Our Mission

The doctors and staff at HRC Fertility provide state-of-the-art technologies to achieve superior pregnancy rates, while upholding the highest standards of moral and ethical practice. We are committed to providing this level of care in a considerate, compassionate and cost-effective manner in partnership with our patients, in bringing their dreams to life.

Our Journey

HRC Fertility first opened its doors in 1988 as one of the only full service fertility centers in Southern California. We were founded on the principle that helping couples bring their dreams to life must be based on providing ethical and compassionate care using the latest technologies in a cost effective manner. Today, HRC is one of the largest providers of advanced reproductive care in the United States.

Remaining dedicated to our primary mission, HRC doctors and staff are fully committed to patients 7 days a week, 365 days a year. Our practice provides an unparalleled continuity of care beginning with your first consultation through graduation to your obstetrician. Our doctors customize treatment protocols, perform all diagnostic tests, ultrasounds and IVF procedures in a cost effective manner, achieving superior success rates.

The journey to parenthood is a partnership truly shared between patient, doctor and staff and for over 28 years we have walked alongside our patients every step of the way.

Begin your journey...
Sign up to attend one of our monthly seminars!

HRCPasadena.com
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Our Expertise

In Vitro Fertilization (IVF)
Intrauterine Insemination (IUI)
Preimplantation Genetic Diagnosis and Screening (PGD/PGS)
Gender Selection
Blastocyst Transfer
Laser Assisted Hatching
Intracytoplasmic Sperm Injection (ICSI)
Single Embryo Transfer (SET)
Surrogacy
Egg Freezing
Sperm and Egg Donation
Non-Surgical Sperm Retrieval

Latest Advancements

To determine abnormal chromosomal conditions, amniocentesis or CVS testing are done, both of which carry risks. Today, a blood screening test is available which is 99.9% accurate for Trisomy 21 (Down syndrome), Trisomy 18 (Edwards syndrome) and Trisomy 13 (Patau syndrome). At nine weeks of pregnancy, a small blood sample is drawn, with no risk of miscarriage, and results are back in 10 to 15 days.

Why patients travel from around the world to HRC

• The most comprehensive and advanced technologies.
• Confidence that our doctors attain the highest pregnancy rates in their field.
• Devoted and specialized Care Teams.
• Customized treatment protocols. No two patients are quite the same.
• Seven highly skilled embryologists, with many years of experience, using the most advanced state of the art equipment available.
• Beautifully appointed offices designed to provide our patients with luxurious comfort and privacy.
• There is no need to travel to different offices as our services are provided in one location. You can have your lab work, ultrasounds, and procedures in one office.*
• You will be seen by your physician at nearly every appointment. We feel this is important to successful outcomes.
• Multilingual staff available for our international patients to make the process as comfortable as possible.

* Rancho Cucamonga patients will have procedures at our Pasadena location.

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### Our Physicians

**Bradford Kolb MD, FACOG** (Pasadena)

“Be proactive with your healthcare needs and actively pursue the best in all aspects of your treatment. Seek a physician who will give you their undivided attention and respect your physical and emotional needs.”

**Education**
- Undergraduate: University of California, Irvine
- Medical School: University of California, Irvine
- Residency: Obstetrics and Gynecology, Northwestern University
- Fellowship: Reproductive Endocrinology and Infertility, University of Southern California

**Board Certification**
- Reproductive Endocrinology and Infertility
- Obstetrics and Gynecology

**Jeffrey Nelson, DO, FACOOG** (Pasadena)

“For the past 24 years it has been an honor to have had the opportunity to help patients achieve their dream of creating a family. Don’t let fear of the unknown prevent you from seeking help. Regardless of the particular roadblock to conception, there is always hope.”

**Education**
- Undergraduate: Michigan State University, East Lansing, Michigan
- Medical School: North Texas State University, Medical Health Science Center, Fort Worth
- Residency: Obstetrics and Gynecology, Riverside Osteopathic Hospital, Trenton, Michigan
- Fellowship: Reproductive Endocrinology and Infertility, Philadelphia Fertility Institute and Pennsylvania Hospital

**Board Certification**
- American Osteopathic Board of Obstetrics and Gynecology

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**John Norian, MD, FACOG** (Rancho Cucamonga)

“My philosophy in helping couples realize their dream of having a family combines both the precision and science of reproductive medicine with a warm and compassionate style of doctoring. Successful fertility treatments involve a high level of scientific knowledge, an advanced embryology lab, and also the ability to warmly develop and carry out a patient-centered treatment plan. Being available and being a good communicator greatly adds to the favorable outcomes that we see.”

**Education**
- Undergraduate: University of California, Berkeley
- Medical School: Royal College of Surgeons, Ireland
- Residency: Obstetrics and Gynecology, Albert Einstein College of Medicine, New York
- Fellowship: Reproductive Endocrinology and Infertility, National Institutes of Health, Maryland

**Board Certification**
- Reproductive Endocrinology and Infertility
- Obstetrics and Gynecology

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**John Wilcox, MD, FACOG** (Pasadena)

“I’m so fortunate to have chosen such a wonderful specialty. With the technological advancements in the past several years, we are able to help prevent genetic diseases in newborns, preserve fertility in young women, and even select gender. It’s never been easier to help people realize their dream of having a family.”

**Education**
- Undergraduate: University of California, San Diego
- Medical School: University of Southern California, Los Angeles
- Residency: Obstetrics and Gynecology, University of Southern California, Los Angeles County Women’s & Children’s Hospital
- Fellowship: Reproductive Endocrinology and Infertility, University of Southern California, Los Angeles County Women’s & Children’s Hospital

**Board Certification**
- Reproductive Endocrinology and Infertility
- Obstetrics and Gynecology
What is SET? (Single Embryo Transfer)

SET is an elective procedure where one embryo is chosen from the available embryos and is placed directly in the uterus or fallopian tube. This single embryo may be chosen from a previous frozen cycle, or fresh cycle with multiple embryos. The remaining embryos can be safely frozen and used in future cycles.

A multiple pregnancy comes with greater risks than a singleton pregnancy. These complications include premature birth, pre-eclampsia, birth defects, and gestational diabetes.

Do your research! There are some IVF programs who will transfer multiple embryos in order to boost their pregnancy rates. The program as listed on SART may look “better,” but at what risk to both the mom and baby?

Is SET the right option for you?

Each and every patient is different and the following several factors must be considered:
- What is the age of the patient?
- How many IVF cycles had previously failed?
- What is the quality of the embryos?
- Have you tried a frozen cycle previously?

When the chance of a multiple pregnancy is high, SET can be used when:
- Women use donor eggs
- Woman is under 35 years of age
- Couples who do not want a multiple gestation pregnancy
- Women who were successful with their first IVF cycle

We can potentially improve implantation rates with PGS (Preimplantation Genetic Screening) and may reduce spontaneous pregnancy loss.

PGD/PGS

PGS: Preimplantation Genetic Screening

PGD/PGS refer to procedures performed in obtaining genetic makeup of the embryo(s) prior to implantation, which enhance the outcome of embryo selection for IVF and increases the chances of a healthy pregnancy.

When to Consider PGD/PGS

If the parents are carriers of an inheritable genetic disease such as cystic fibrosis, sickle cell anemia or Huntington’s disease, to name a few.

Following recurrent or previous pregnancy loss, multiple failed IVF cycles, male factor infertility issues and advanced maternal age.

An estimated 60% of all naturally occurring reproductive losses in pregnancies are associated with chromosomal abnormalities in the embryo. With women of advanced maternal age (37+), chances of these abnormalities increase.

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**What is Egg Freezing?**

Oocyte (egg) cryopreservation (freezing) provides women the luxury of storing their eggs until they desire a family. As women mature, egg quality diminishes each year, but storing eggs at an earlier age provides an opportunity to decrease the risk of abnormal eggs, in essence freezing time.

At a future date, women use these eggs in the IVF process with vastly improved success rates. Their eggs are the chronological age at which they were frozen, lowering the probabilities of genetic abnormalities.

**Why Freeze My Eggs?**

Women are born with all their eggs and through attrition lose more and more eggs. By the time women are in their 30s, the eggs become more susceptible to genetic abnormalities. By freezing eggs at an earlier age, a higher percentage of the eggs will be genetically normal and more capable of developing into a healthy baby. Another very crucial reason to freeze eggs is when a woman has cancer. Oncology treatments such as radiation, chemotherapy and surgery can be detrimental to the reproductive system. Freezing eggs prior to treatment(s) preserves fertility.

**Questions...**

...and Answers

**What is the optimal time to freeze my eggs?**

The best time is when you are in your 20s and early 30s.

**Who should consider oocyte preservation?**

- Any young women about to undergo cancer treatment such as chemotherapy, radiation or surgery involving the ovaries should consider oocyte preservation. These treatment modalities could put the reproductive process at risk and egg freezing is a good way to preserve fertility.
- Women who are high risk for experiencing early menopause or endometriosis based on family history.
- Women who are career minded or perhaps have not yet found a partner are candidates for egg freezing and this allows women the opportunity to postpone motherhood well into their forties.

**How are my eggs retrieved?**

The egg retrieval is performed in our surgery center (RSA) while you are under general sedation. You will experience no discomfort during the procedure requiring approximately 10 minutes.

**What is Oocyte Storage?**

Oocytes (eggs) are frozen using the latest fast freezing technique, called vitrification, and are stored in our IVF lab until you are ready to use them.

**What happens when I want to use my eggs?**

When you are ready to start a family with your frozen eggs, your uterus will need to be prepared using hormones as a first step. Your eggs will then be thawed and fertilized in our IVF lab. The fertilized eggs are called embryos and are then transferred into your uterus. Pregnancy can be documented 12 days following the transfer.
Steps to Success

Most importantly, you have a Care Team who will walk with you every step of the way on your journey. We promise to provide compassionate care while respecting your choices in a comfortable environment to make your treatment as stress-free as possible.

- Your first consultation will be with your physician in his office. This time is for conversation and evaluation of your case, medical records and history to provide recommendations for treatment. Following the consultation, your physician will take you to one of our exam rooms where a short exam will take place. You may, or may not, receive an ultrasound at this time. Finally, you will meet with your assigned Care Team member in one of our consultation rooms. She will be your lifeline and work very closely with you throughout your journey.

- A financial consultation with one of our counselors will be scheduled to review your insurance coverage and discuss anticipated costs of treatment.

- Once in treatment, you can expect multiple visits to our office. Lab work and ultrasound appointments will be necessary to monitor you closely all along the way.

- Treatment does not end with your selected procedure. You will continue to be monitored with more lab work and ultrasounds. Finally, around the 10th week of pregnancy, you will graduate and then be seen by your obstetrician for the remainder of your pregnancy.

Reproductive Surgical Associates (RSA)
(AAAHC accreditation)

RSA, located on the third floor of our Pasadena office, is where egg retrievals, embryo transfers, IUIs and other procedures are performed. Our team of physicians, embryologists, anesthesiologists, surgical and recovery nurses work together in caring for patients. Within RSA are surgical retrieval rooms, transfer rooms, and a recovery bay where patients are tended to until discharged home. While loved ones undergo procedures, partners may wait in RSA’s private reception room.

A Glimpse Into The IVF Laboratory

Maintaining close proximity to RSA is our IVF Lab. It is accredited by the College of American Pathologists and is inspected every two years meeting strict guidelines for continued licensure. Our highly skilled scientists work with the latest microscopes, incubators, cutting edge protocols and air filtration systems available. These combined elements provide our patients the very best outcomes possible.

The Director of our IVF Lab, who is board certified by the American Board of Bioanalysts, is an embryologist who has been with us since our inception in 1988. He, along with a dedicated staff of six senior embryologists, collectively bring over 100 years of experience.
“We just graduated from HRC to our OBGYN a couple of weeks ago because our journey with HRC is a success. We are PREGNANT with our first baby!!!! Last year, my husband and I shopped around for fertility centers and out of the three we interviewed for, we picked HRC and I’m very glad we did.

Whenever I have been early to my appointments they have always tried to get me in a little earlier, which I appreciate. Every experience has been a great experience with the staff. It is a difficult and very emotional situation and I couldn’t thank them enough for being so uplifting and sensitive during my time there.”

“With this being my first time in a fertility clinic, I can honestly say that it was so much easier than I had expected. I was in a complete time crunch with the appointment, and making it back in time to catch my flight home... and they made sure I was in and out of there with time to spare!”

“Every person, from reception to financial, to the nursing staff was incredibly prompt and helpful on the phone. They all went above and beyond what is expected of professional service.”

“My husband and I felt like we were their only concern at the moment of our meeting. We felt that we had the staff’s undivided attention and there were no interruptions. We agreed after a discussion following the appointment that the meeting was one of the first times that we felt truly heard and understood. Thank you.”

“My experience at HRC was amazing. The people there are seriously delightful and personable, and I felt incredibly taken care of during every visit.”

“I already had a good impression of HRC before walking in – just from online research and from the person who recommended HRC to me. I was delighted to see my experience matched my research, and my husband was very impressed, too. We know we’ll be in good hands!”