) Infertility treatments should be as **patient friendly as possible** – to do this we have assembled a small but friendly, helpful and caring staff who will all become involved in your treatment – and – we have blood testing, ultrasound monitoring and inseminations all on site – also all of the required medicines are available on site.
- (11) Infertility treatment should be as effective and individualized as possible – each treatment cycle is reviewed at its completion and **any changes that might make it more effective** suggested should a pregnancy not occur.
- (12) Infertility treatment should be as **inexpensive as possible** – costs at S.O.F.T. are no more than equivalent treatment in public clinics and often less – there are no hidden costs!
- (13) S.O.F.T. should be **“on the cutting edge”** – we design and implement clinical trials continually and usually have several presentations at our annual national fertility meeting.
- (14) The clinic includes a state-of-the-art **laboratory** for blood testing and semen analysis, **intrauterine insemination and donor insemination**. We also have been designated as an independent health facility for **ultrasound investigation**, cycle monitoring and early pregnancy evaluation. There is also a fully functional infertility **pharmacy** on site.
- (15) **Advanced fertility treatment** such as IVF and ICSI is offered in conjunction with the ISIS clinic in Mississauga. Funded IVF cycles will be done in co-operation with the Mt. Sinai Hospital in Toronto or at ISIS. Monitoring for these cycles will be done at S.O.F.T. with retrieval and transfer being completed in Toronto. This allows excellent pregnancy rates (average 34% per cycle at ISIS).
- (16) **Fertility enhancing surgery** such as laparoscopy, treatment of endometriosis and tubal reconstructive surgery is also available.
- (17) We will attempt to **do no harm**. For example, with careful graduation of treatment we have been able to minimize the frequency of multiple pregnancies.
- (18) We will **not “kick you out the door”** as soon as you are pregnant. We will always try to be as helpful to the patient and their physician if there are any concerns about the new pregnancy. We offer the 12 – 13<sup>6</sup> week nuchal translucency ultrasound and 18 to 22 week detailed ultrasounds. (And we always want the patient back to show off their baby!)
- (19) We will **not discontinue your treatment** because your chance is low unless it is your decision. We will treat you as an individual not a statistic.
- (20) We will be around. We will attempt to **improve and expand our services** for the patients of Southwestern Ontario.

**One of our most common statements to our patients is: “We work for you, you don’t work for us.”**

**In the first 5 Years of Operation, S.O.F.T. has helped over 1400 patients attain a pregnancy!**