



PRESS RELEASE

WINFertilitySM, Inc. Introduces Quality Discount Treatment Program for Self-Pay Infertility Patients

Innovative program includes both medical services AND infertility medications with discounts up to 50% for each treatment cycle, giving consumers access to proprietary, evidence-based clinical protocols and cost savings once reserved for large insurers and employers.

WHITE PLAINS, September 13, 2011/BusinessWire/ WINFertility, Inc., the leader in Infertility Management Programs for insurers and employers, today announced the launch of its new consumer offering: the WINFertilitySM Quality Discount Treatment Program. The new initiative is designed to increase the availability of affordable, advanced fertility care that remains financially out of reach for many of the more than 7 million people facing infertility today who are without infertility insurance coverage.

WINFertility has developed evidence-based treatment protocols for **IUI, IVF and Third Party Reproduction**, delivered by a contracted, credentialed network of fertility specialists. **Infertility medications are included in the single, discounted, bundled price for Program participants.** There are **no age or medical criteria required to enroll** in the Program. If treatment is indicated by a participating provider and the patient has no infertility insurance coverage, she can enroll in the WINFertility Program. **Typical patient savings per treatment cycle can range from \$5,000 to \$10,000 or more**, depending on treatments and medication doses required.

Incorporated in the unique Consumer Program is access to **WINFertility's FertilityCoach NursesSM on a 24/7 basis for education and care coordination, a Medical Advisory Board** comprised of industry-leading Reproductive Endocrinologists and **financing programs at preferred rates.**

The WINFertility Program is an extension of WIN's successful Infertility Management Program that has delivered improved treatment outcomes (improved pregnancy rates, shorter episodes of care and reductions in multiple births) while dramatically reducing the costs of treatment and medications for large insurers and employers for over 10 years. The new Consumer Program contains many of the same clinical and financial benefits, ***giving patients without insurance coverage access to evidence-based protocols, quality providers and discounts enjoyed by the largest healthcare purchasers.***

Inaugural Program in South Florida

Effective today, the WINFertility Quality Discount Treatment Program is available in South Florida, exclusively through South Florida Institute for Reproductive Medicine (SFIRM). "We have treated patients in South Florida for more than 20 years," said Juergen Eisermann, MD, Founder and Medical Director of SFIRM, "and we are so pleased to be able to offer this innovative program, particularly in this difficult economic climate. We think it will make a big difference to people who desperately want a family, but struggle with cost. The inclusion of both treatment and medications for a single, discounted price simplifies what is already a challenging situation for infertility patients."

Thousands of Patients Will Benefit

Thomas Boyajy, COO of WINFertility, announced, “We are extremely pleased to be launching our new consumer initiative with participation by such well-respected fertility specialists. Our strategic approach is to promote **high quality infertility care at the most competitive cost**. These three practices have each earned reputations for both excellence in patient care *and* clinical results. Coupled with WIN’s proprietary treatment protocols, bundled packages, fertility management expertise, and our considerable buying power, we are confident that patients will receive the very best treatment value possible.”

“We will introduce our new WINFertility Program nationally to patients who once thought that quality, advanced infertility treatment was financially unattainable. We anticipate that thousands of people will be able to take advantage of our cost-effective option for building their family.”

“For the one in every eight US couples struggling with infertility, cost of treatment and medication remains a significant obstacle in their path to parenthood”, commented Barbara Collura, Executive Director of RESOLVE: The National Infertility Association, “Over the years, many patients have received quality medical treatment as a result of programs that have a financing component; we know how helpful they can be in providing access to the infertility care they need.” □

About WINFertility

Founded in 2000, WINFertility is the leader in Infertility Management Programs, annually managing infertility treatment for many thousands of infertility patients for major insurers and employers. WIN is leveraging their decade-long experience and clinical results in the fertility field, direct contracts with fellowship-trained fertility specialists, pharmaceutical manufacturers and national specialty pharmacies, to offer this unique direct-to-consumer program. Now, self-paying patients can enroll in the new WINFertility Program and take advantage of WIN’s integrated platform to access specialized treatment whose costs are often considered a major barrier to family building. For more information, visit www.winfertility.com

About RESOLVE

RESOLVE: The National Infertility Association, established in 1974, is a non-profit organization with the only established, nationwide network mandated to promote reproductive health and to ensure equal access to all family building options for men and women experiencing infertility or other reproductive disorders. RESOLVE addresses this public health issue by providing community to these women and men and connecting them with others who can help. For more information, visit www.resolve.org.

About South Florida Institute for Reproductive Medicine

Founded in 1991, the South Florida Institute for Reproductive Medicine has been helping people from Florida, and around the world, to become parents. Boasting a culturally diverse staff, SFIRM’s five fellowship-trained Reproductive Endocrinologists lead a dedicated staff of 61 clinical and administrative staff with deep expertise in the physical, emotional and financial aspects of infertility treatment. With a commitment to improving outcomes for infertility patients, SFIRM has consistently achieved documented success rates that are among the highest in the state. Four state-of-the-art offices are conveniently located in South Miami, Pembroke Pines, Naples and Palm Beach. For more information, visit www.ivfmd.com.

Contact:

WINFertility, Inc.

Tom Boyajy, COO

tboyajy@win-healthcare.com

(877) 444 – 4946

