AaronUsiskin.com RMA NJ

Desktop Web Wireframes

Wireframe Overview

Please read before proceeding.

This document contains product wireframes. Wireframes are intended to illustrate the overall structure of a product, but NOT the final look and feel of a product. This means that all of the elements in this document will be represented on screen in the final product but will look different aesthetically as the final creative treatment is applied during a later phase of design. Please keep this in mind when reviewing/approving this document.

Generally speaking, wireframes represent the following accurately:

- Screen content and General Layout: This will include mostly placeholder content. Most high level copy should be finalized (body copy may still be lorem ipsum).
- Screen flow: How key screens flow into the next.
- Ul controls: Which types of interface elements are used (for example, a button, a slider, a checkbox, etc.).
- Approximate placement/sizing of pictures, icons, and text (although there is flexibility here for Creative).
- Screen/module states: Different states of screen elements based on user/interactions, windows/pop-ups, etc.
- Traceability to Requirements: Req. #s are annotated where applicable.

Wireframes DO NOT represent the following accurately (these items will be finalized in the creative phase):

- Design language: Establishing the rules for an overall look and feel that is consistent throughout the product
- Specific layouts: While general layouts are recommended in the wireframing stage, they will be finalized in creative
- Fonts: Look and feel of all text elements
- Colors: The color palette and rules for color use are established for the product
- Icons: A style for icons is established and all icons are finalized
- Images: Final images/photos are created as necessary

BIMANJ

Site Map

X.4 List Page

Footer

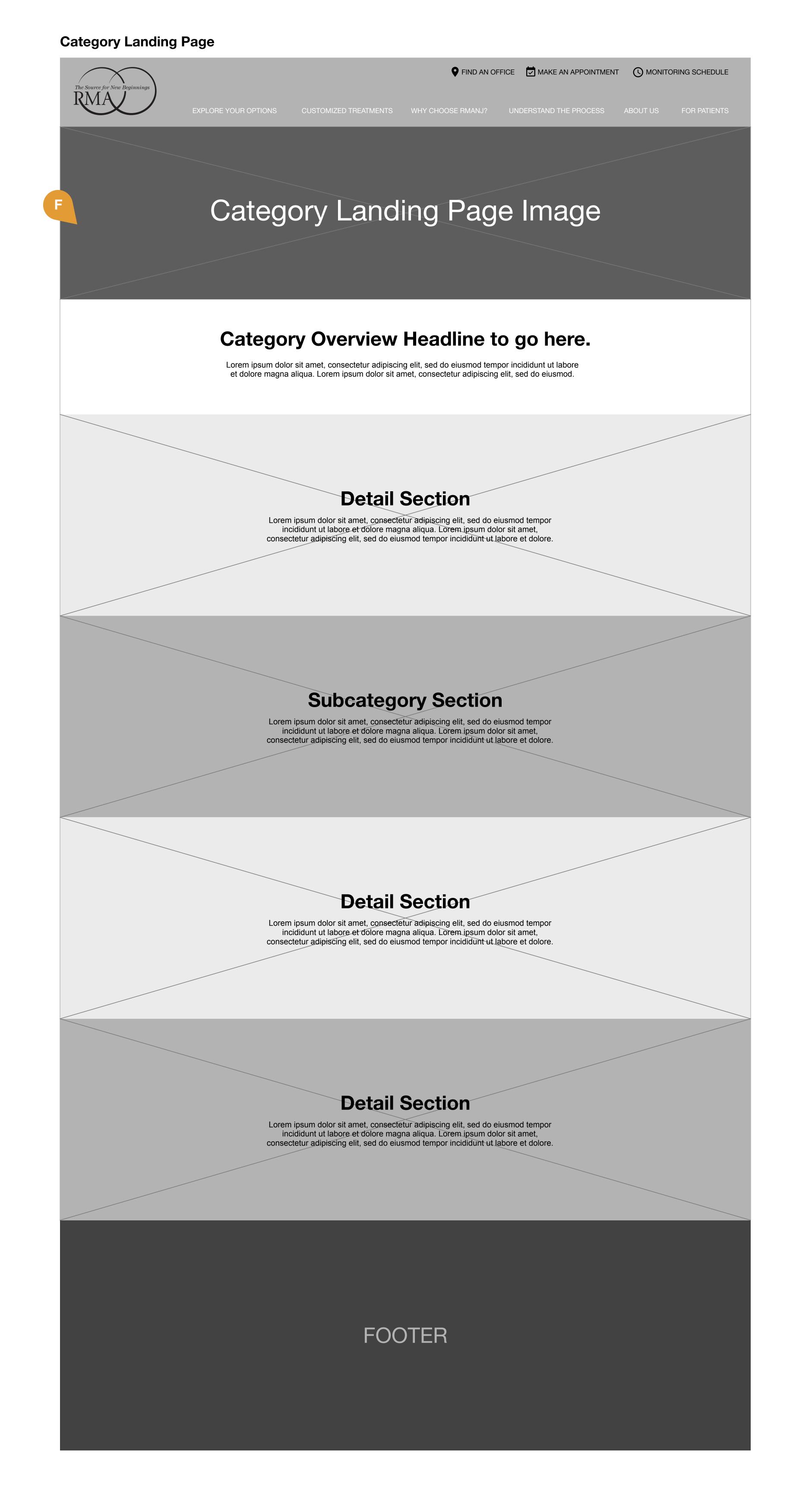
Global Footer

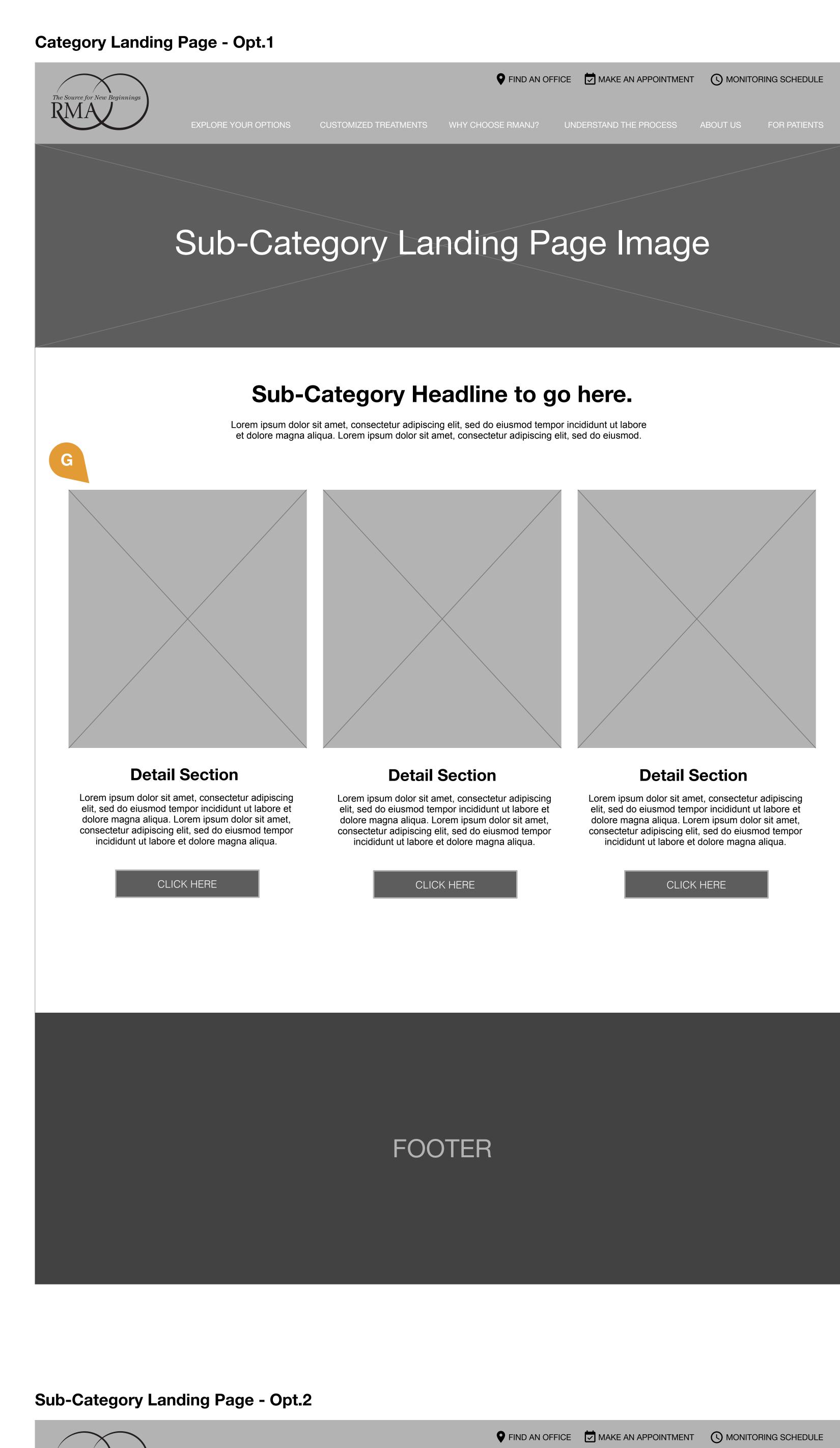


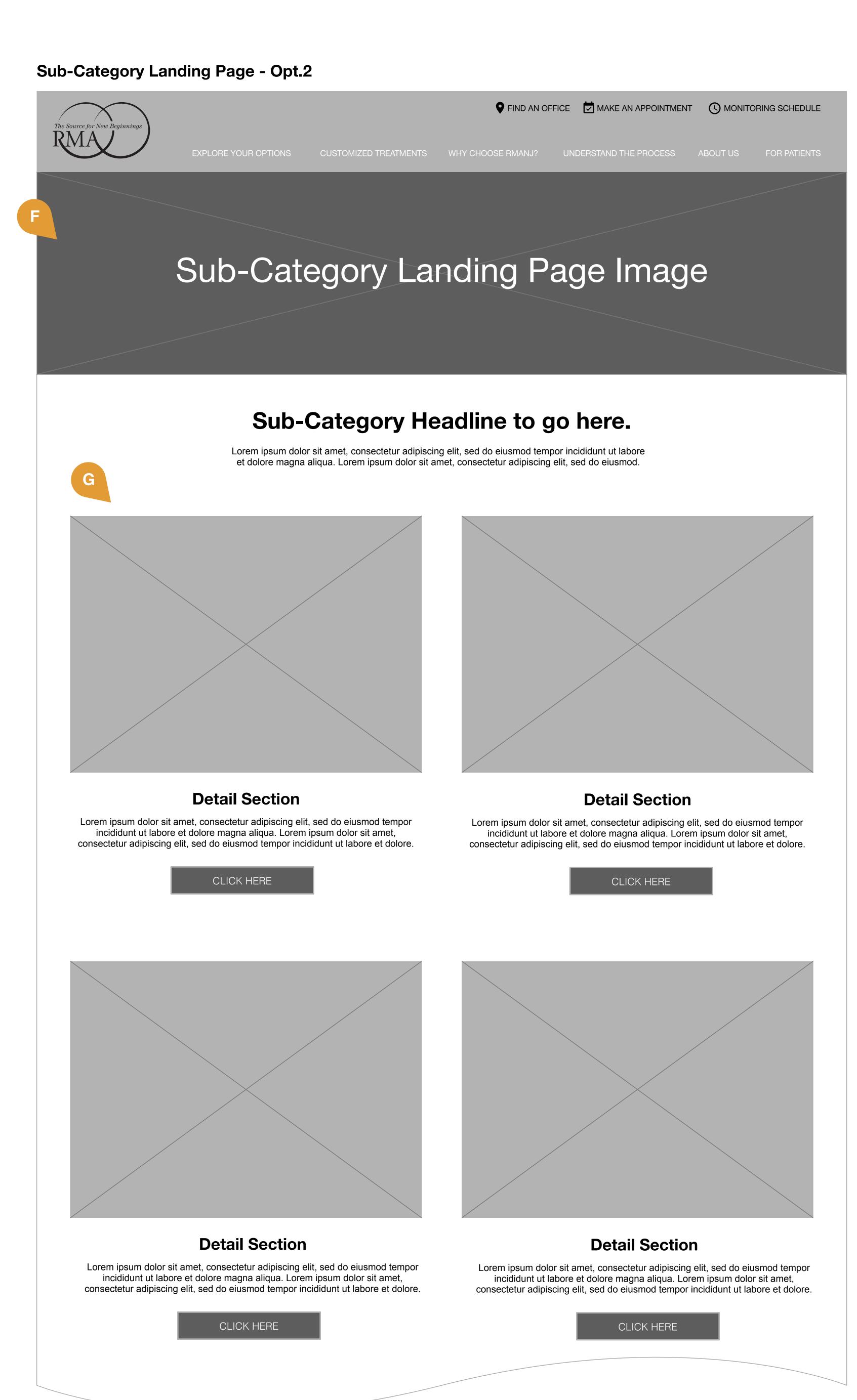
BIMANJ

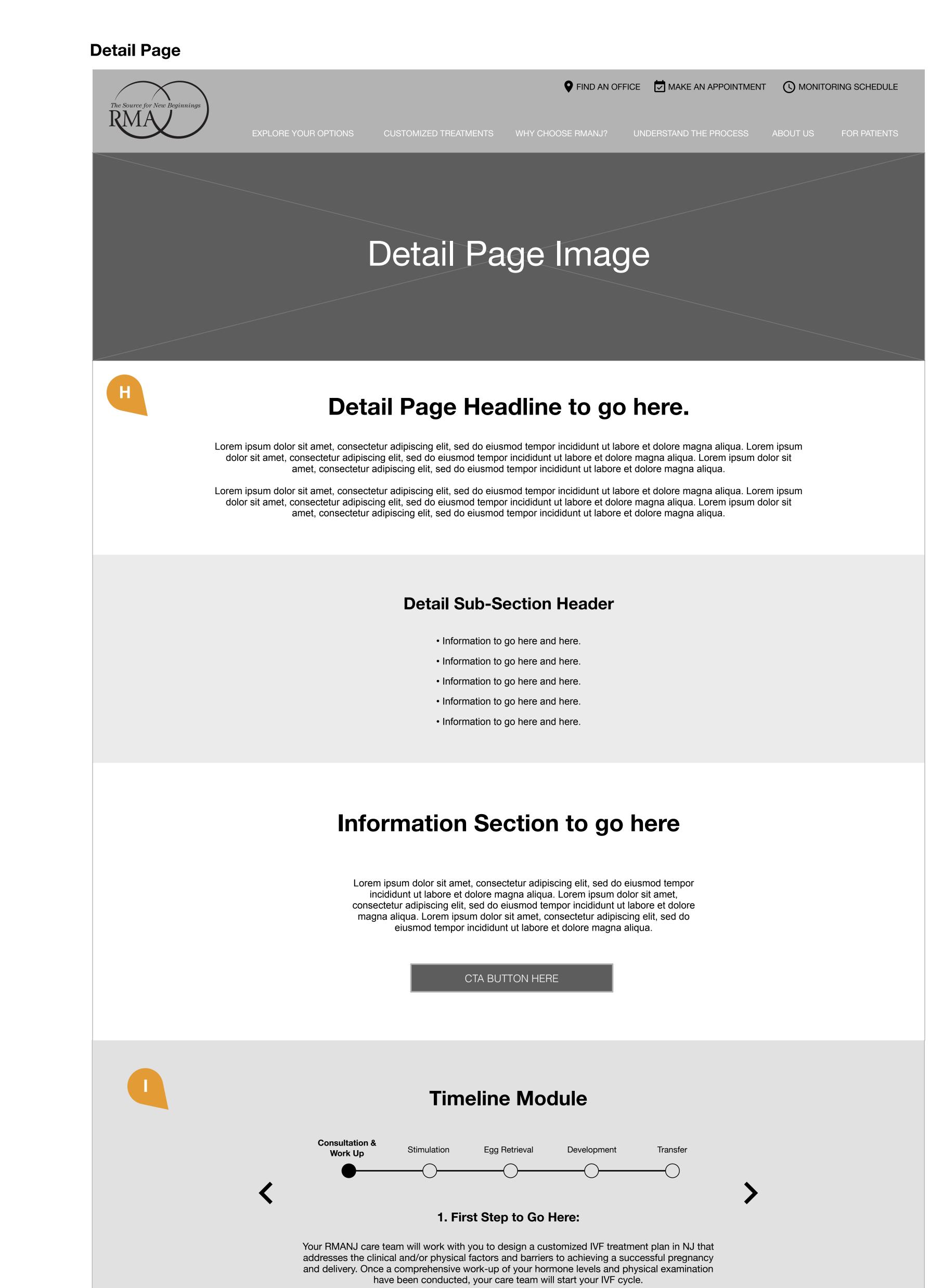
Templates

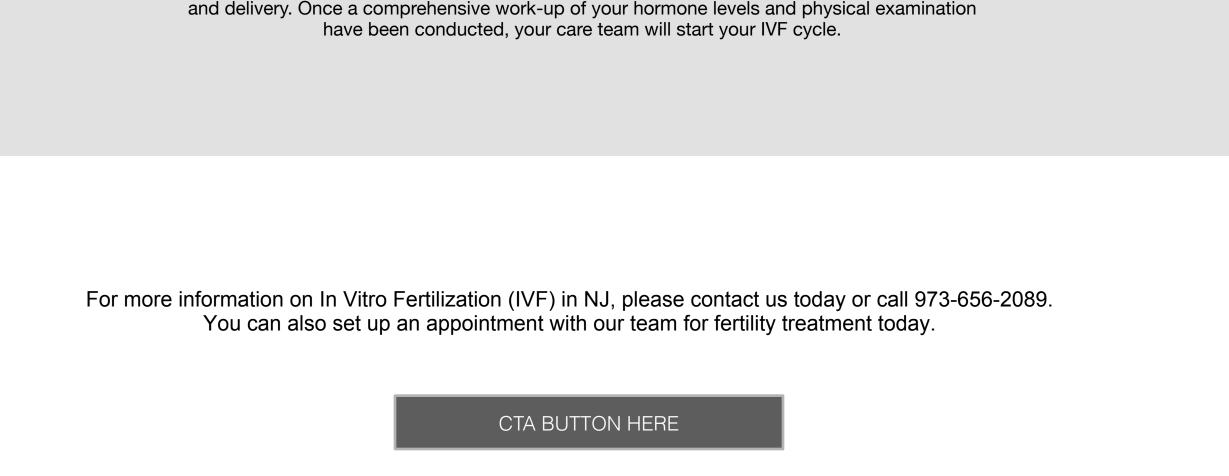














Page Templates

Header Present at the top of all pages. Please see next page for functionality detail.

Homepage Hero Image Hero image on homepage will function as image carousel.

Section Navigation Banners
Homepage will display select
banners, which will act as
navigation to interior pages.

Section banners may contain select SEO language

Appointment Form Homepage will display form for patients to book appointment

Footer Footer will allow user to perform select navigation, register for newsletter, link to social media, and contact RMANJ. Please see next page for Footer functionality detail.

Category Header Category
headers will be smaller in size than
homepage hero image, and
display static image.

Sub Category Page Sub
Category Pages will display
overview info, follow by navigation
to interior detail/list pages.

Visual display will differ from main category pages to give user "at a glance" notice that user is within sub-category.

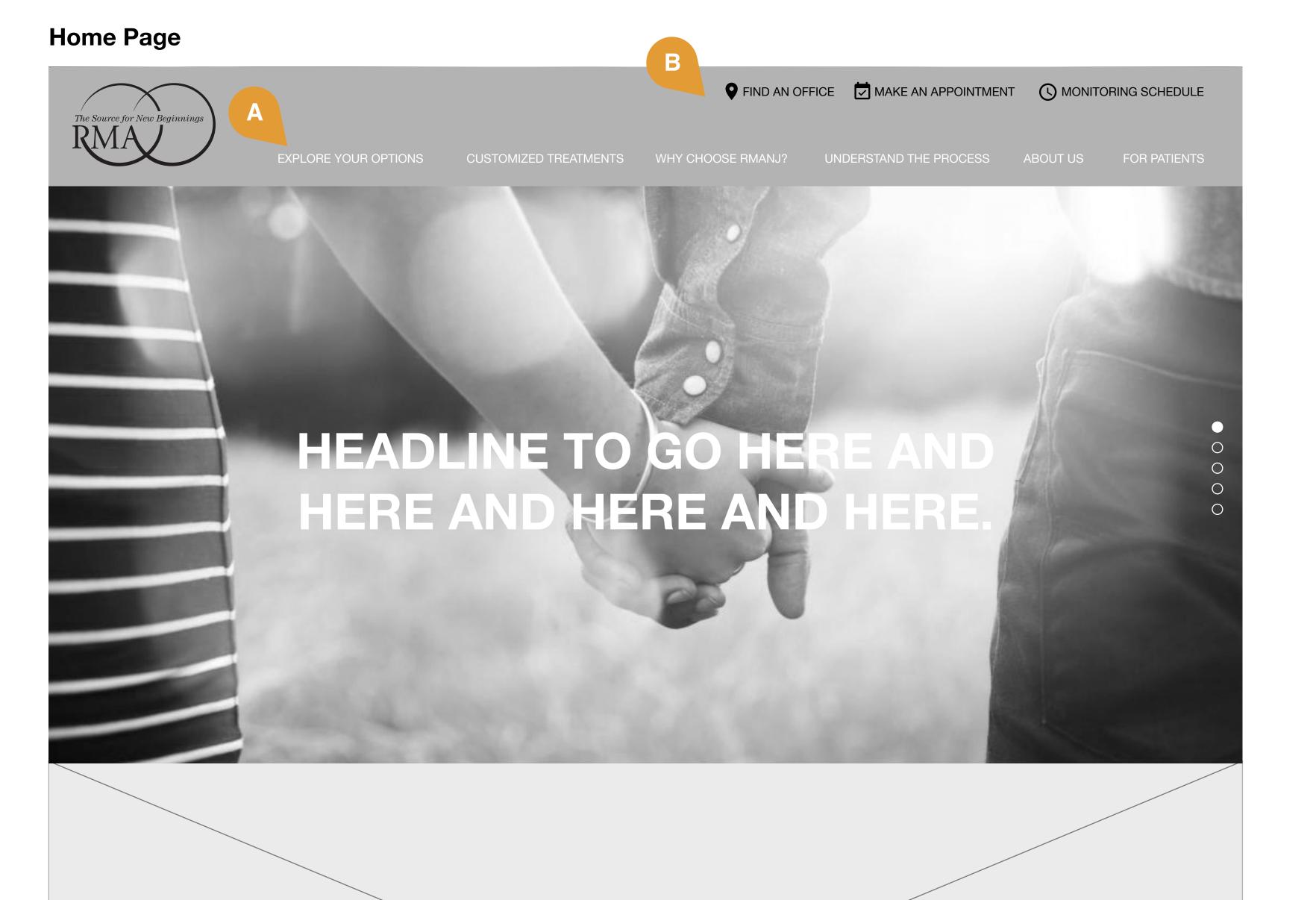
Detail Page Detail Page
Templates will be constructed in a
modular fashion, allowing usage
as treatment detail page, physician
detail page, about page, etc

Timeline Module Treatment Detail pages will display timeline information as "Timeline Modules", allowing user to click through on desktop, or swipe through on mobile.

BIMANJ

Home Page and Navigation

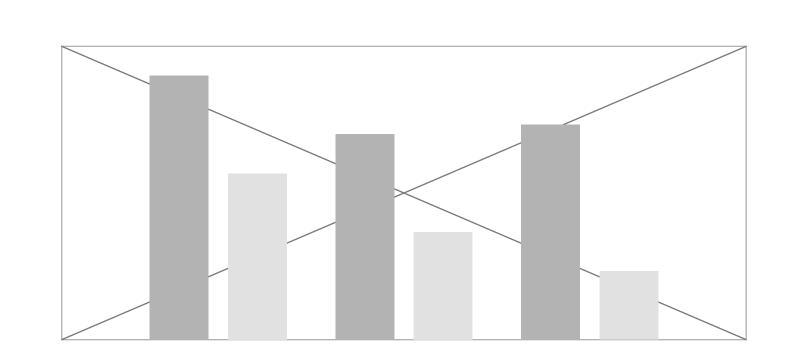




FERTILITY SPECIALISTS OF NEW JERSEY

Reproductive Medicine Associates of New Jersey (RMANJ) is redefining IVF and is committed to making it a more effective, safe, and successful experience. Our comprehensive patient-centered care and fertility breakthroughs result in some of the highest IVF delivery rates in the US and the world. At Reproductive Medicine Associates of New Jersey, our comprehensive care and fertility breakthroughs have helped patients just like you with the leading IVF delivery rates in NJ, in the US

LEARN MORE ABOUT WHY COUPLES CHOOSE RMANJ



BEST IN CLASS SUCCESS RATES

In Vitro Fertilization (IVF) is a well-established and effective treatment option for infertility with over 170,000 IVF cycles reported in the US in 2013. With a 60% delivery rate in women under 35*, Reproductive Medicine Associates of New Jersey's (RMANJ) IVF success rates are among the highest in the US.

LEARN MORE ABOUT OUR SUCCESS RATES

CONVENIENT OFFICE LOCATIONS

RMANJ has offices conveniently located in:

BASKING RIDGE MORRISTOWN EATONTOWN **ENGLEWOOD** FREEHOLD

HAMILTON

SHORT HILLS SOMERSET WEST ORANGE

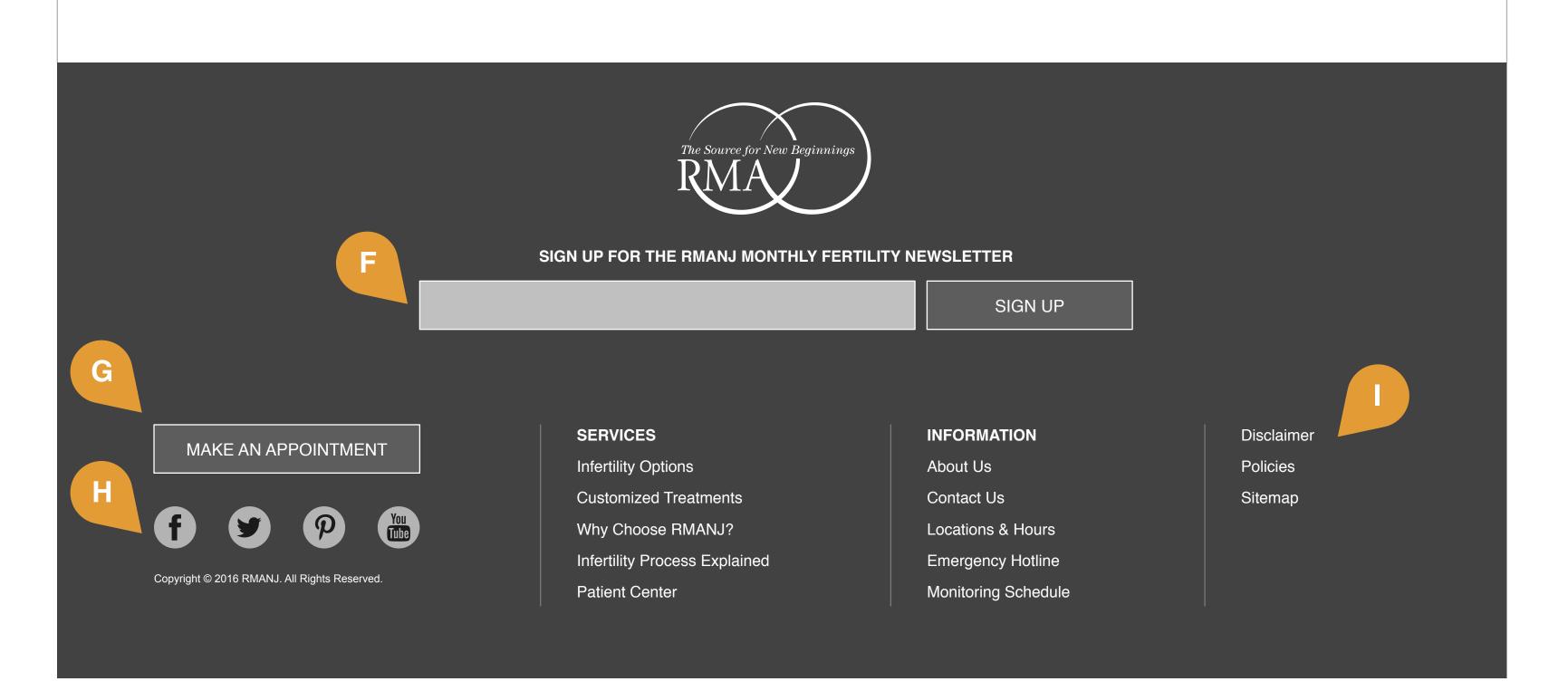
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LOCATIONS AND CONTACT INFO

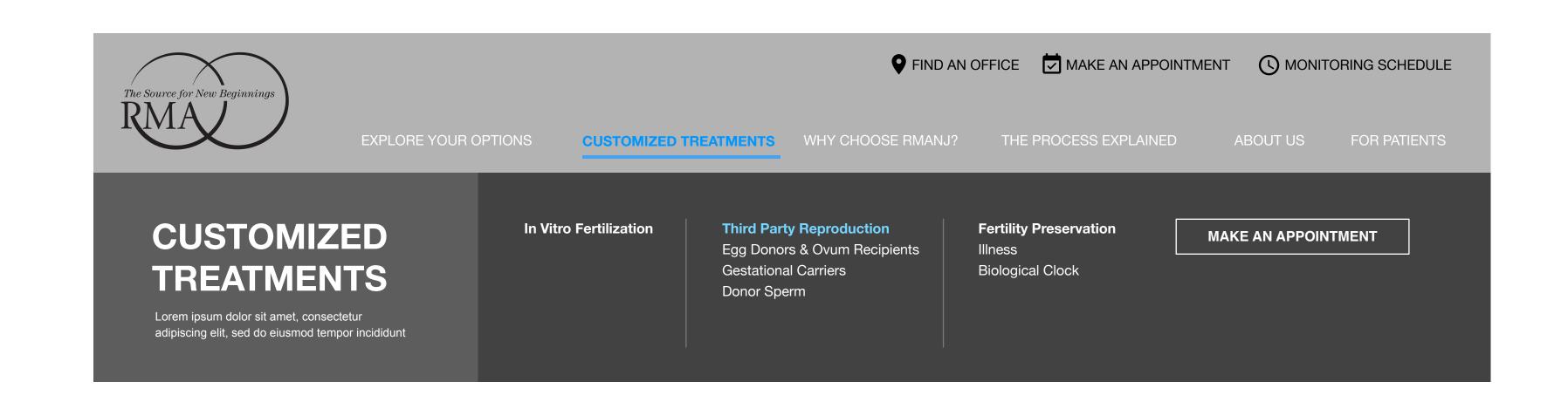
MAKE AN APPOINTMENT

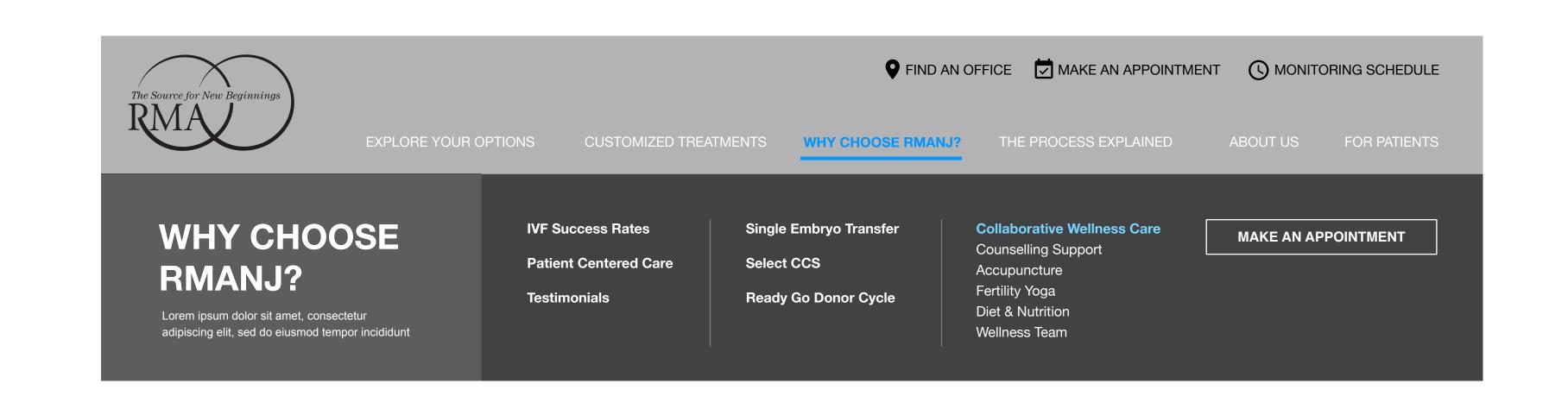
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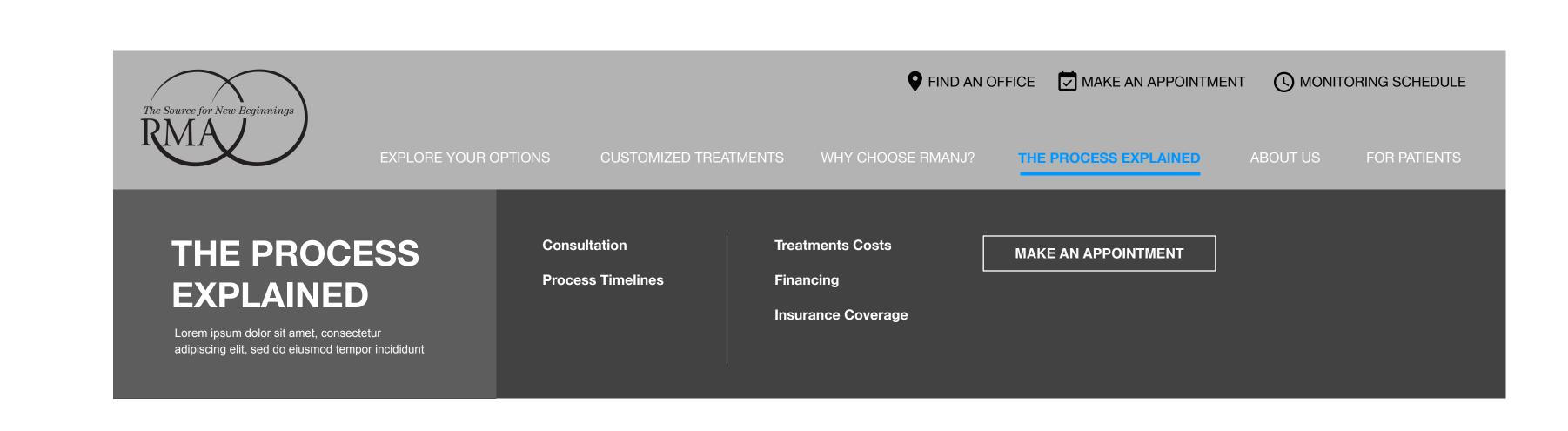
Name Phone Number Location How did you hear about us?

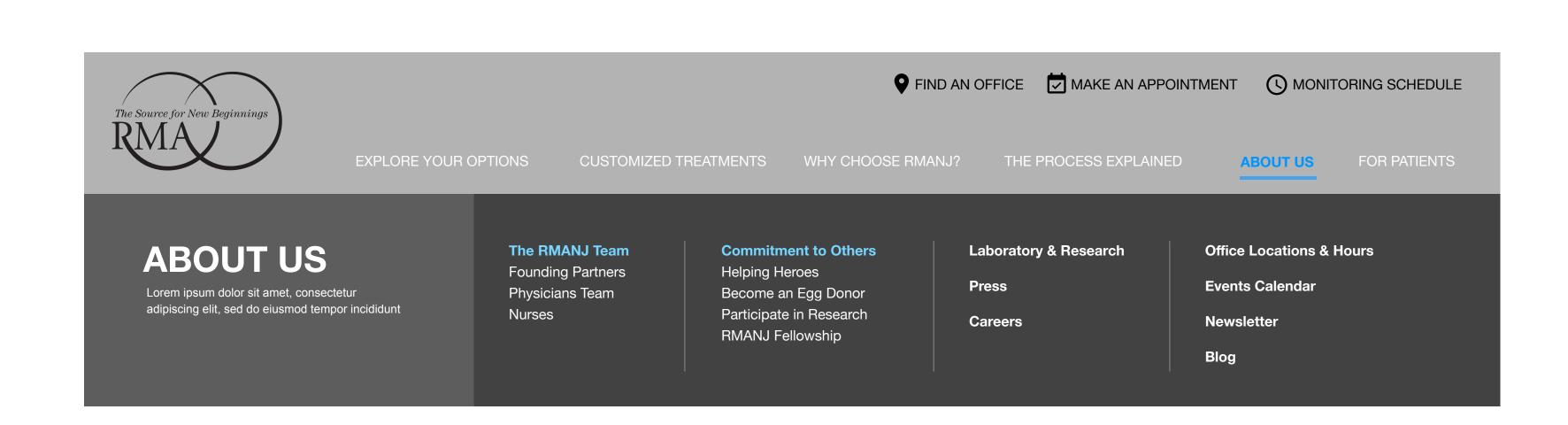


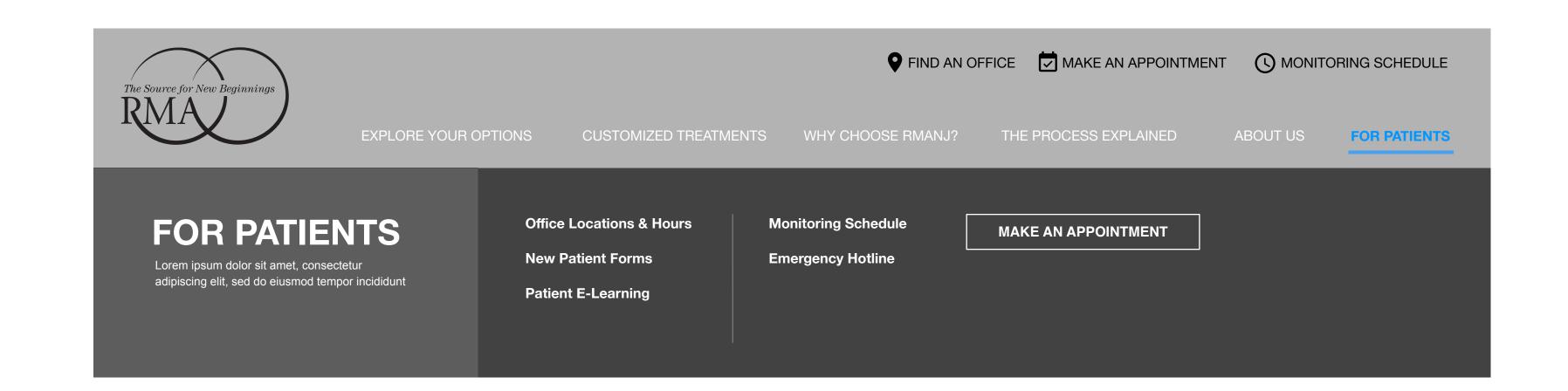
Drop Down "Mega-Menu" FIND AN OFFICE MAKE AN APPOINTMENT MONITORING SCHEDULE The Source for New Beginning EXPLORE YOUR OPTIONS CUSTOMIZED TREATMENTS WHY CHOOSE RMANJ? THE PROCESS EXPLAINED ABOUT US FOR PATIENTS Female Infertility Treatment What is Infertility? **EXPLORE YOUR** MAKE AN APPOINTMENT Male Infertility Treatment Infertility Causes **OPTIONS** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt HEADLINE TO HERE AND HERE AND H











Home Page & Mega Menu Drop Down

Main Navigation Navigation will display horizontally across page, within header.

Sections are as follows:

- Explore Your Options
- Customized Treatments
- Why Choose RMANJ?
- The Process Explained About Us
- For Patients
- Frequently Used Links Links will be provided to Office Locations, Appointment Form, and Monitoring Schedule via header.
- Drop Down "Mega" Menu Menu will appear as user rolls over navigation.

Note: Clicking on navigation link directs user to appropriate category landing page.

Additionally, user can click on Mega Menu title to navigate to category landing page.

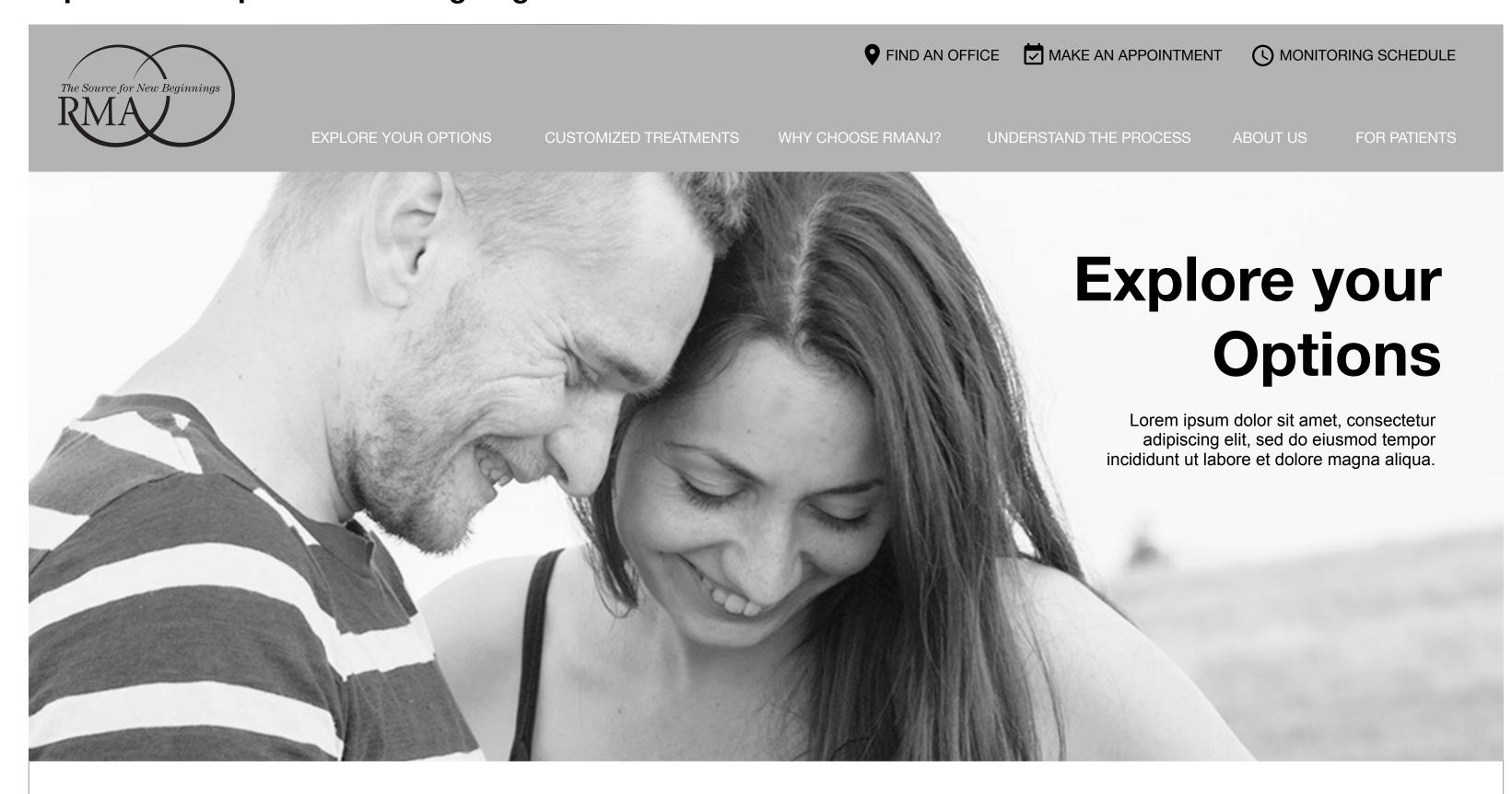
- Mega Menu Links Links will display within drop down menu as shown.
- **Appointment Button** Where appropriate, Appointment Button will display in drop down menu.

Global Footer

- Newsletter Sign Up Footer will display field for user to enter email address and sign up for newsletter.
- Make Appointment Button Footer will display Appointment button, which will take user to Make New appointment form.
- Social Media Links Footer will display icons to navigate user off-site, to appropriate social media pages.
- **Footer Navigation** Footer will display select navigation, as well as Disclaimer, Policies, and Sitemap links.

BIMANJ

Section: Explore Your Options





The RMANJ Promise

Are you exploring fertility treatment options for the first time? Perhaps you haven't experienced the success you've been looking for and want a change in treatment. Maybe you've heard about our IVF success rates and want to know more about how we can help you. Whatever path you've chosen, we're glad you found us. We can help. We promise to create an experience that helps you stay positive.

RMANJ blends scientific expertise and leadership with patient-centered care. We want you to have a positive experience – one that is personal, professional and provides you with the best chances to start or continue building your family. Our entire staff in all of our 10 offices understands that one size does not fit all and will personalize your care based on your individual needs.

"My doctor in Cranford recommended RMA after I had done 3 rounds of Clomid that didn't work. RMA was wonderful to me and my husband through the difficulties of infertility. We were mainly patients of the West Orange office, but found all the staff at both WO and Morristown to be wonderful!"

"I cannot say enough good things about all the aspects and details of my experience, from reception to blood work to my nurse and physician. As far as I'm concerned they are some of the kindest, most compassionate, and professional people I have ever encountered in the medical profession."

Patient F.S. 2011

For more information on the options available at RMANJ, please contact us today.

CONTACT US



Explore Your Options Landing Page



RMANJ Promise Explore Options section will act as a "welcome message" for new visitors, giving high level overview of services offered at RMANJ. TBD.



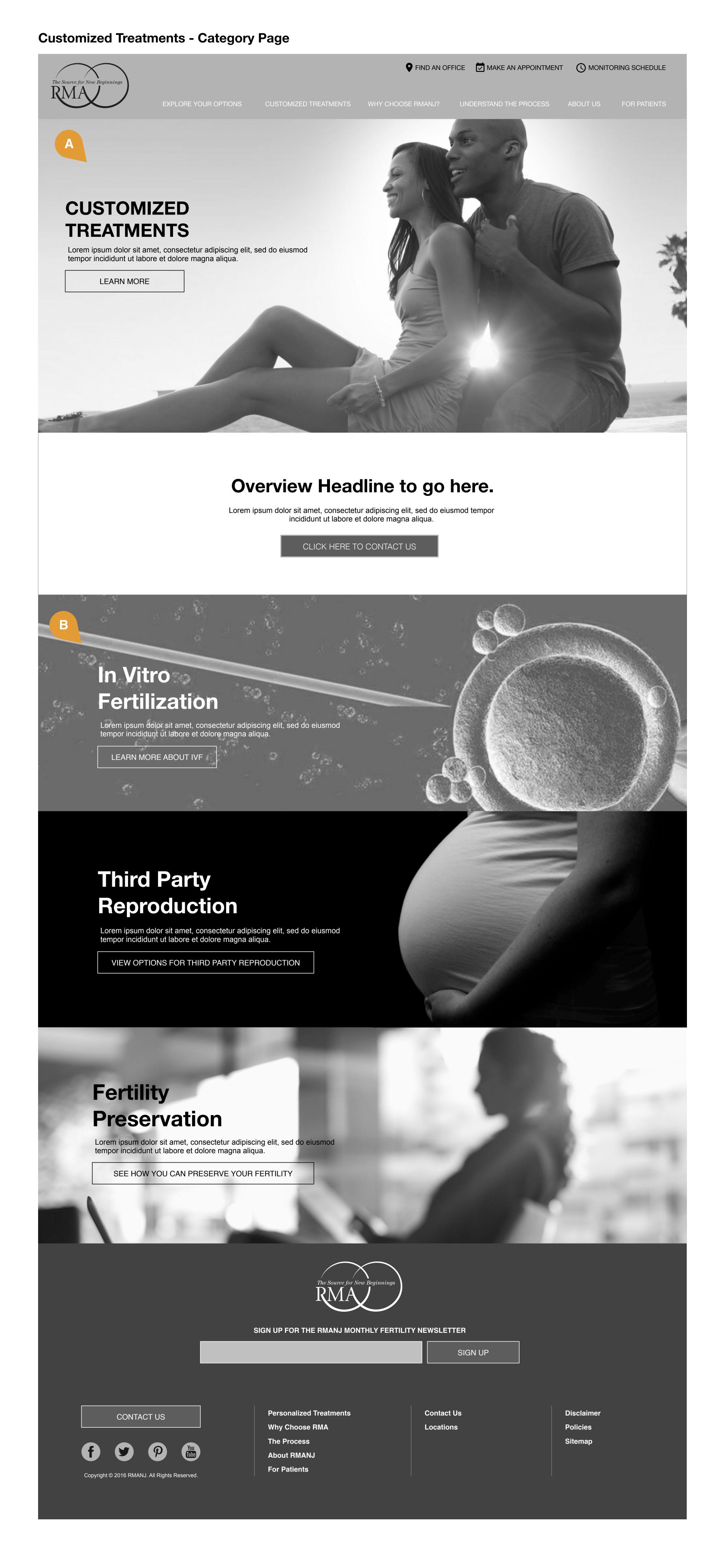
Info Sections System will allow user to navigate to high level info sections about male and female infertility.

PLEASE NOTE: INTERIOR
DETAIL PAGES WITHIN THIS
SECTION TBD

(Based off information PDFs provided. RMANJ to select specific infertility information to highlight)

RMANJ

Section: Customized Treatments



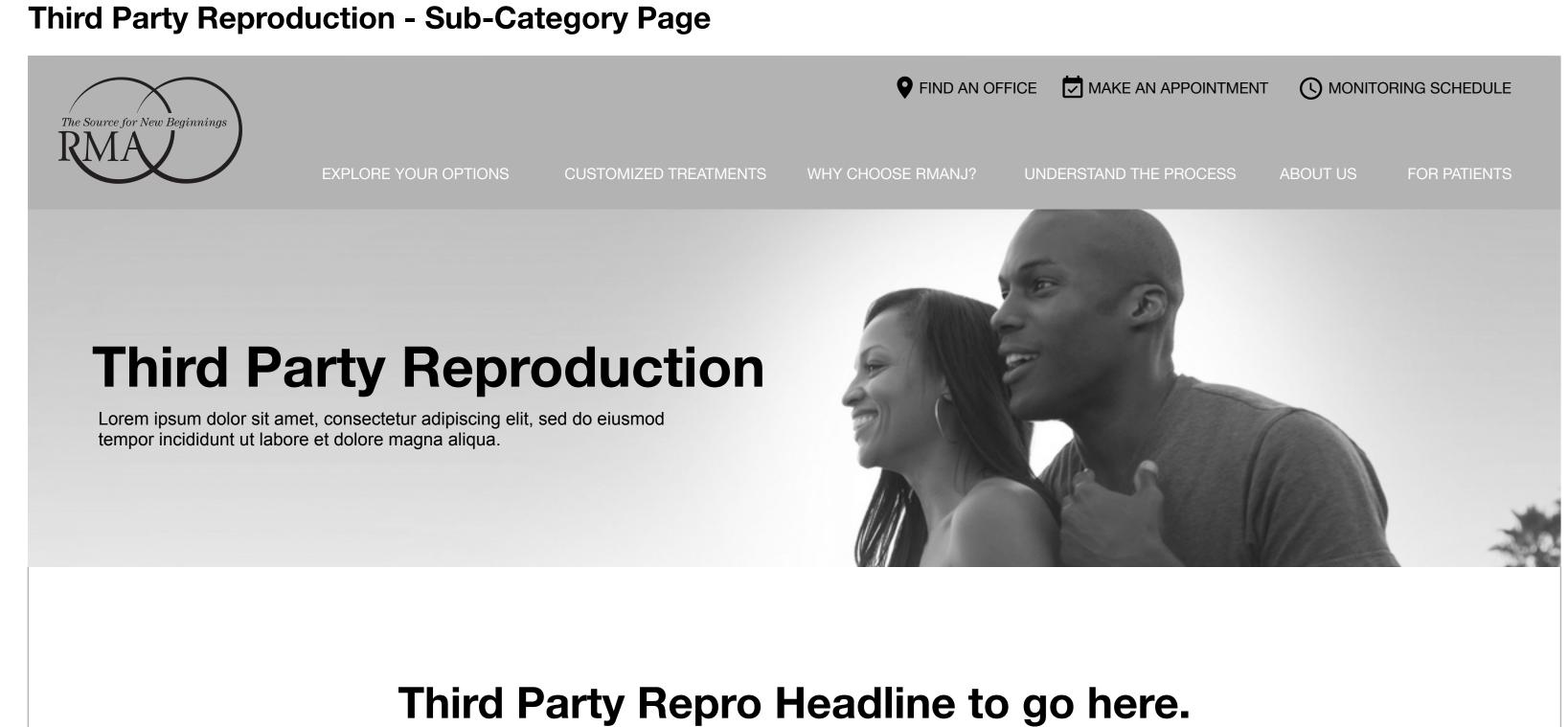
Customized Treatments

- Header Image Category Landing
 Pages will display large, static
 image on top of page.
- Navigation Blocks Category
 Landing Pages will display large
 navigation image blocks, taking
 user to corresponding interior
 detail page, or, sub-category page.

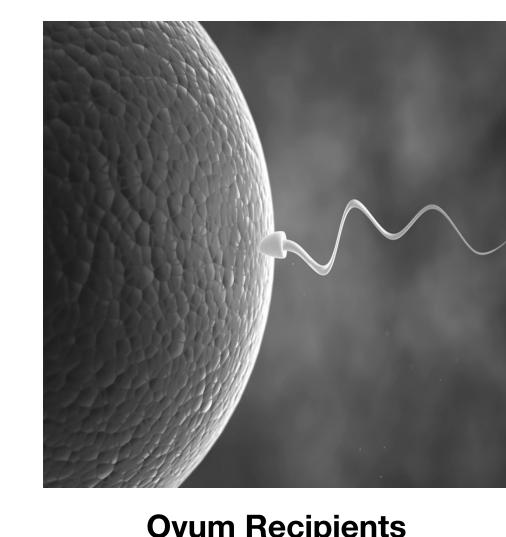


In Vitro Fertilization

- Header Image Category Landing
 Pages will display short, static
 image on top of page.
- Content Whenever possible, content will be centered on page for easy transition to tablet and mobile responsive design.
- Content Blocks Where appropriate, content will be visually decided by subtle changes in background tone.
- Timeline Module For specific treatment detail pages, system will display process timeline module.
- User can click points on timeline to view next stage/info of process.

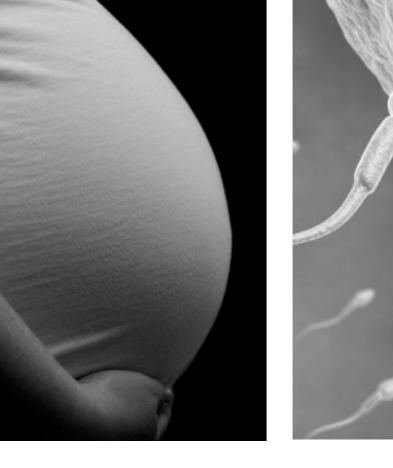


The team at RMANJ is highly experienced at coordinating the full spectrum of fertility treatment services in NJ needed for parents to realize their dream of having a baby. Many options exist but choices are extremely personal. Our third party team of fertility physicians, nurses, and counselors can help you reach the decision that is the most comfortable for you.

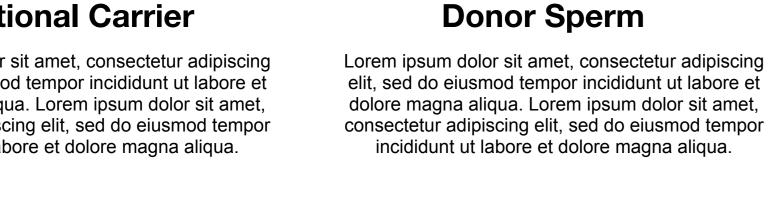


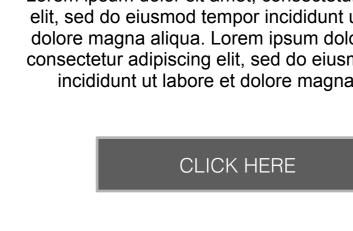
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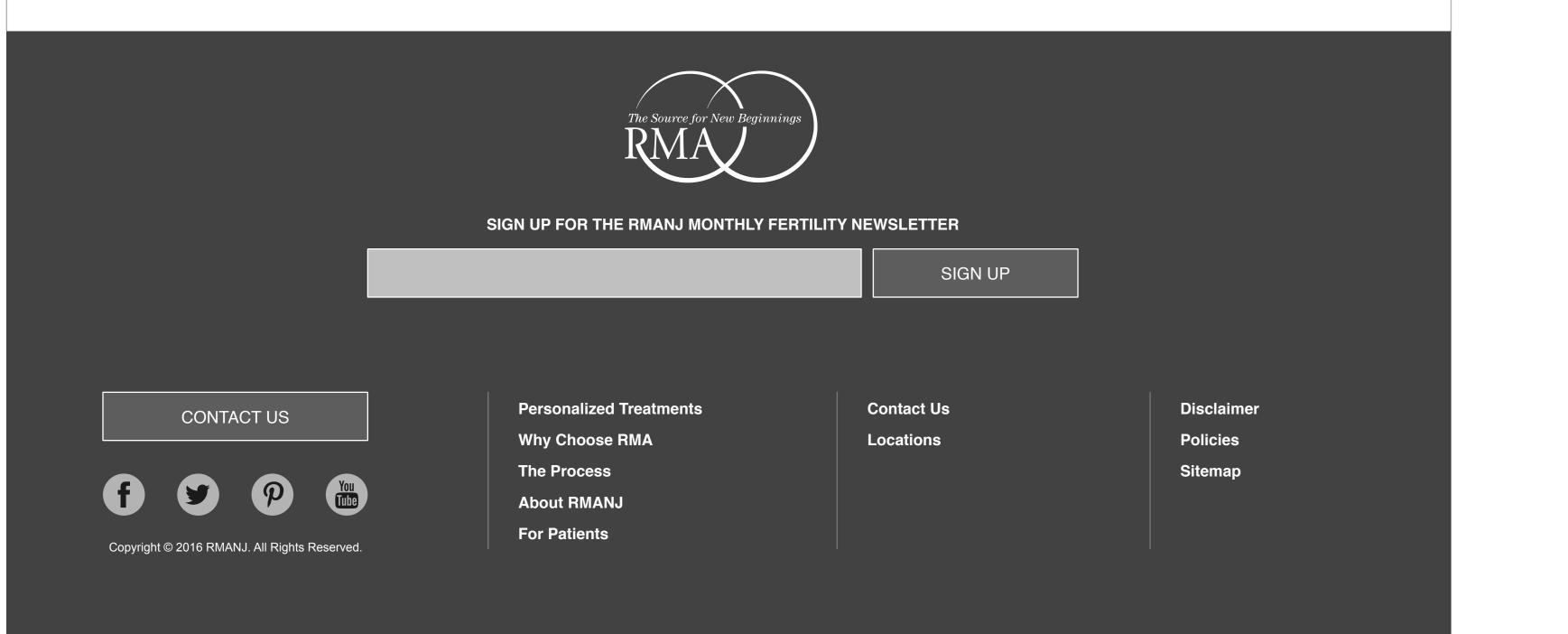
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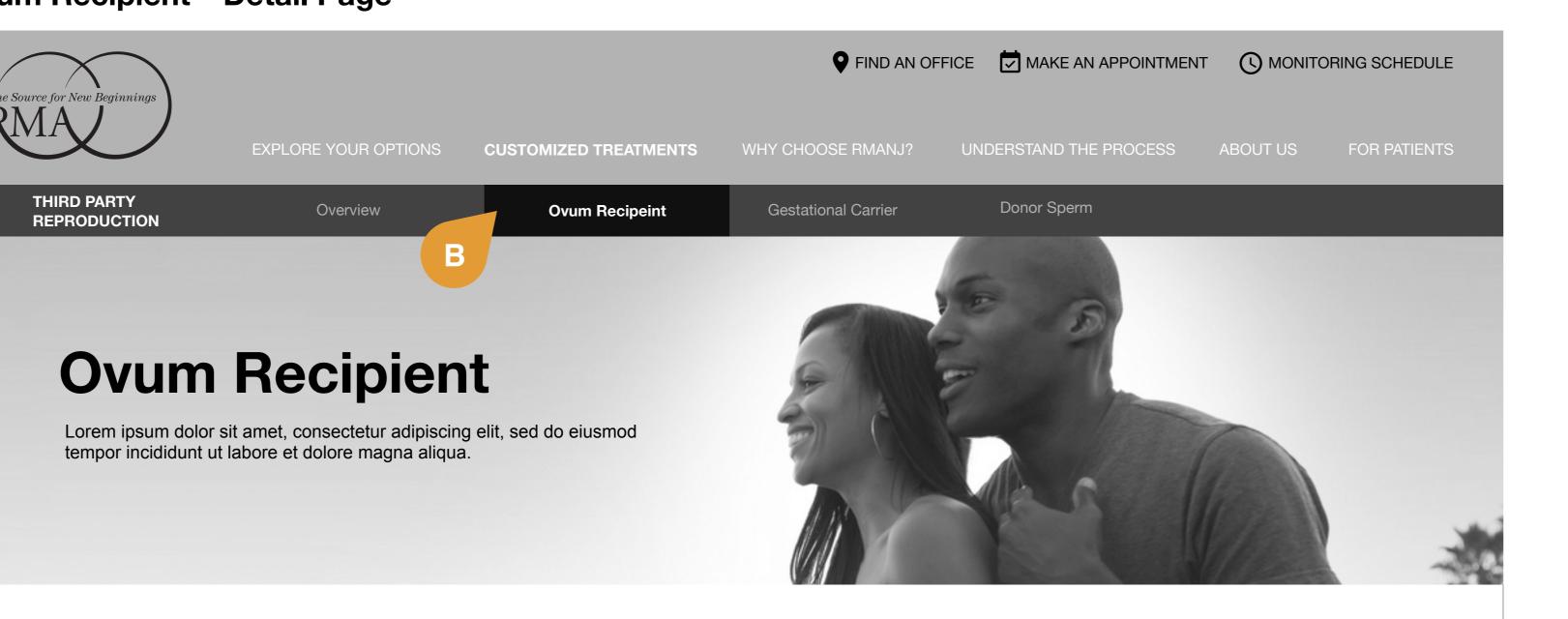
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Ovum Recipient - Detail Page



Ovum Recipient

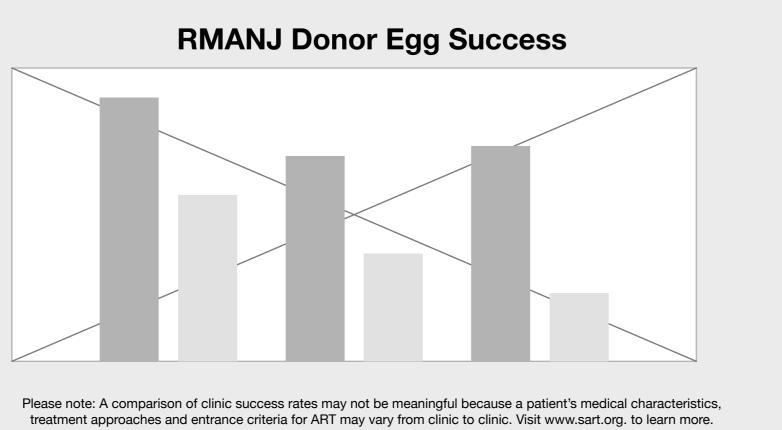
Egg donation is a process in which the eggs of a young, healthy woman (donor) are combined with sperm in the laboratory via in-vitro fertilization (IVF). The resulting embryos are transferred to the uterus of the recipient. Women who participate in RMANJ's Ovatures Egg Donation Program as anonymous donors are between the ages of 21 to 31. All donors must undergo an extensive screening process using standards established by the American Society for Reproductive Medicine. Thanks to egg donation, many women can overcome ovary function or egg production issues to experience the joy of pregnancy and childbirth with our fertility treatment in NJ.

Our team of experienced doctors, nurses and counselors at our fertility clinic can help women and couples explore donor eggs in NJ, and determine whether this process is the right approach for you.

Initial consultations for potential egg recipients at our fertility clinic involve:

 Reviewing your medical history Comprehensive review of the egg donation and recipient process Complete physical examination • Extensive evaluation of your financial considerations and options

The RMANJ Collaborative Wellness Team can answer any and all questions you may have on donor eggs and more at any time during the

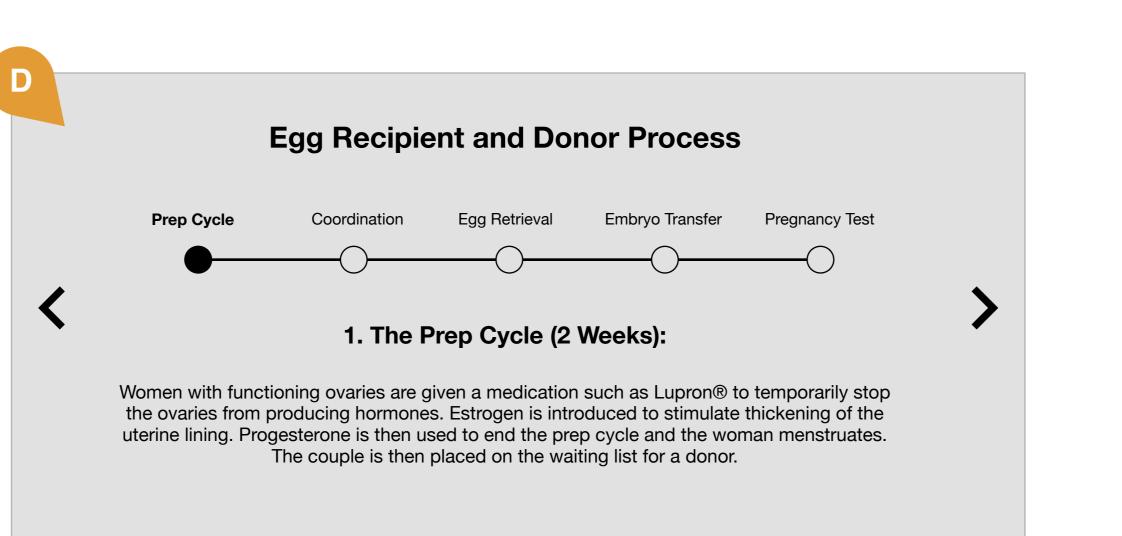


Who are the Egg Donors?

Egg donors come from one of three sources: 1) Anonymous donors identified and screened by RMANJ 2) Anonymous donors identified through a commercial service 3) Known donors identified by the patient (family member, friend)

Women who participate in RMANJ's Ovatures Egg Donation Program as anonymous donors must undergo an extensive medical, genetic and psychological screening process using standards established by the American Society for Reproductive Medicine (ASRM) to participate in donor eggs.

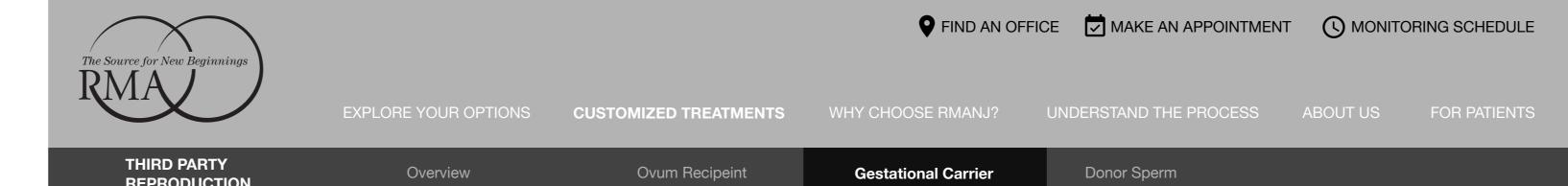
Couples who choose an anonymous donor through our program will have their name placed on a waiting list until a suitable match becomes available. When a donor becomes available, the recipient will receive a full report on the candidate. You can choose not to accept a donor for any reason without compromising your position on the wait list.



For more information on donor eggs in NJ, please contact us today.

CONTACT US

Gestational Carrier - Detail Page



Gestational Carrier

A gestational carrier in NJ is a woman who carries a pregnancy for someone else. It is important to note that the carrier does not provide any genetic contribution to the pregnancy. The team at our fertility clinic works carefully to coordinate all care provided during a gestational carrier cycle. All patients have access to our Collaborative Wellness Team of mental health professionals and counselors who specialize in supporting individuals and couples in fertility treatment.

Who is Eligible?

A physician must first determine that this treatment is appropriate. Our team approach helps to ensure that every stage of this process is coordinated with the highest levels of medical expertise and patient support every step of the way.

Selection and Screening of Gestational Carriers in NJ

Being a gestational carrier is an important responsibility that includes many physical, medical, emotional and legal issues for participants to consider. RMANJ works closely with all carriers, beginning with an intensive physical and psychological screening process at our fertility clinic.

Selected carriers must:

• Take part in a preliminary phone interview with an RMANJ physician and mental health professional Furnish copies of medical records and history Complete preliminary paperwork

 Provide any additional requested materials • The carrier then meets with the recipient couple, nurse, physician and mental health coordinator at a "screening appointment."

Following this appointment:

 Carrier will be briefed on medications used during this procedure. Coordinator reviews the contract between the carrier and the couple. • Carriers and partners must complete a Personality Assessment Inventory (PAI) and participate in a

series of interviews and tests.

MONITORING THE TREATMENT PROCESS

If the gestational carrier is located near an RMANJ clinic, our team will manage all monitoring during the treatment

If the carrier is located outside of driving distance to an RMANJ location, she is responsible for choosing a monitoring facility and providing RMANJ with all contact information. Once a monitoring center is selected, the carrier must schedule all monitoring appointments directly with that center, following guidelines provided by the RMANJ nurse coordinator.

Monitoring facilities must:

Be open at least five days a week

Be able to perform transvaginal ultrasound

 Obtain same-day results for blood tests to measure estrogen and progesterone levels All fees for outside monitoring services used by carriers are paid directly by the intended parents to the treatment center, not through RMANJ.

Gestational Carrier Process All gestational carrier candidates must undergo a prep treatment cycle, unless a woman has already completed a gestational carrier cycle. The prep cycle helps to determine whether the carrier will respond to medications used to prepare the uterine lining. The carrier is given a medication such as Lupron® to temporarily stop the ovaries from producing hormones. Estrogen is introduced to stimulate the uterine lining to thicken. Progesterone is then used to end the prep cycle and the woman menstruates. The process takes 4-5 weeks and consists of

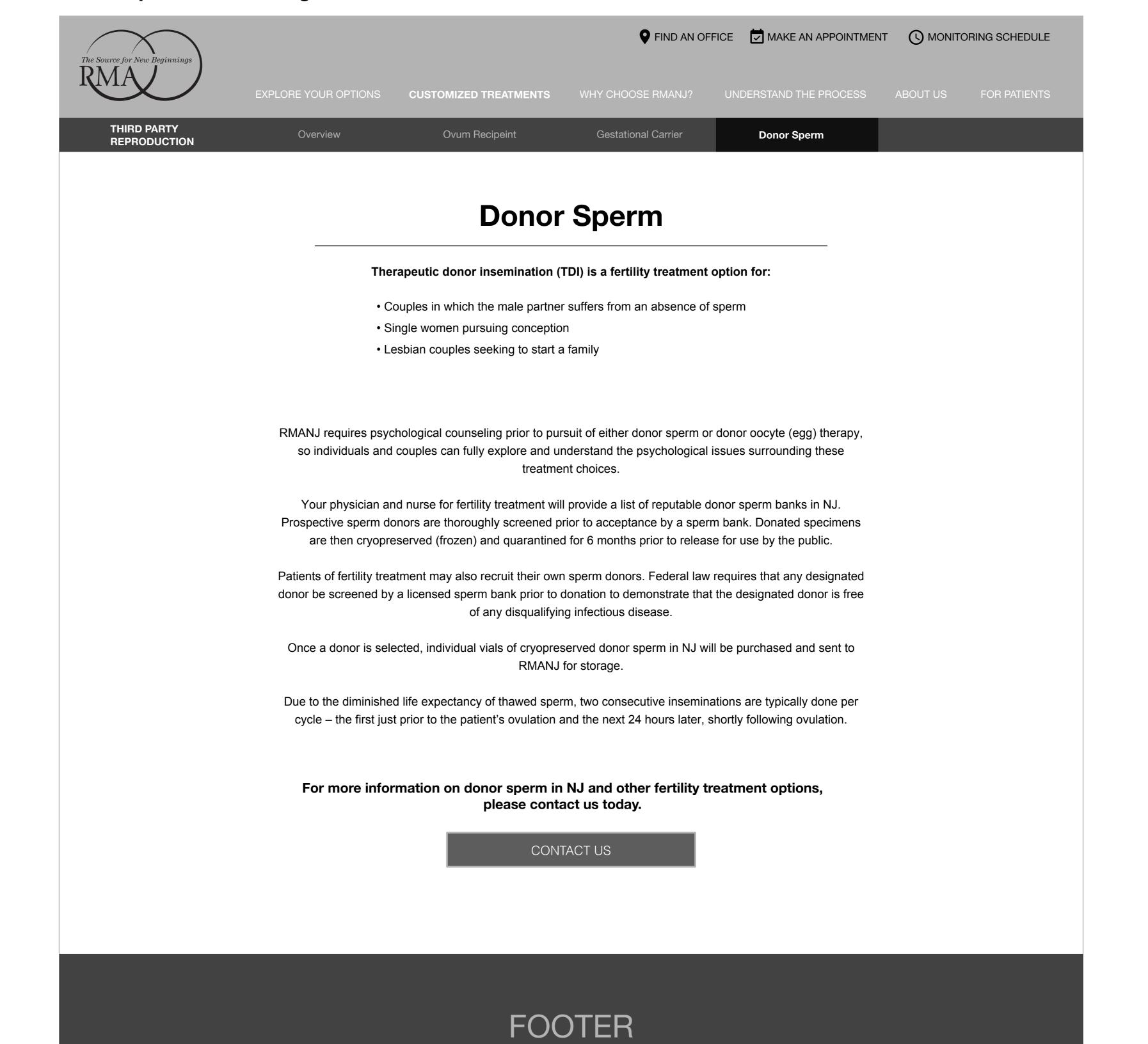
> For additional information on gestational carriers in NJ, please contact us today.

six monitoring visits.

CONTACT US

FOOTER

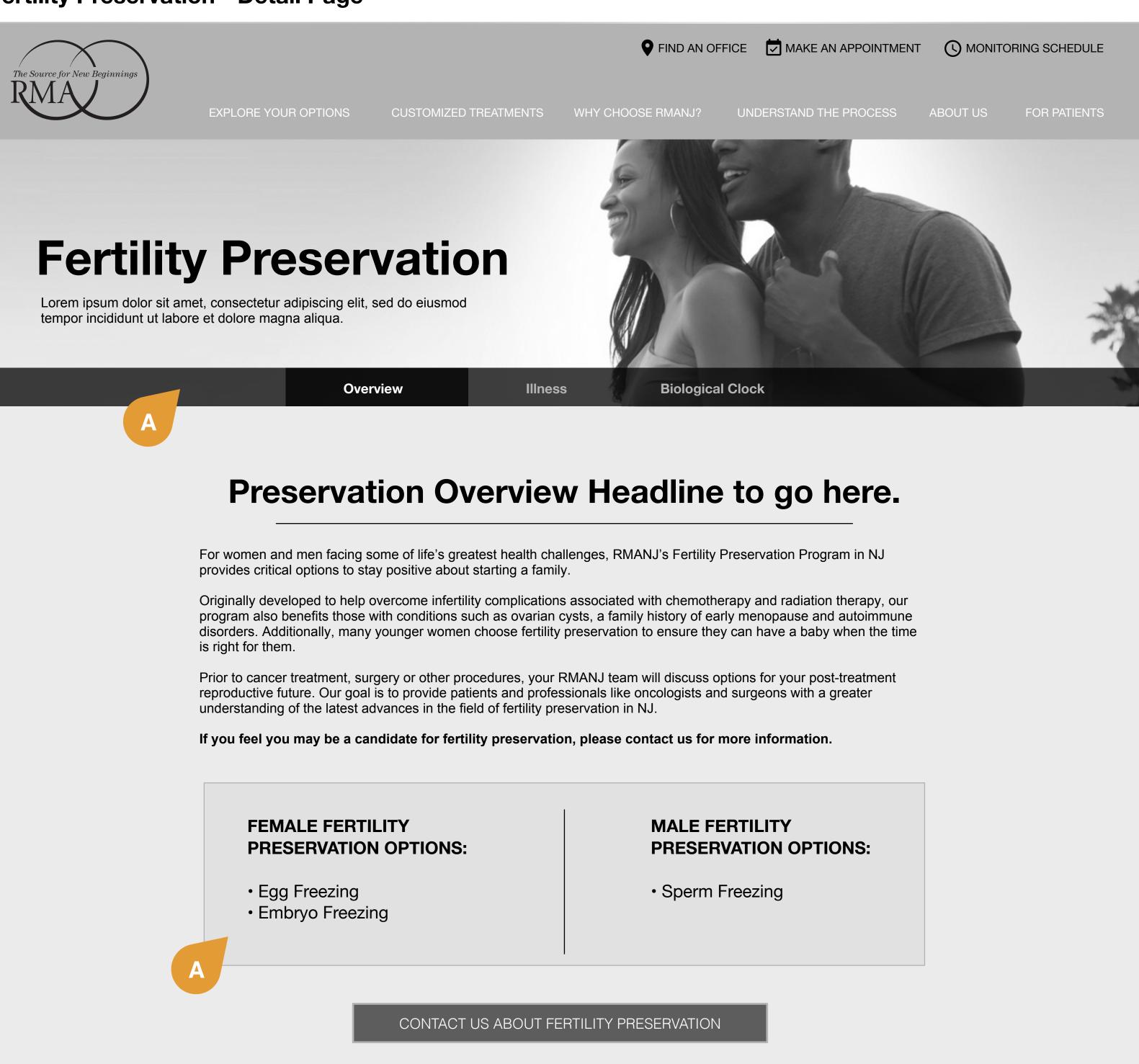
Donor Sperm – Detail Page



Third Party Reproduction

- Subcategory Navigation User can navigate to interior detail pages through subcategory navigation blocks.
- Sub-Navigation Detail pages within Sub-category will allow user to toggle between details pages, to reduce amount of back/forth navigation.
- Sub Nav Behavior As user scrolls down, sub-nav bar will remain pinned below main navigation
- Timeline Module For specific treatment detail pages, system will display process timeline module.

User can click points on timeline to view next stage/info of process.



Illness

When it comes to reproductive issues, RMANJ wants to ensure that you have a clear understanding of the challenges related to fertility after chemo and available fertility treatment in NJ. Effects of cancer treatment can vary depending on treatments, types and physical conditions.

Women are born with a fixed supply of eggs, which can be damaged by cancer treatment, making it potentially impossible for fertility after chemo. Sperm production also can be affected.

FOR WOMEN:

Preservation requires the collection of eggs through hormonal stimulation, similar to the process used during in vitro fertilization (IVF) over a 7-12 day period. This process culminates with an egg retrieval, a minor procedure performed in our office. Eggs can be frozen for future use via a process called vitrification.

FOR MEN:

Preservation can easily be achieved through sperm banking. This option simply requires one or more sperm samples to be frozen for future use.

FOR COUPLES

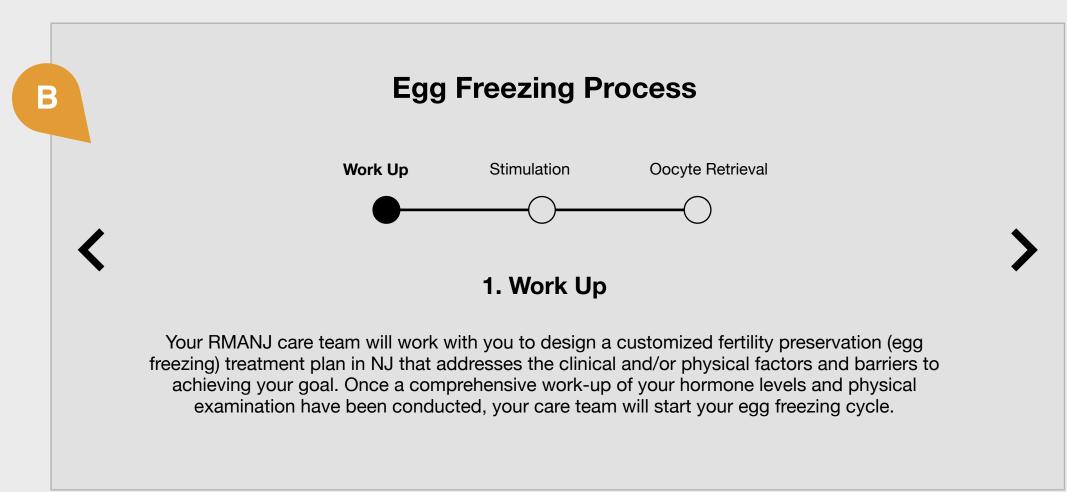
Eggs can be inseminated with sperm in order to create embryos, which can also be frozen for future use in a slightly more efficient manner.

For more information on fertility after chemo and available fertility treatment options in NJ, please contact us today.

CONTACT US

Biological Clock

As a woman ages into her late 30s, the natural decline in the quantity and quality of eggs can create fertility issues, leading to questions on biological clock fertility. However, many women are just not ready to conceive in their 20s and early 30s. Fertility preservation provides a woman with options to have a baby according to her timeline – not the biological clock. This is where freezing your eggs can become an option.

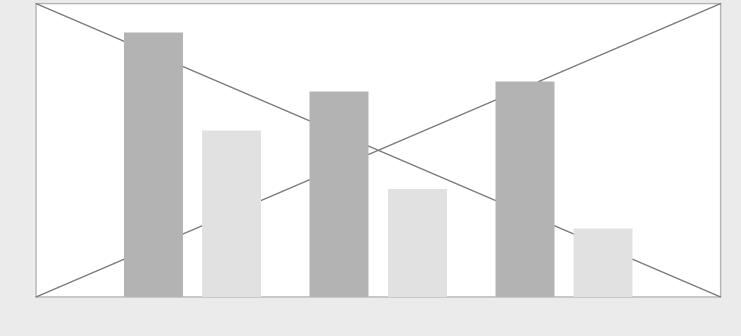


Vitrification

Vitrification is a "rapid freezing" technique that prevents formation of water crystals during the freezing process, minimizing chemical toxicity. Many scientific studies have confirmed that vitrified eggs survive and retain reproductive capabilities better than "slow freezing" or other conventional techniques for freezing eggs. The procedure is available for women between 21 and 40 years old.

Experimenting with many different cryoprotectant combinations and protocols has led to a better understanding of what it takes to reliably freeze, thaw and fertilize human eggs without compromising their reproductive potential, leading to a better understanding of biological clock fertility.

Pregnancy Rates from Embryos created from Vitrified Eggs are Similar to Those from Fresh Eggs



For additional questions and information on biological clock fertility and freezing eggs in NJ, please contact us today.

CONTACT US

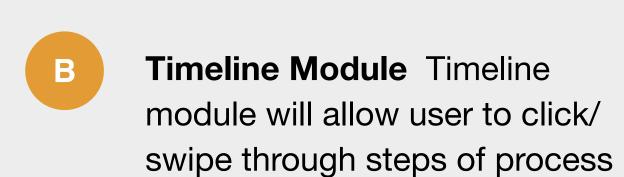
FOOTER

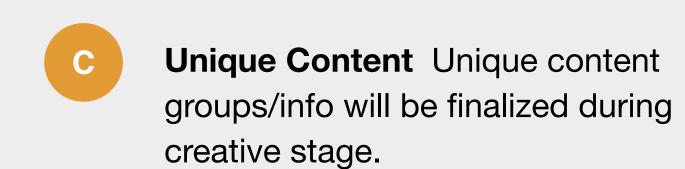
Fertility Preservation



Sub Navigation For "condensed" detail pages that contain multiple items sub navigation will appear, and behave as "jump to" points.

As user clicks, page will scroll to appropriate section.





RMANJ

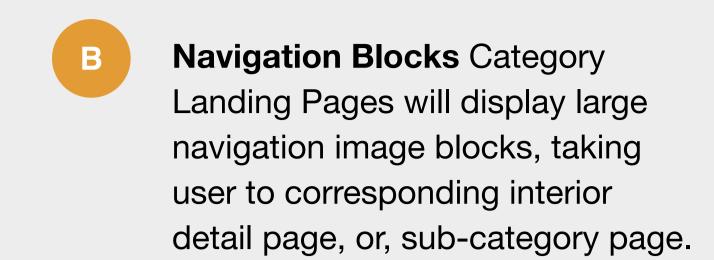
Section: Why Choose RMANJ?

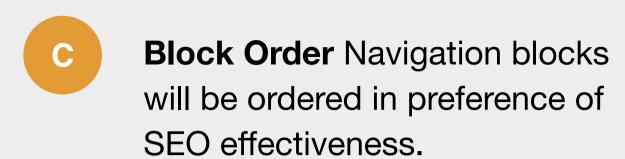


Why Choose RMANJ



Header Image Category Landing
Pages will display large, static
image on top of page.





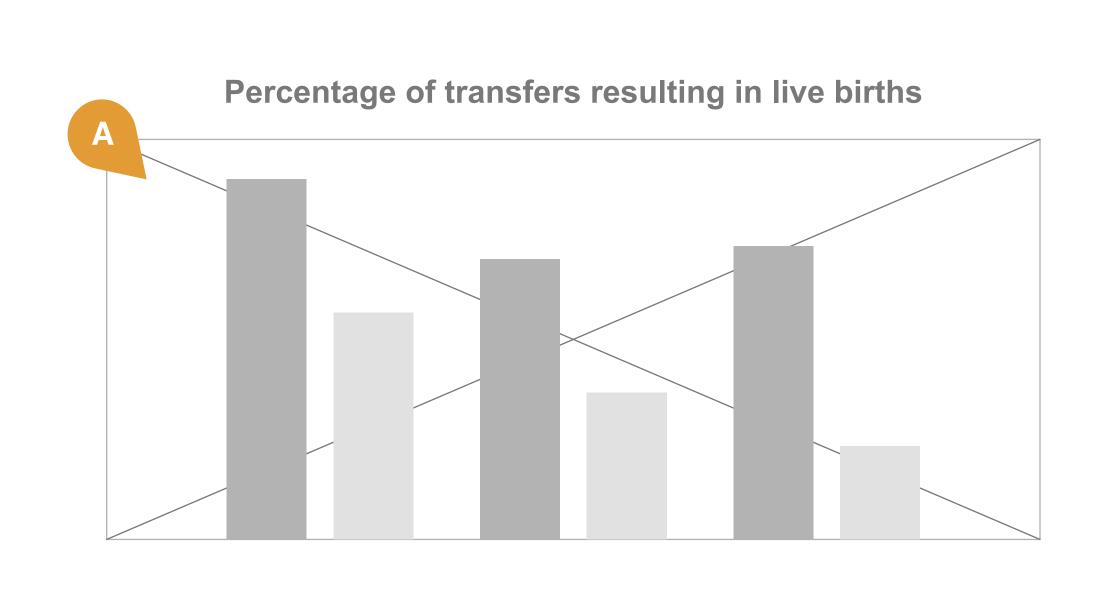
WHY CHOOSE RMANJ?

IVF Success Rates

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IVF Success Rates

As required by the Fertility Clinic Success Rate and Certification Act of 1992, reproductive endocrinologists must report in-vitro fertilization (IVF) delivery rates to the Centers for Disease Control (CDC) and The Society of Assisted Reproductive Technology (www.SART.org), the primary organization of professionals dedicated to the practice of Assisted Reproductive Technologies in the United States.



are among the highest rates in the US for women under 35. These outstanding delivery rates are the result of the experience and dedication of our healthcare providers, individualized IVF protocols, laboratory conditions and techniques like extended embryo culture, endometrial synchrony, trophectoderm biopsy, and breakthrough technologies like comprehensive chromosome screening (www.select-ccs.com). Please click here to view RMANJ's Clinic Summary Report.

RMANJ is pleased to share our most current IVF success rates as reported to SART. As you can see, our rates

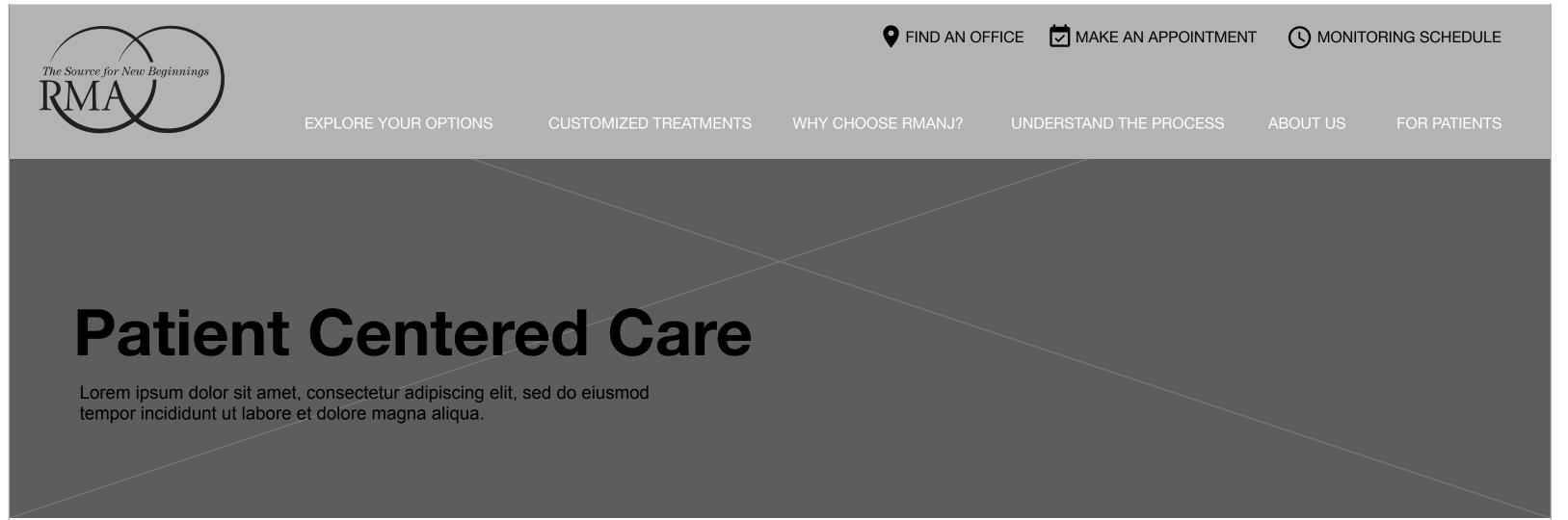
Please note: A comparison of clinic success rates may not be meaningful because a patient's medical characteristics, treatment approaches and entrance criteria for ART may vary from clinic to clinic. Visit www.sart.org to learn more.

For additional information on our IVF success rates & procedure in NJ, please contact us today.

CONTACT US

FOOTER

Patient Centered Care - Detail Page



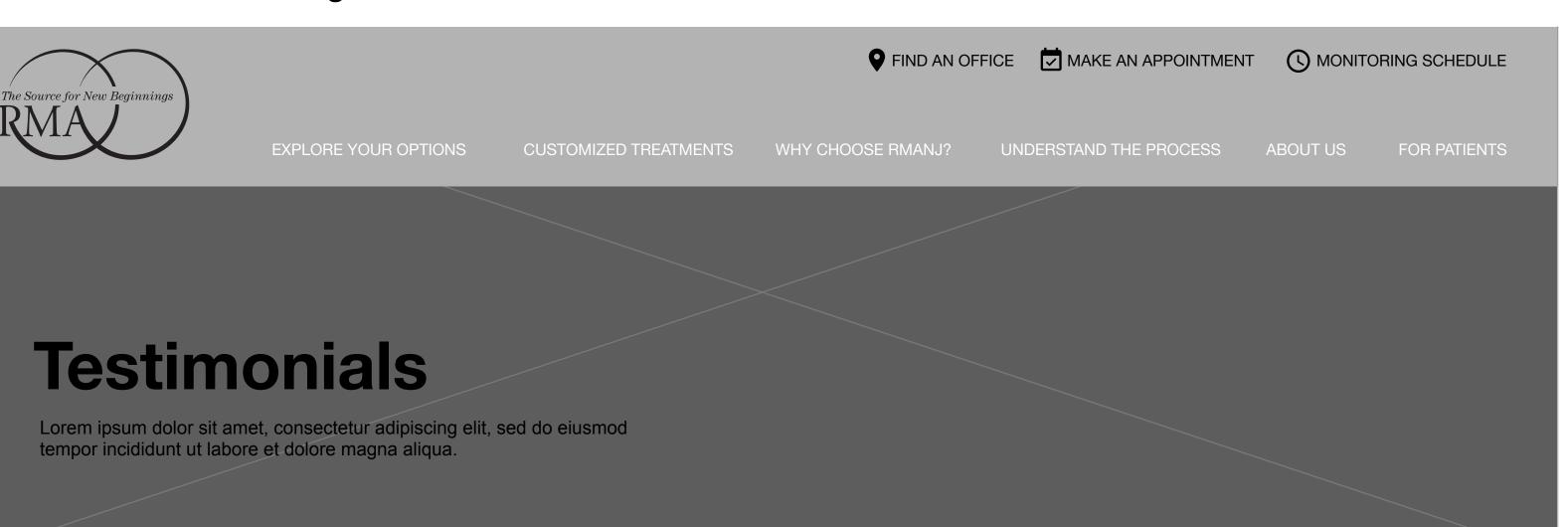
Patient Centered Care

Some of our team here at RMANJ were patients just like you – so we understand fertility treatment is often life-changing and emotional. We also understand that there are other things that are important during your cycle – family, friends, and work. We have 10 offices across New Jersey to provide you with the most convenient geographic choices for care. RMANJ is open 7 days a week and offers weekend cycle monitoring at our Basking Ridge and Eatontown locations to support a successful experience. For patients who are working during their cycle, fertility treatment monitoring starts every day at 6 am to minimize any inconveniences with your daily commute. RMANJ physicians – not technicians – conduct cycle monitoring providing a higher level of personalized care and a chance to have those every day questions answered every day.

approach to offering individual care with fertility doctors translates to fewer delays to starting and working with your natural menstrual cycle. Our entire team of fertility treatment professionals takes pride in offering the simple touches and conveniences that help you stay positive.

Patient centered care also means we don't batch or group patient cycles together just to make it easier for us. It's your cycle not ours. The RMANJ

If you have any questions about our fertility treatment services and doctors in NJ, please contact us today.



Our Patients Say it Best

For more than 15 years the team at Reproductive Medicine Associates of New Jersey has been helping hopeful parents everywhere by providing unmatched IVF success rates, advanced technologies, and patient centered care. We've learned over that time that every patient is a person with a unique medical history as well a personal story. These personal stories, situations, and insights can help others at a time when they may need it the most. They often provide context

- when many hopeful parents are overwhelmed with content and trying to make sense of the many details surrounding their infertility care. We invite you to share your story and insights with other hopeful parents at RMANJ. We'd love to have you provide a short testimonial, observation, or lighthearted reflection that we should share with other patients anonymously or known.
- We're happy to receive your testimonial in words, video, or audio. With your permission we will post them on our website and use in other patient communication materials. It's our hope that your stories and words of encouragement will help others.



RMANJ is the Best in the Business. Dear Dr. Rauch, Words can't describe how grateful me and my husband are that we are finally pregnant due to your perseverance and determination. You are such a kind, caring, sensitive doctor and I can tell during each of my

appointments that you truly cared about me as your patient. You are an AMAZING doctor! Going through infertility treatment has been such a stressful time for me and my husband, you have always put me at ease with your bedside manner and it meant a lot to me you calling me on your days off when I was so upset. I plan to recommend you to anyone going through the same infertility struggles as I have, and I promise I will be blogging about you on the RMA website patient blog. Wish you and your family a happy holiday and a healthy New Year! Thank you from the bottom of our hearts, Monique & Joseph

Location, Date Information

Truly Blessed with a Miracle

Dear Dr. Rauch, Words can't describe how grateful me and my husband are that we are finally pregnant due to your perseverance and determination. You are such a kind, caring, sensitive doctor and I can tell during each of my appointments that you truly cared about me as your patient. You are an AMAZING doctor! Going through infertility treatment has been such a stressful time for me and my husband, you have always put me at ease with your bedside manner and it meant a lot to me you calling me on your days off when I was so upset. I plan to recommend you to anyone going through the same infertility struggles as I have, and I promise I will be blogging about you on the RMA website patient blog. Wish you and your family a happy holiday and a healthy New Year! Thank you from the bottom of our hearts,

Monique & Joseph Location, Date Information

READ MORE SHARED STORIES

SHARE YOUR STORY

Share Your Story

We'd love to have you provide a short testimonial, observation, or lighthearted reflection for us to share with other patients anonymously or known. Here are some sample questions to help you get started:

- Can you tell use a little bit about yourself? What made you decide to see an infertility specialist? What was your experience with your RMANJ care team? After going through the experience what impacted you the most?
- Was there someone in your life who helped you keep going during your cycle? Would you recommend RMANJ to someone else? If so, why?
- Tell Your Story Here

By sharing, you are consenting to Reproductive Medicine Associates of New Jersey (RMANJ) the use and disclosure of the information in your photo/video/testimonial and acknowledgement that the photo/video/testimonial on the RMANJ website and other related materials. You can opt out at any time by giving RMANJ written notice of your revocation via email to mystory@rmanj.com. se of Consent: By submitting this form, you are consenting to Reproductive Medicine Associates of New Jersey (RMANJ) the use and disclosure of the information in your photo/video/ testimonial and acknowledgement that the photo/video/testimonial may be distributed to the public. Right to Revoke:
You have the right to revoke this Release at any time by giving us written notice of your revocation and submitting it to the Department Contact listed above. Please understand that revocation of this Release will not affect any action RMANJ took in reliance on this Release before receiving your revocation. I hereby authorize RMANJ to use my photo/video/testimonial and any information in the photo/video/testimonial in its marketing, advertising, public relations efforts or promotional and educational materials used to market or advertise. I understand and approve the disclosure by RMANJ of photo/video/testimonial information to the media and other individuals and entities that may be

volved in RMANJ's marketing, advertising or public relations efforts. I acknowledge that the media may be interested in my story, and I am willing to be contacted for participation in media

I am of legal age and freely agree to this release, which I have read and understood.

Single Embryo Transfer - Detail Page

FIND AN OFFICE MAKE AN APPOINTMENT MONITORING SCHEDULE

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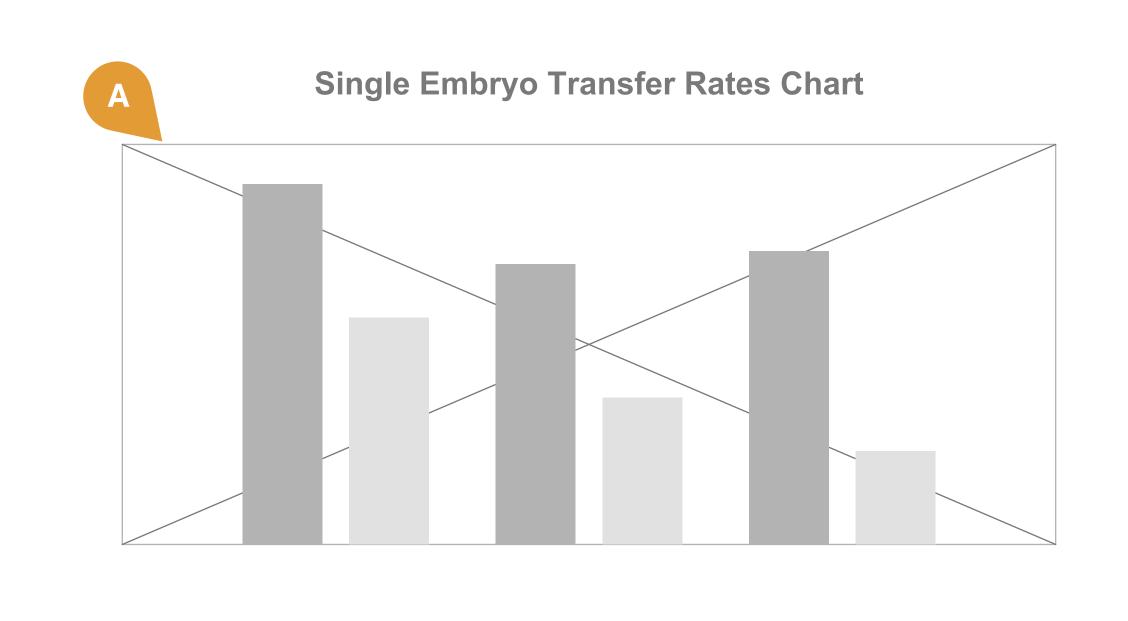
About Single Embryo Transfer

Single embryo transfer (SET) is just one of the effective treatment options available at RMANJ and just one of the ways we're redefining the IVF experience and expectations of success at our IVF clinic in NJ.

Through a safe, unique, quick, and well-validated embryo selection method called SelectCCS, we're able to maintain high pregnancy and delivery rates with SET. We're here to help you have the family you want and just one baby at a time if you choose.

Until recently, visual-based embryo selection methods have limited the use of single embryo transfer in NJ, as success rates were not as high as when two or more embryos were transferred. The transfer of two or more embryos may result in high-risk and complicated pregnancies and deliveries. But now, the promise of single embryo transfer – uncompromised success with fewer complications – is a reality at RMANJ.

The data below comes from RMANJ's BEST Trial presented recently at the 2012 American Society of Reproductive Medicine Meeting in October. The data shows no difference in pregnancy rates when a single screened embryo is transferred compared to two unscreened embryos. Learn more about this breakthrough study.



THROUGH SET AND CCS: Women can avoid health risks that are associated with carrying multiples, including increased

chance of Caesarean section, longer recovery periods following birth, and other complications. We also can prevent the numerous medical complications that can affect twins, triplets or higher multiples during pregnancy, birth or for a lifetime, such as premature birth, low birth rate, Ask your RMANJ doctor or nurse about single embryo transfer and CCS. In 2013 RMANJ donated SelectCCS to the Foundation for Embryonic Competence (FEC), a non-profit organization dedicated to improving outcomes and advancing knowledge in the areas of research, diagnosis, and education. SelectCCS is owned and operated by the Foundation for Embryonic Competence (www.feclabs.org).

For more information on Single Emryo Transfer in NJ, please contact us today.

More about Single Embryo Transfers

More than 30 years after the first successful in vitro fertilization (IVF) procedure, the American Society for Reproductive Medicine stated their opinion that "The goal of infertility treatment is for each patient to have one healthy child at a time."1 Nevertheless, twin birth rates in the United States continue to rise.

Although the majority of twin births in the US are naturally conceived, the incidence of twins resulting from stimulated ovulation and assisted reproductive technologies (ART) is more than 20 times greater than that of naturally conceived twins.1 IVF touches many stakeholders – patients, their offspring, healthcare providers, insurance companies, as well as employers of patients undergoing the time-consuming and invasive treatments. Each of these groups may primarily focus only on its own

immediate concerns and needs, not incorporating how each step and choice along the path are intricately tied to one another.

WATCH PANEL OF EXPERTS VIDEO



(SET) for IVF; and the benefits of new technologies and procedures helping to establish SET the standard of care going forward. Published by Reproductive Medicine Associates of New Jersey, the report from the meeting titled "Redefining Success in IVF: Reducing the Burden of Care" summarizes the data, discussion, and recommendations of the of the expert panel. 1. Multiple gestation associated with infertility therapy: an American Society for Reproductive Medicine Practice Committee opinion. Fertil Steril 2012;97(4):825-834. Please fill out the form below to download or request a free a copy of the report.

Once completed you will be automatically be sent to the download page. You can download a PDF version to your computer or an eBook to your iPad. If you have requested a printed copy, it will be mailed out to you via USPS. Please allow 5-7 business days.



Select CCS - Detail Page

FIND AN OFFICE MAKE AN APPOINTMENT MONITORING SCHEDULE Select CCS Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Select CCS

Many IVF programs are still relying heavily on judging an embryo's potential to implant by how it looks under the microscope – essentially

judging a book by its cover. But at RMANJ, our evidence-based approach demands we do more, and that is what comprehensive chromosome screening in NJ is all about.

RMANJ led the development of a one-of-a-kind, well validated, 24-chromosome screening process called SelectCCS which safely identifies whether embryos have a normal number of chromosomes (euploidy) or an abnormal number of chromosomes (aneuploidy). Since we now know genetic errors can occur with all 23 pairs of chromosomes, our screening process is comprehensive by counting all chromosomes at the molecular level and more accurate than previous testing processes that only count a handful of chromosomes. Current data suggests that 50-70% of miscarriages are due to embryos with too few or too many chromosomes. At the same time we know that the frequency of aneuploidy increases with age. Using a more comprehensive and evidence-based approach like SelectCCS during the embryo selection process can improve safety and efficacy of your IVF cycle. SelectCCS has demonstrated to be 98% accurate in determining aneuploidy2,3.

Select CCS Success Rates

success rates without complications often associated with twin pregnancies and deliveries. "Advances in screening technology that allow us to rapidly and safely determine if an embryo is chromosomally normal now make 'SET' a more viable pathway to pregnancy for couples undergoing IVF. We can reduce the risk of twins, which tend to be more complicated pregnancies, but thanks to improved freezing technology not reduce the chance of having two children if that's what a couple wants in the long

SelectCCS also makes the promise of single embryo transfer (SET) a reality, providing uncompromising

Eric J. Forman, MD, FACOG, BEST Trial Investigator

Learn how SET can make the promise of "one embryo, one healthy baby" a reality.

In 2013 RMANJ donated SelectCCS to the Foundation for Embryonic Competence (FEC), a non-profit organization dedicated to improving outcomes and advancing knowledge in the areas of research, diagnosis, and education. SelectCCS is owned and operated by the Foundation for Embryonic Competence (www.feclabs.org).

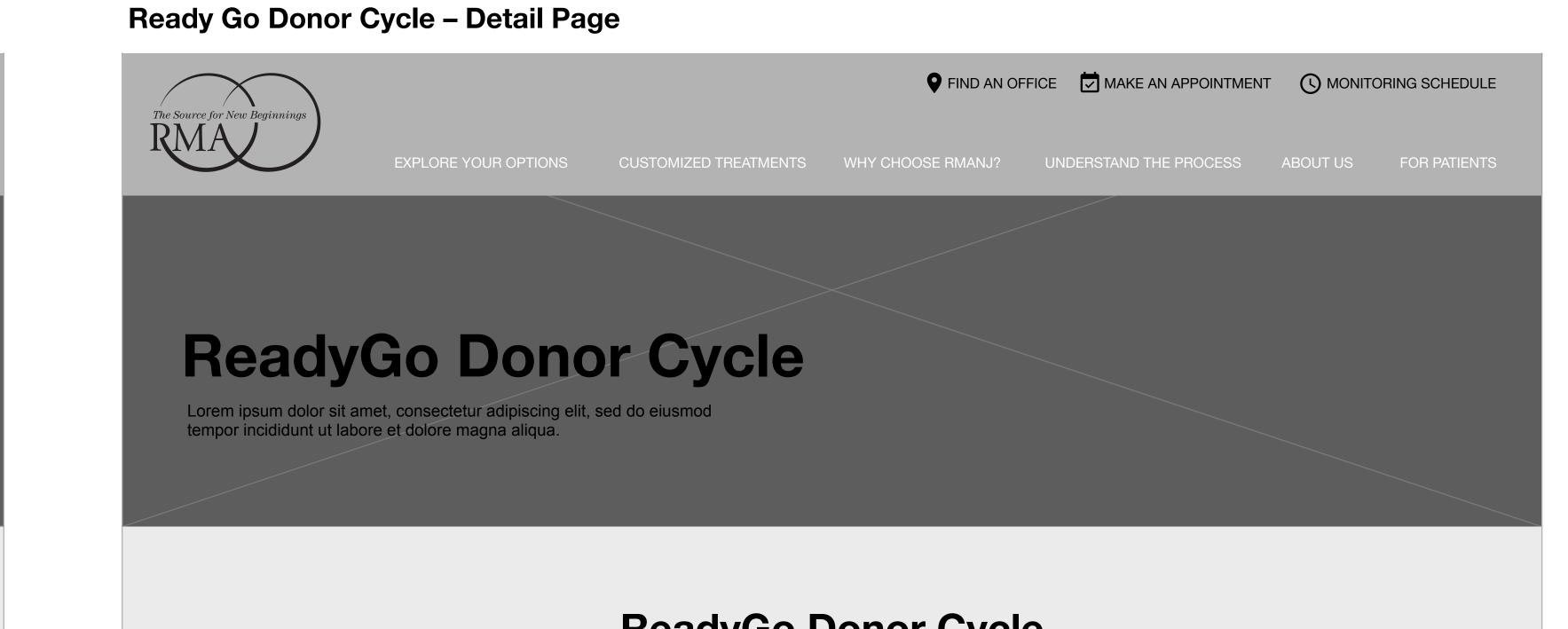
Comprehensive chromosome screening (SelectCCS) in NJ helps provide effective fertility treatment in NJ. For more information, please contact us today.

CONTACT US

1. Scott RT, Jr., Upham K, Forman E, Hong K, Scott K, Taylor D, Tao X, Treff NR. Blastocyst biopsy with comprehensive chromosome screening and fresh embryo transfer significantly increases in vitro fertilitzation implantation and delivery rates; a randomized controlled trial. Fertil Steril 2013. In Press. 2. Richard T. Scott Jr., M.D., Kathleen Ferry, B.S., Jing Su, M.S., Xin Tao, M.S., Katherine Scott, M.S., and Nathan R. Treff, Ph.D. Comprehensive chromosome screening is highly predictive of the reproductive potential of human embryos: a prospective, blinded, nonselection study. Fertility and Sterility. April 2012; 97(4):870-5. 3.Forman, E.J., Tao, X., Ferry, K.M., Taylor, D., Treff, N.R., Scott, R.T. Single Embryo Transfer with Comprehensive Chromosome Screening Results in Improved Ongoing Pregnancy Rates and Decreased Miscarriage Rates. Human Reproduction. April 2012; 27(4): 1217-22.

Please note that a comparison of clinic success rates may not be meaningful because a patient's medical characteristics, treatment approaches and entrance criteria for ART may vary from clinic to clinic. We encourage you to learn more at www.sart.org.

FOOTER



ReadyGo Donor Cycle

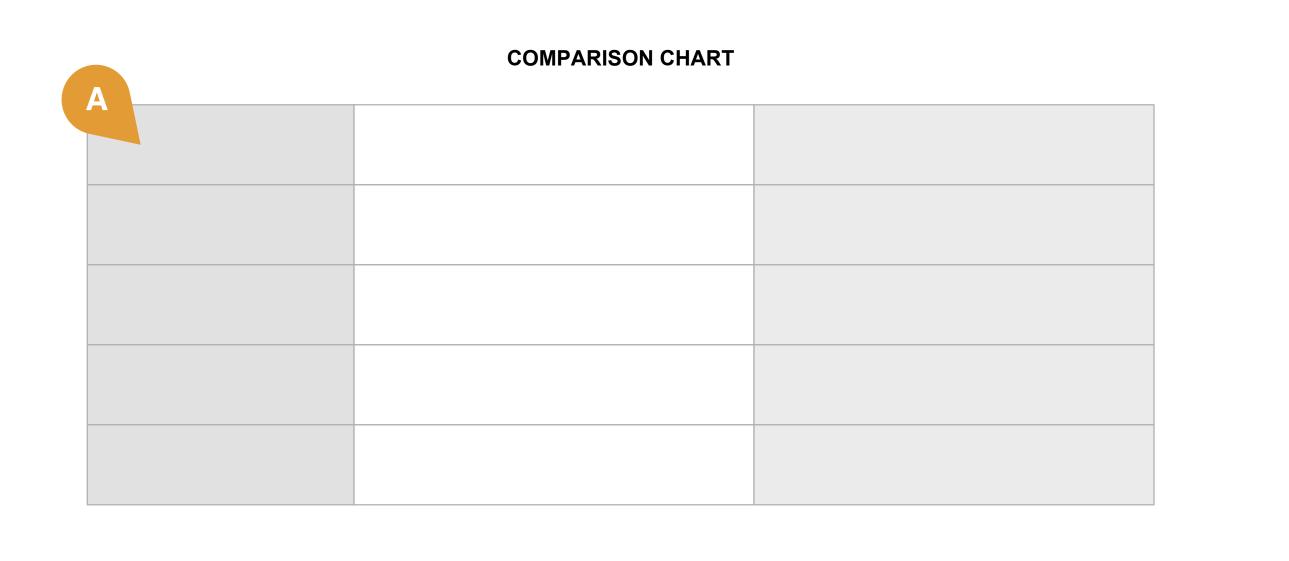
ReadyGO combines the expertise and fertility treatment services of RMANJ and NW Cryobank, a leader in egg banking in the US. This program is available to our egg donor recipients looking for a faster track to completing a donor cycle.

MULTIPLE CHANCES FOR SUCCESS ReadyGO provides multiple cycles until a live birth is achieved or all embryos are transferred for a single package price. FAST, SAFE, EFFECTIVE

ReadyGO provides a safe and effective path to completing a donor cycle without the waiting list of a traditional fresh cycle. FINANCIAL PROTECTION

ReadyGO provides a combined 80% financial refund if unsuccessful.

NW Cryobank Guarantee can be used independently of ReadyGO Package with a single RMANJ donor cycle. Please visit www.nwcryobank.com for more information about pay as you go orders and pricing.



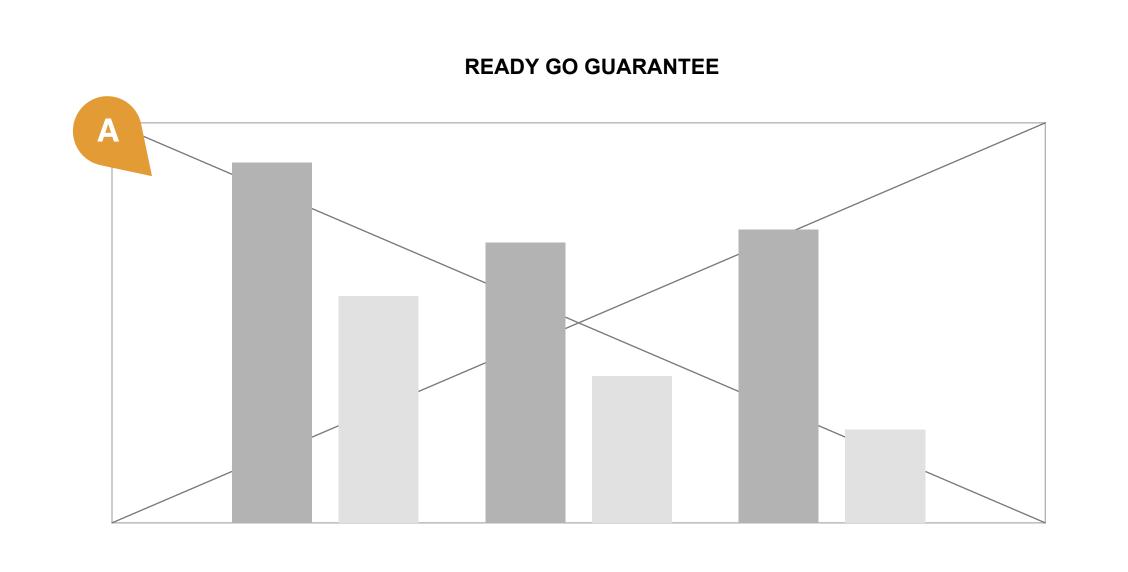
PATHS TO PREGNANCY RMANJ provides options when considering egg donor cycles. With industry-leading results & fertility treatment, you can expect an 85% cumulative success rate regardless of which option you choose, however, ReadyGO provides the benefit of both time and cost savings.

SINGLE PRICE. MULTIPLE TRANSFERS.

If a live birth is achieved on your first cycle you will pay about 35% more than a traditional single fresh donor cycle.

The ReadyGO package allows you to cycle until all embryos created using NW Cryobank eggs are transferred. FINANCIAL PROTECTION

If no live birth is achieved after all embryos are transferred over multiple cycles, you will be refunded 80% of the cost of the ReadyGO package, giving you the resources to build your family through other means.



For more information on our Ready Go Program, please contact us today.

FOOTER

Why Choose RMANJ - Detail Pages

Header Image Detail pages will display unique charts and graphs specific to topic. Visual design of charts/graphs to be finalized in creative stage.

> Testimonials Testimonials will be displayed in a "user review" like fashion. Where applicable, review will feature photo uploaded from

Testimonial submission form Form will allow user to submit testimonial, along with upload Collaborative Wellness - Sub-Category Page

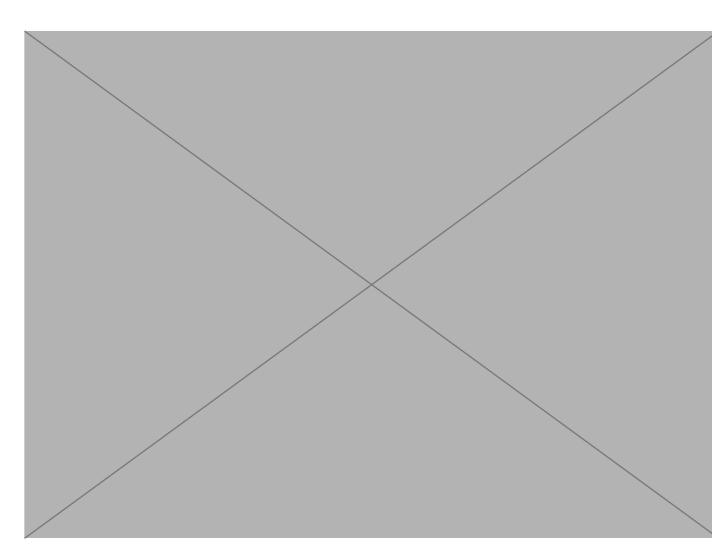
Collaborative Headline to go here.

There's always a place that is safe to talk about the many emotions that come along with infertility care & fertility treatment in NJ. And there's always someone who understands what you might be going through. Frustration, anger, isolation, and anxiety are too often experienced by hopeful parents looking for answers to a few basic questions like "Why is this happening to me?" and "Will I get pregnant?"

The Collaborative Wellness Team at RMANJ provides judgment-free emotional and physical support during your cycle. Our compassionate experts can be a helpful sounding board whether you're thinking about infertility treatment for the first time, in the middle of a treatment cycle, or deciding which third party reproduction options are best for you.

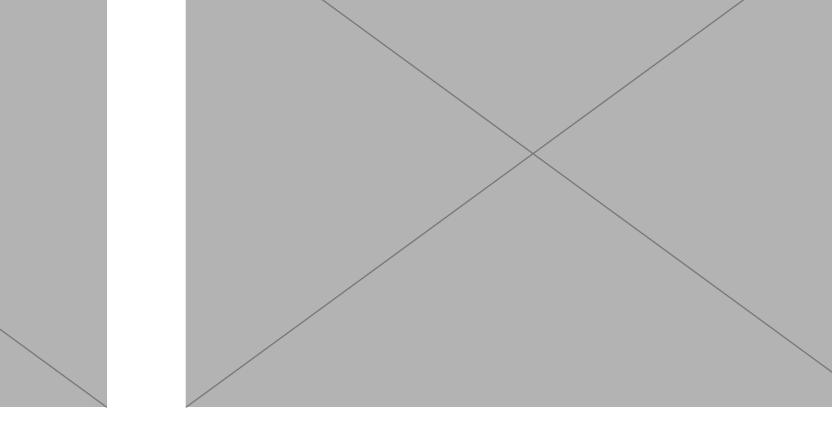
The Collaborative Wellness Team at RMANJ provides counseling, acupuncture, yoga, nutritional guidance, and other natural interventions to complement your clinical care with our fertility doctors in NJ. If you're looking for someone to talk to about the ups and downs of treatment as an individual or couple, our counseling experts are here to listen. For patients dealing with the loss of a pregnancy or coping with cancer and the need for fertility preservation, counseling could provide the right perspective at the right time.

Our Collaborative Wellness Team offers natural interventions to complement your clinical care:



Counselling Support Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet,

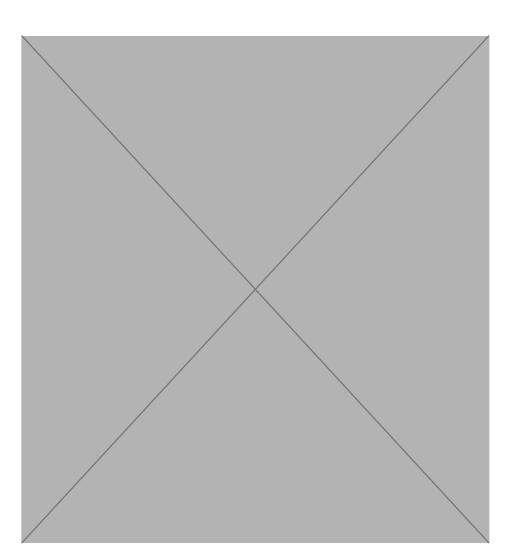
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Your Wellness Team Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

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Fertility Yoga Lorem ipsum dolor sit amet, consectetur adipiscing dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Diet and Nutrition

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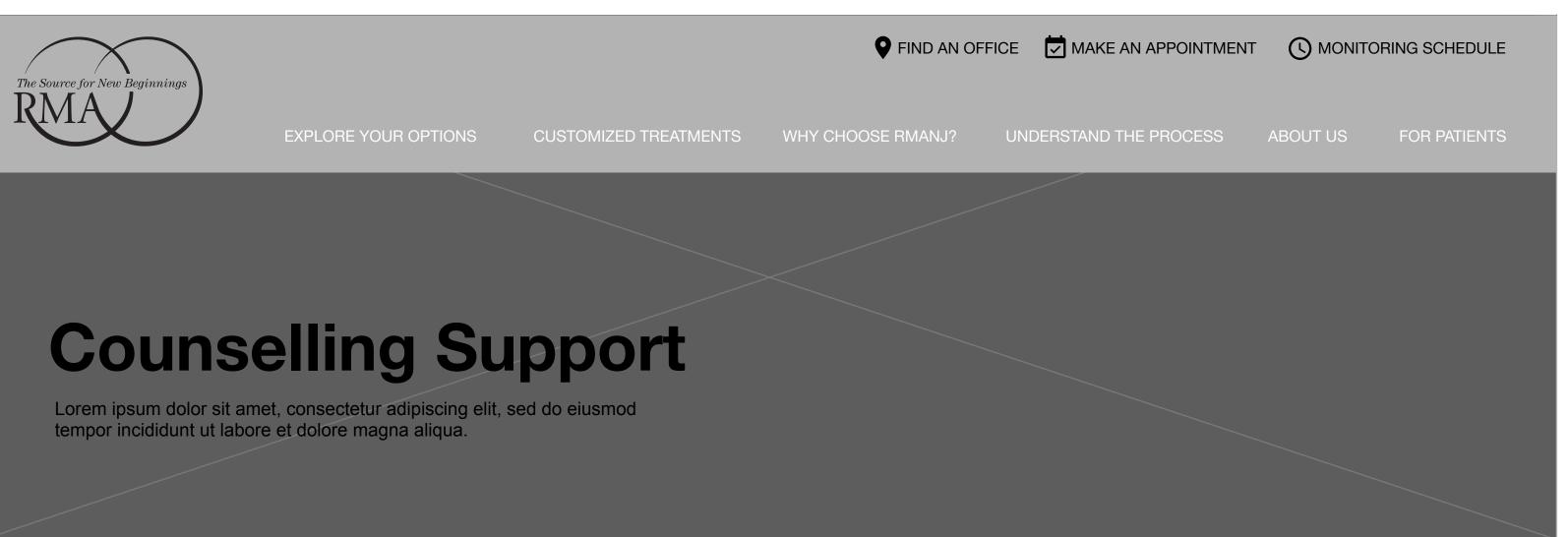
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FOOTER

Counselling Support – Detail Page



Counselling Support

One of the most challenging aspects of the infertility experience is dealing with the emotions related to medical treatment, the uncertainty about outcomes, and the challenge of having to make important decisions. Infertility can be one of the most difficult life events that an individual or couple experiences. Coping with making many intense medical decisions and the uncertainty that infertility brings can create an emotional upheaval for many, and that is where the team at our fertility clinic in NJ can help.

Our fertility doctors and Wellness Team are here to help you learn how to cope with the physical and emotional challenges associated with infertility. For some, infertility can be physically and emotionally painful, an intrusive process. Others need help focusing on how to deal with another's responses, how to choose the right medical treatment, or how to begin exploring other family building options. For still others, it may be on how to control, stress, anxiety, or depression.

Our Collaborative Wellness Team provides problem-solving strategies in a supportive environment through individual and couples counseling, specialized support groups and relaxation techniques recommended by fertility doctors and other professionals. If you're looking for someone to talk to about the ups and downs of treatment as an individual or couple, our counseling experts are here to listen and add support.

Counseling & Support Options at Our Fertility Clinic:

Individual Counseling Couples Counseling Relaxation Techniques Specialized Support Groups Third Party Reproduction Counseling Patient-To-Patient Networking



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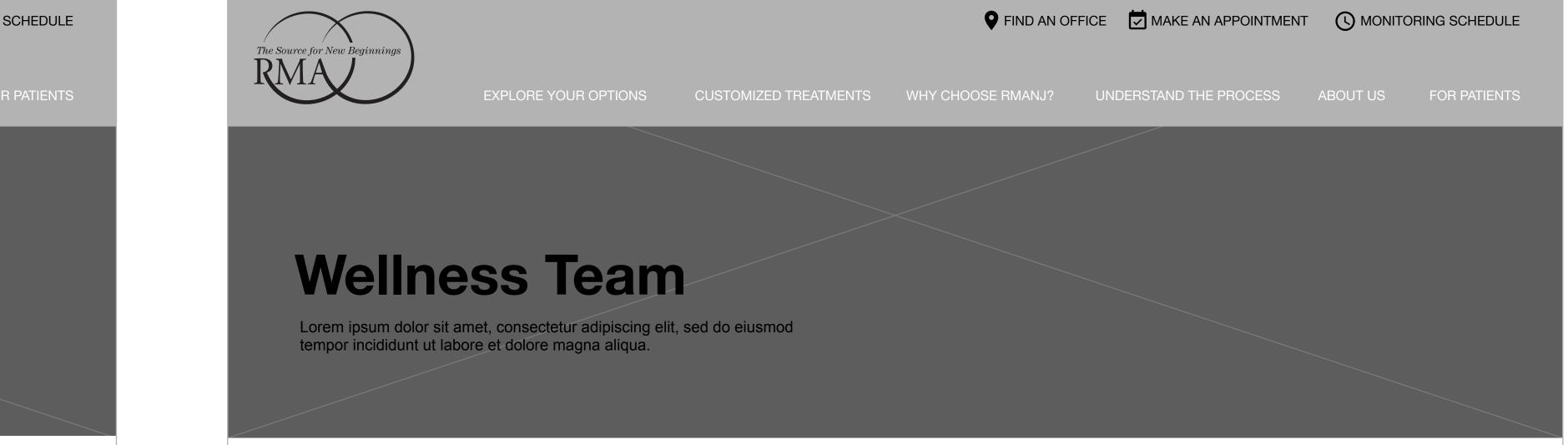


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For more information on infertility counseling in NJ, please contact us today.

FOOTER

Wellness Team - Detail Page



Firstname Lastname

Marisa Sweeny, RD, Director of Wellness Services at RMANJ, has been a registered dietitian since 2009. She earned her bachelor's degree in Nutrition and Food Sciences with a concentration in Dietetics from Montclair State University and is a member of Nutrition and Dietetics and New Jersey Dietetic Association. "What you eat, and even what you do not eat, can have a profound effect on your fertility. Finding a well-balanced healthy meal plan that fits your lifestyle can help prepare you for fertility treatment and a healthy Marisa works closely with our RMA physicians and nurses to develop a nutrition program focused on optimizing fertility and fostering healthy pregnancy.



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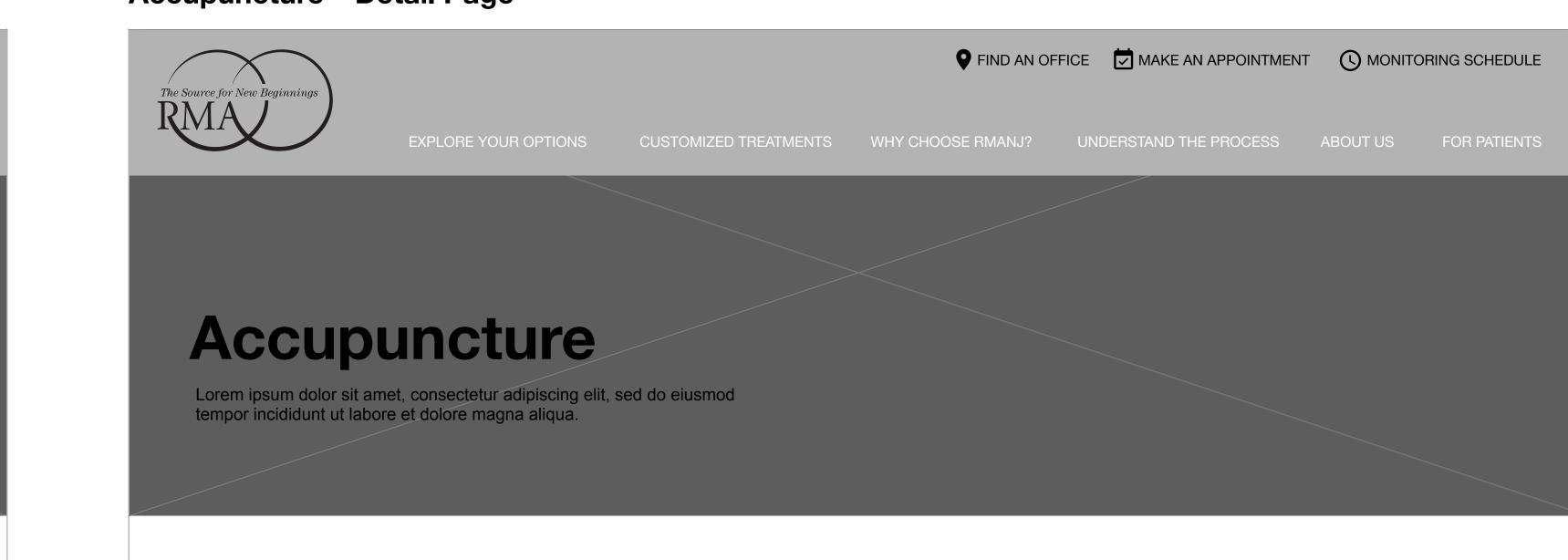


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TO MAKE AN APPOINTMENT WITH OUR COLLABORATIVE WELLNESS TEAM, PLEASE CALL 973-656-2865 For more information on our fertility treatment & clinic in NJ, please contact us today.

FOOTER

Accupuncture - Detail Page



Accupuncture

Acupuncture is an ancient Chinese medicine treatment dating back to around 3,000 years ago that promotes mind and body balance. Traditional Chinese Medicine (TCM) approach to enhancing fertility is to strengthen the entire system, so that our bodies and overall health are at their peak when trying to achieve and sustain a healthy pregnancy.

Acupuncture for fertility treatment consists of the gentle insertion of tiny, sterile, disposable needles into specific points on the surface of the body that regulate the flow of Qi. Stimulation of key energy points are believed to regulate spiritual, mental, emotional, and physical balance, helping to restore our natural state of wellness.



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Here at RMANJ our certified experts are trained in the healing arts of advanced acupuncture for fertility using traditional and laser acupuncture technology focused on the reproductive system. Laser acupuncture is a needle-free acupuncture treatment that stimulates key energy points of the reproductive system with a low-level laser beam. In a large prospective randomized control study conducted at RMANJ, laser acupuncture treatment performed pre-and-post embryo transfer during an in vitro fertilization (IVF) cycle showed significant improvement in implantation rates compared to traditional

Our Collaborative Wellness Team works alongside your Clinical Care Team to custom-design a course of treatment that is right for you. Often combining traditional therapies with advanced approaches, our team of experts are here to guide you in the healing process of restoring mind and body balance.

ACUPUNCTURE FOR FERTILITY TREATMENT COSTS Traditional acupuncture with RMANJ's Collaborative Wellness Team costs \$175.00 for the initial consultation which includes treatment. Follow-up sessions cost \$100.00 per session. Payment is required at the time of service. Many patients take advantage of discounts for multiple sessions:

> 4 Treatment Sessions \$360.00 10 Treatment Sessions \$850.00 The cost for laser acupuncture is \$200.00 for both pre-and post-embryo transfer treatments. Some patients may be able to seek insurance reimbursement.

SCHEDULING ACUPUNCTURE AT RMANJ Traditional acupuncture appointments can be scheduled Monday through Thursday between 10:00 am and 6:30 pm in our Basking Ridge and Englewood offices.

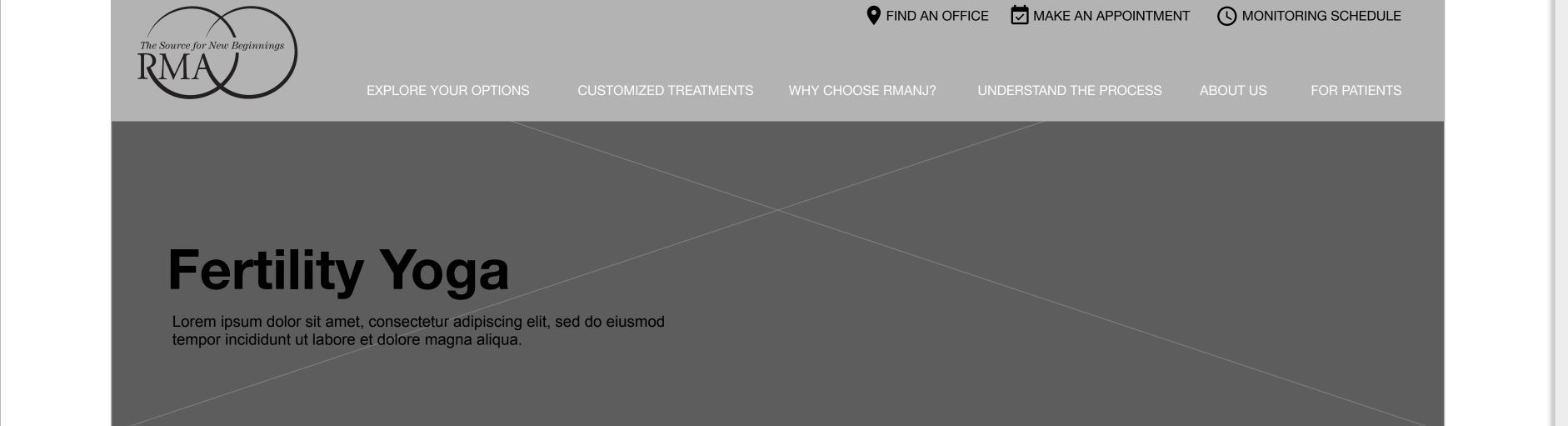
If you would like to receive laser acupuncture on the day of embryo transfer please notify your care team at least 48-hours prior to your transfer.

For additional information on Accupuncture in NJ, please contact us today.

CONTACT US

FOOTER

Fertility Yoga – Detail Page



Fertility Yoga

Fertility yoga in NJ is a relaxing, gentle process focusing on deep relaxation through therapeutic poses, guided visualization and breathing techniques to trigger relaxation. Some experts believe that specific poses can help promote fertility health by increasing blood flow to your pelvis, stimulating hormone-producing glands and releasing muscle tension. Fertility yoga is just one of the many wellness offerings Be Well. Wellness Center designed to promote fertility and prenatal

Fertility Yoga classes are now being held at Be Well Morristown. Reproductive Medicine Associates of New Jersey (RMANJ) patients are invited to attend the yoga classes of their choice at Be Well. Morristown. All Be Well yoga instructors are prenatal certified.

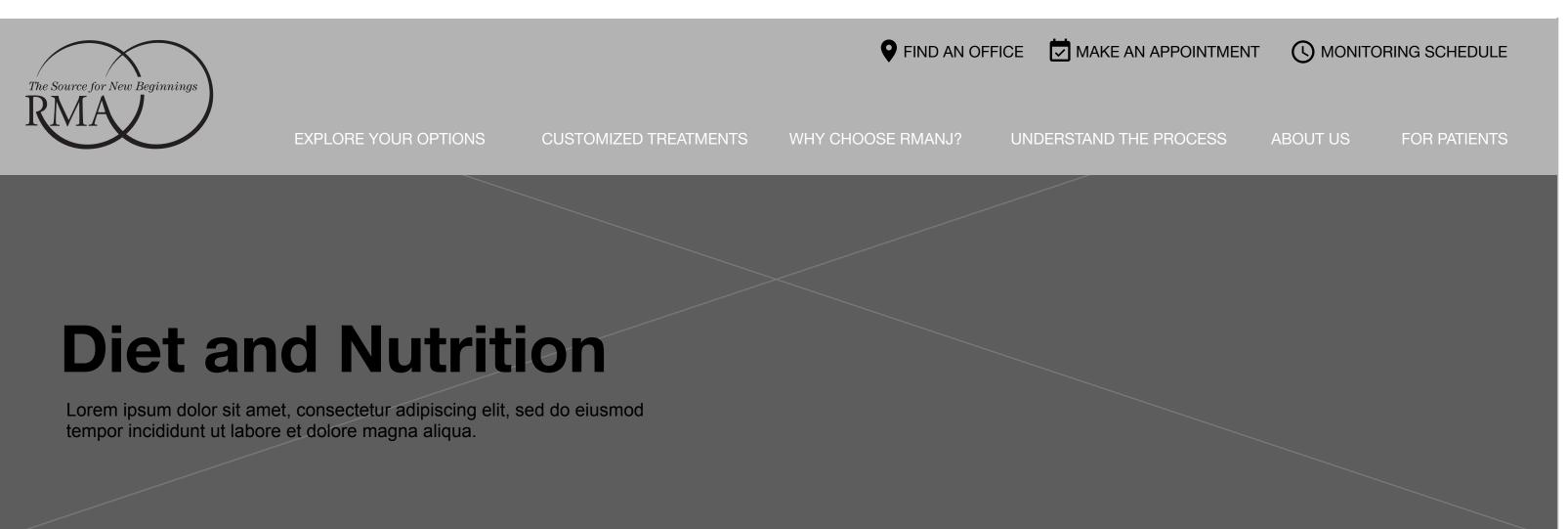
> We are pleased to offer RMANJ patients an exclusive member rate: Free introductory class A package of 5 additional classes for only \$30

> > Ask your RMANJ physician whether fertility yoga is right for you.



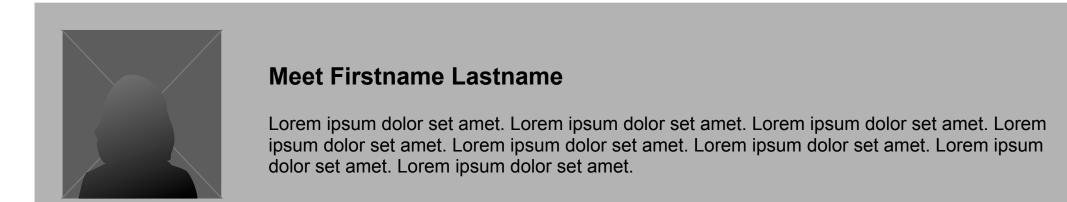


Diet and Nutrition – Detail Page



Diet and Nutrition

Having a well-balanced healthy diet is one of the best ways a woman can prepare herself for pregnancy & fertility treatment. Medical nutrition therapy can play a major role in management of Polycystic Ovary Syndrome (PCOS), insulin resistance and hormone balance. It can put you on the right path to achieve a healthy Body Mass Index (BMI), which may affect your ability to conceive.



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Our registered dietitians work closely with your Clinical Care Team to provide personalized nutrition counseling and dietary education classes in each of our RMANJ office locations.

At RMA our comprehensive health and nutrition program embraces the importance of proper diet and nutrition:

- Maintaining a healthy BMI is associated with regular ovulation and increased IVF success rates Having a low carbohydrate, portion-control diet helps reduce insulin levels which supports weight loss Getting 30 minutes of exercise helps lower insulin levels and optimizes fertility
- Having adequate Omega-3 in your diet promotes cycle regulation and improves fertility Getting enough micronutrients, especially antioxidants, increases the chance of getting pregnant and fosters a healthy pregnancy

For more information on our fertility diet and nutrition in NJ, please contact us today.



Sub Category Navigation User can navigate to interior detail pages via sub-category blocks.

> Specialist Quick View Content will display "intro information" to Specialists. By clicking, user can view full information on specialist.

Specialist Detail System will display detail on specialists on this

RMANJ

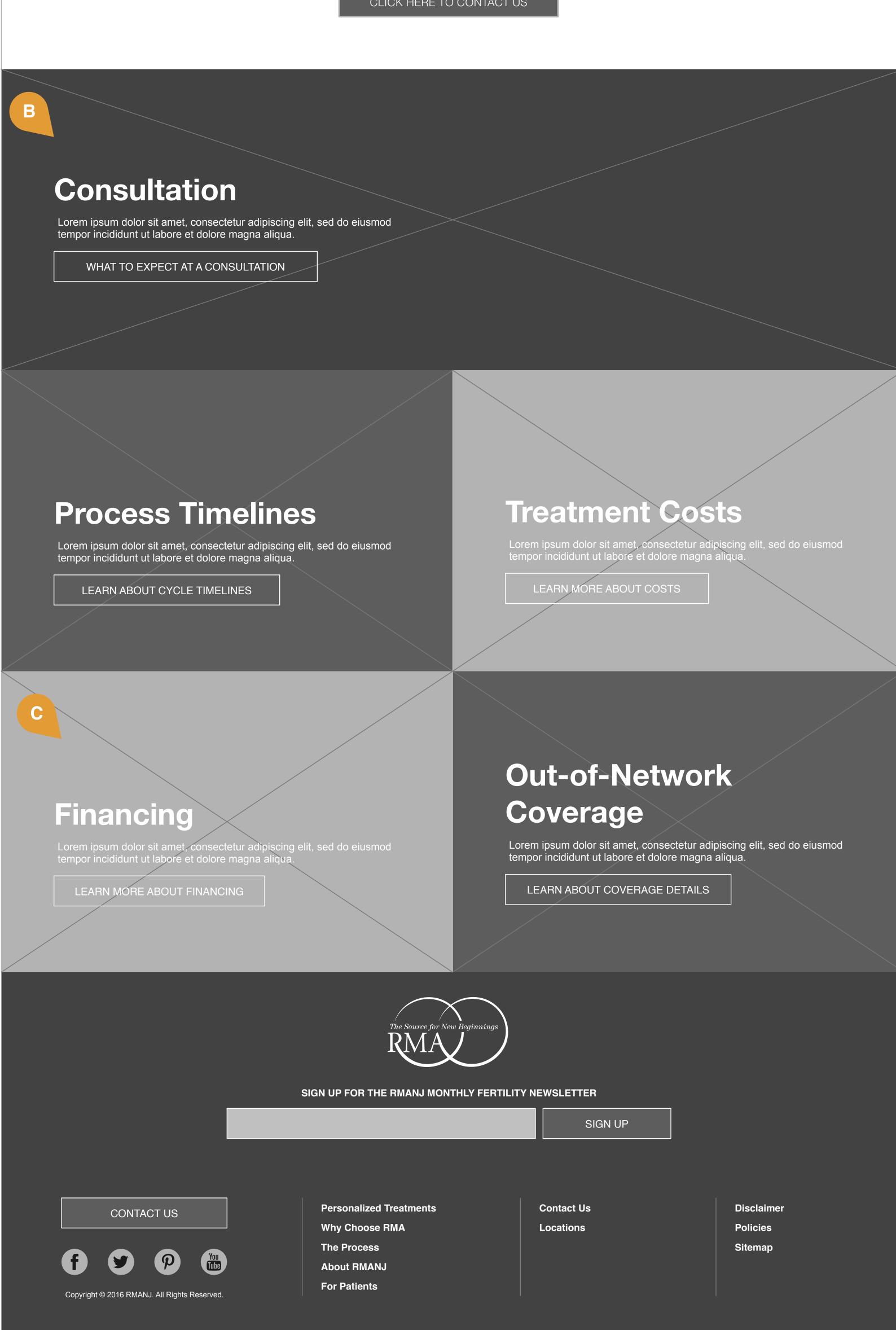
Section: Understand the Process



Process Headline to go here.

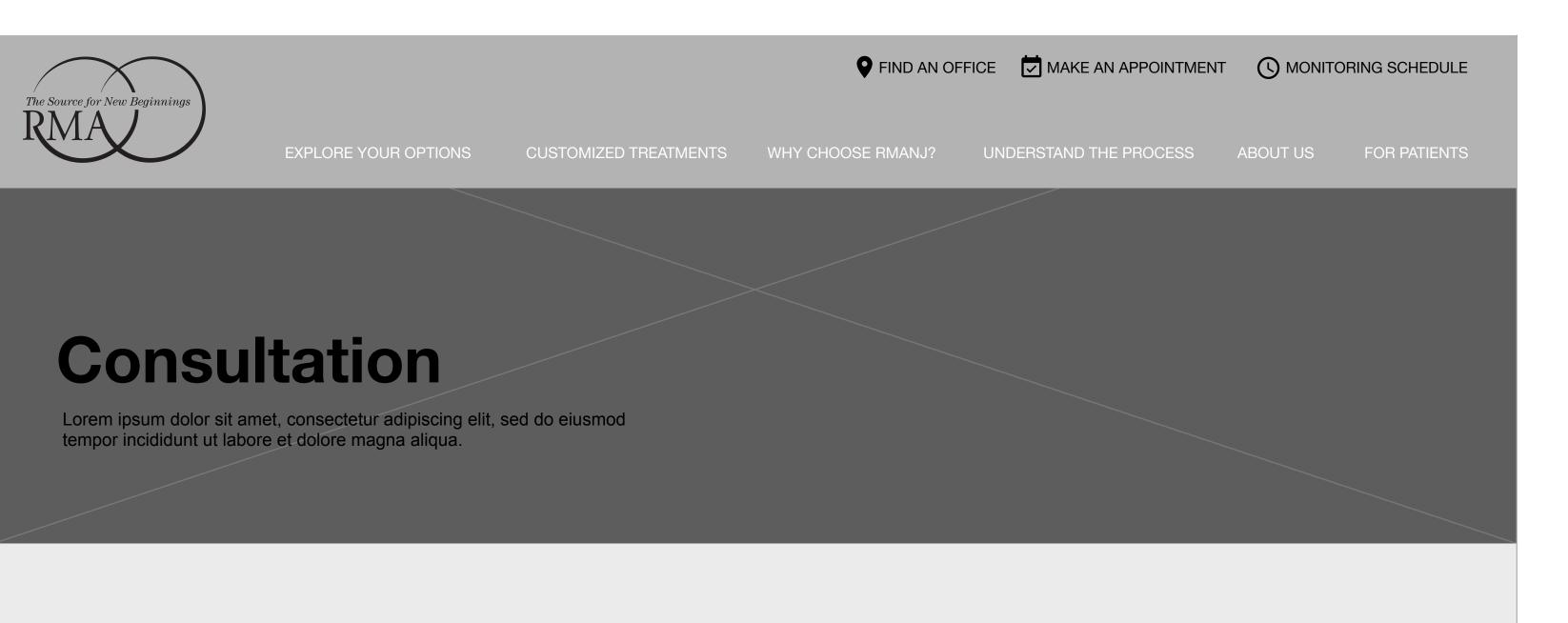
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CLICK HERE TO CONTACT US



Understand the Process

- **Header Image** Category Landing Pages will display large, static image on top of page.
- **Navigation Blocks** Category Landing Pages will display large navigation image blocks, taking user to corresponding interior detail page, or, sub-category page.
- **Block Order** Navigation blocks will be ordered in preference of SEO effectiveness.



Consultation

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What to expect at Consultation Meeting

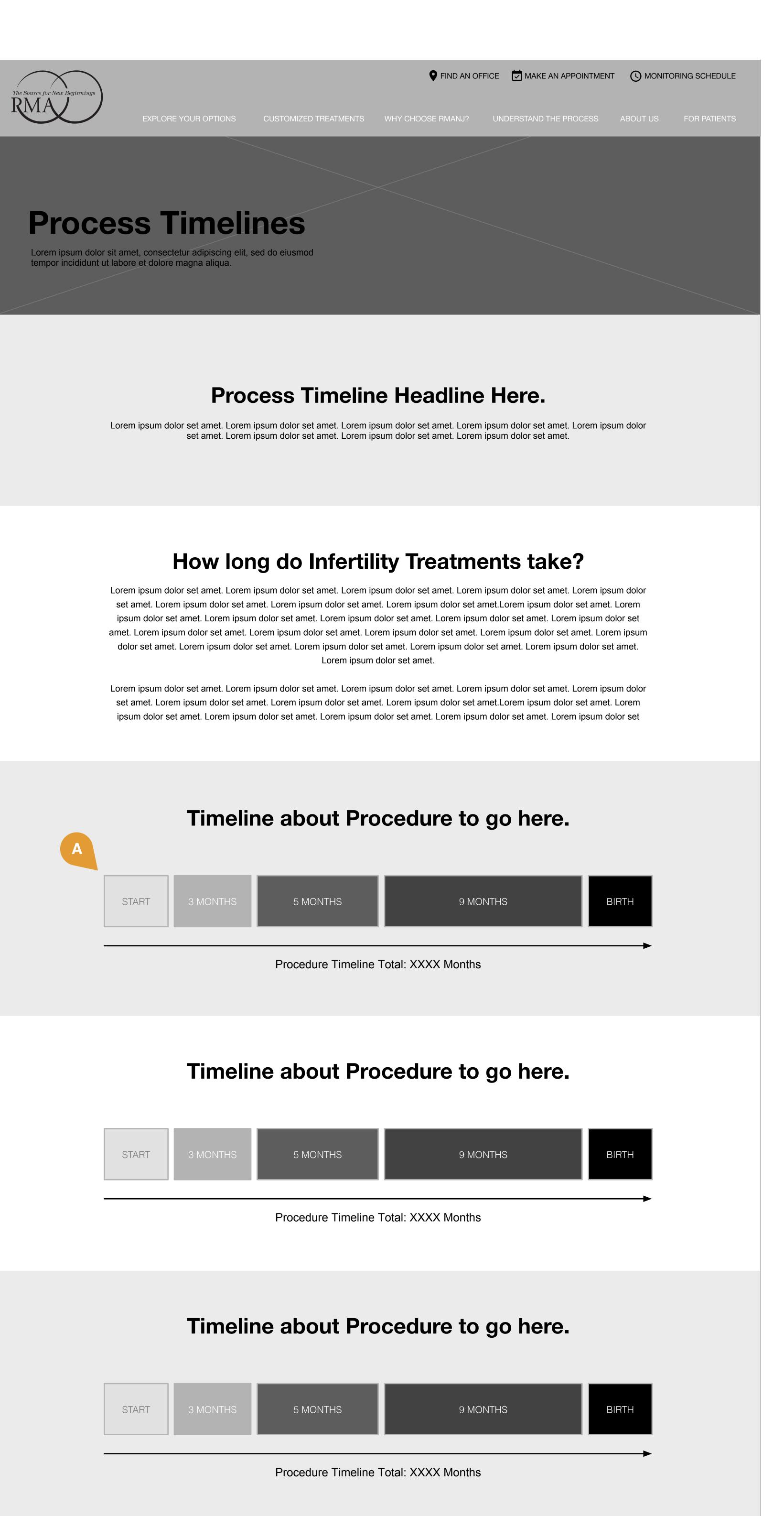
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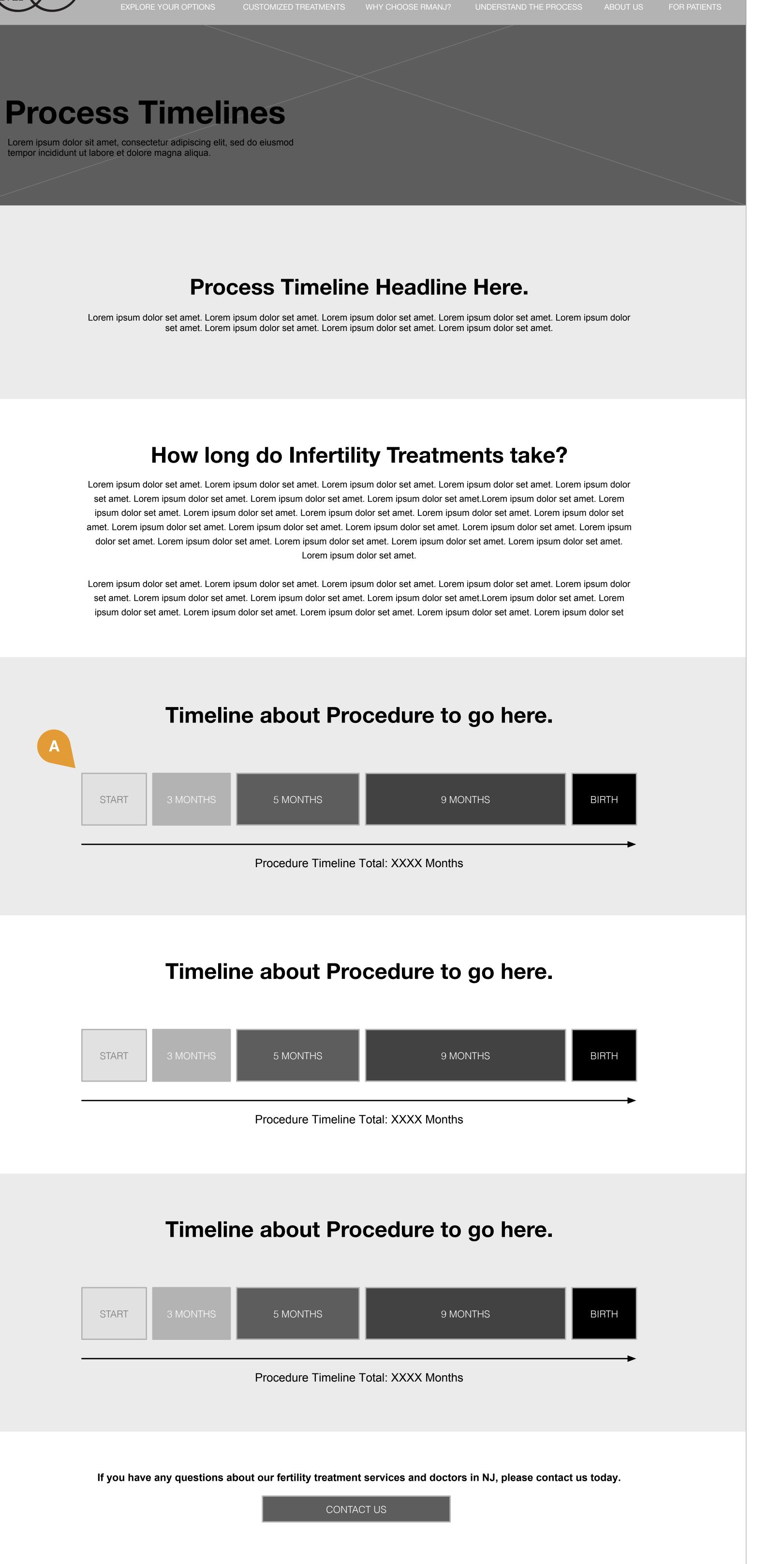
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To schedule a consultation to discuss infertility in NJ, please contact us today.

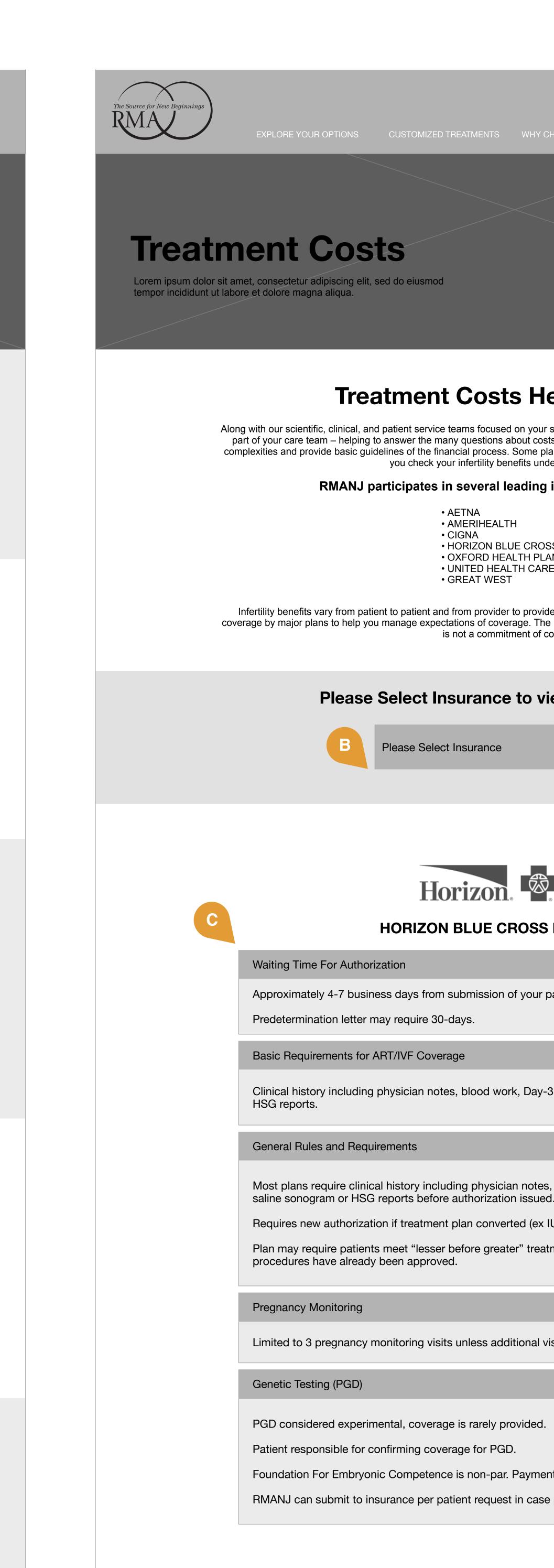
CONTACT US

FOOTER





FOOTER

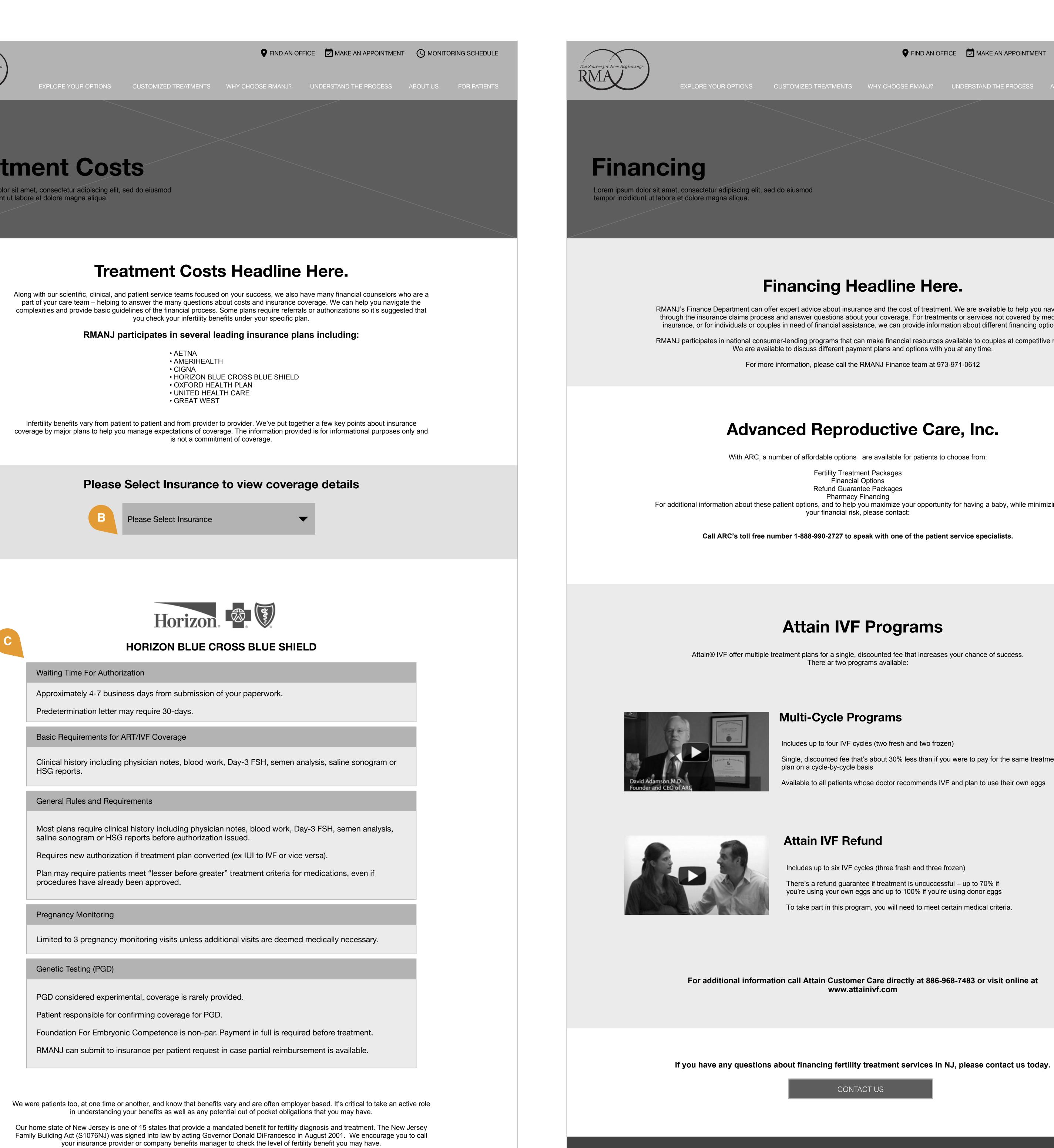


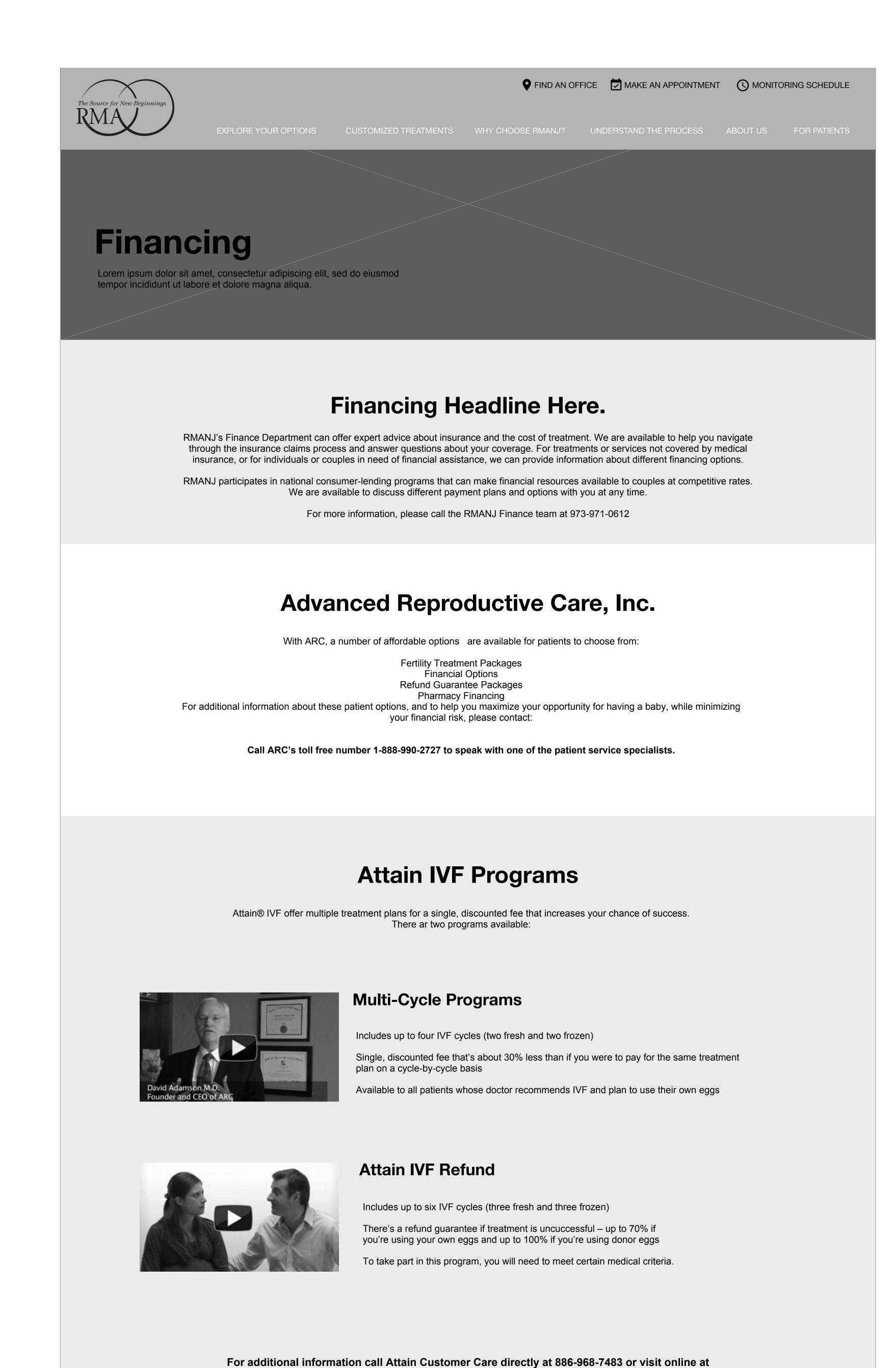
For patients without coverage, RMANJ works hard to provide solutions to make fertility care reachable. We participate in Attain® IVF and ARC – Affordable Payment Plan, which helps make infertility treatments affordable by dividing the cost of treatment into manageable

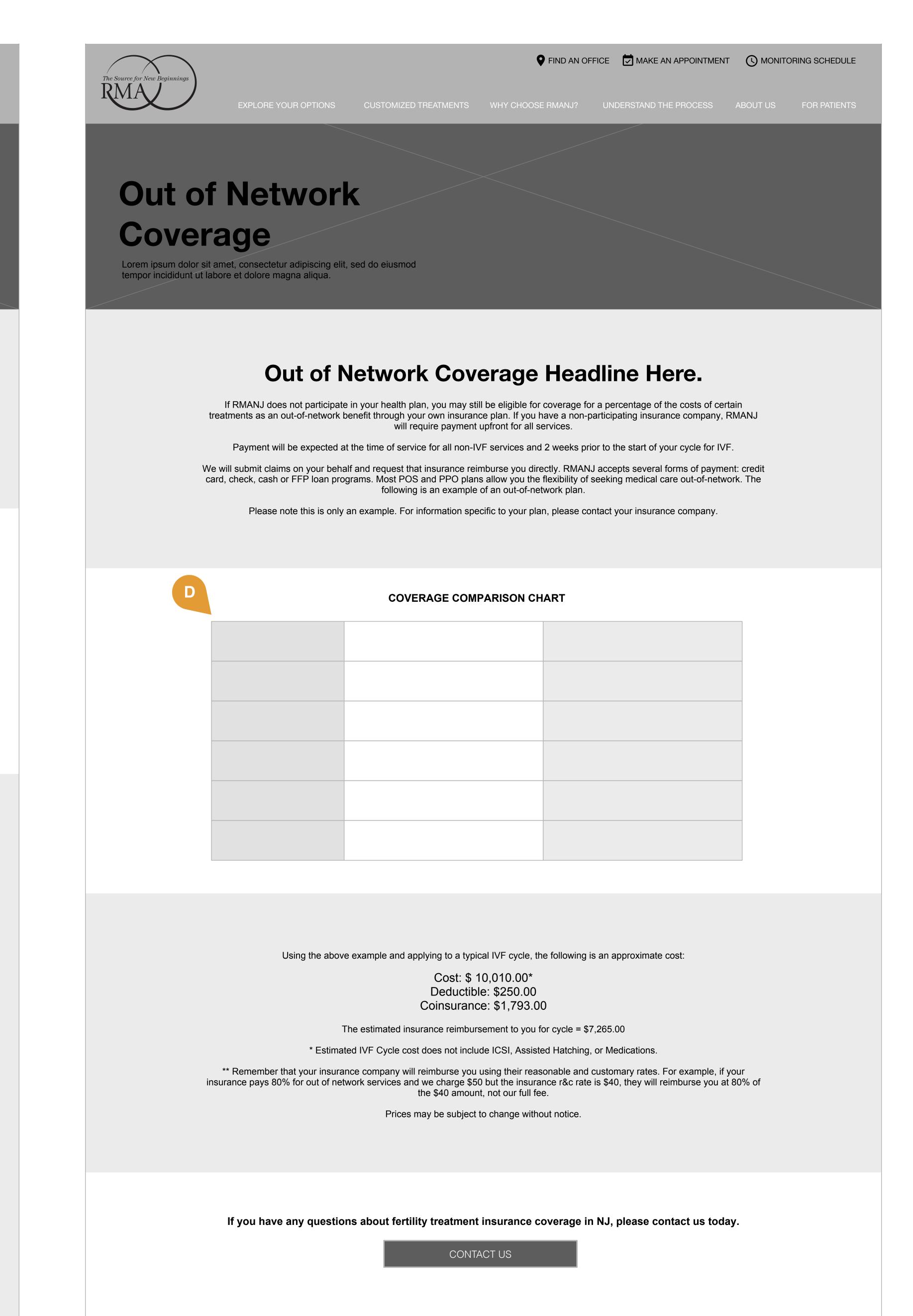
If you have any questions about our fertility treatment services and costs, please contact us today.

CONTACT US

FOOTER







FOOTER

FOOTER

CONTACT US

Understand the Process

Timelines Process Timelines will be displayed in visual fashion, giving user idea of total timeframe from start to birth.

Insurance Selector User can select insurance provider via drop down menu

Insurance Coverage Details Once selected from drop down, system will display specific insurance coverage details

creative stage of the process.

BIMANJ

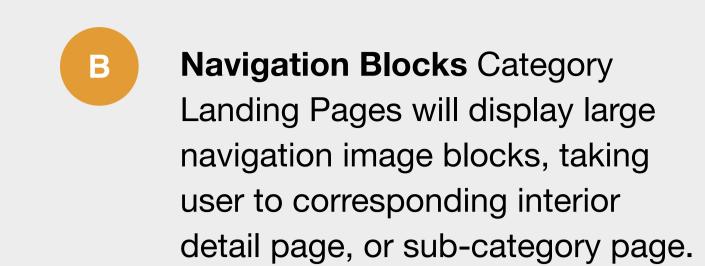
Section: About Us



About Us



Header Image Category Landing
Pages will display large, static
image on top of page.



Block Order Navigation blocks will be ordered in preference of SEO effectiveness.

RMANJ Team

Sub Category User can select

subcategory blocks. Founding

Physician Pic/Info User can click

navigate to physician detail page.

Physician Detail Page System

and accomplishments and

expertise.

will display physician bio, image,

Nurses by Town Page will display complete list of Nurses by town.

location to jump to chosen nurse

Default view is collapsed state.

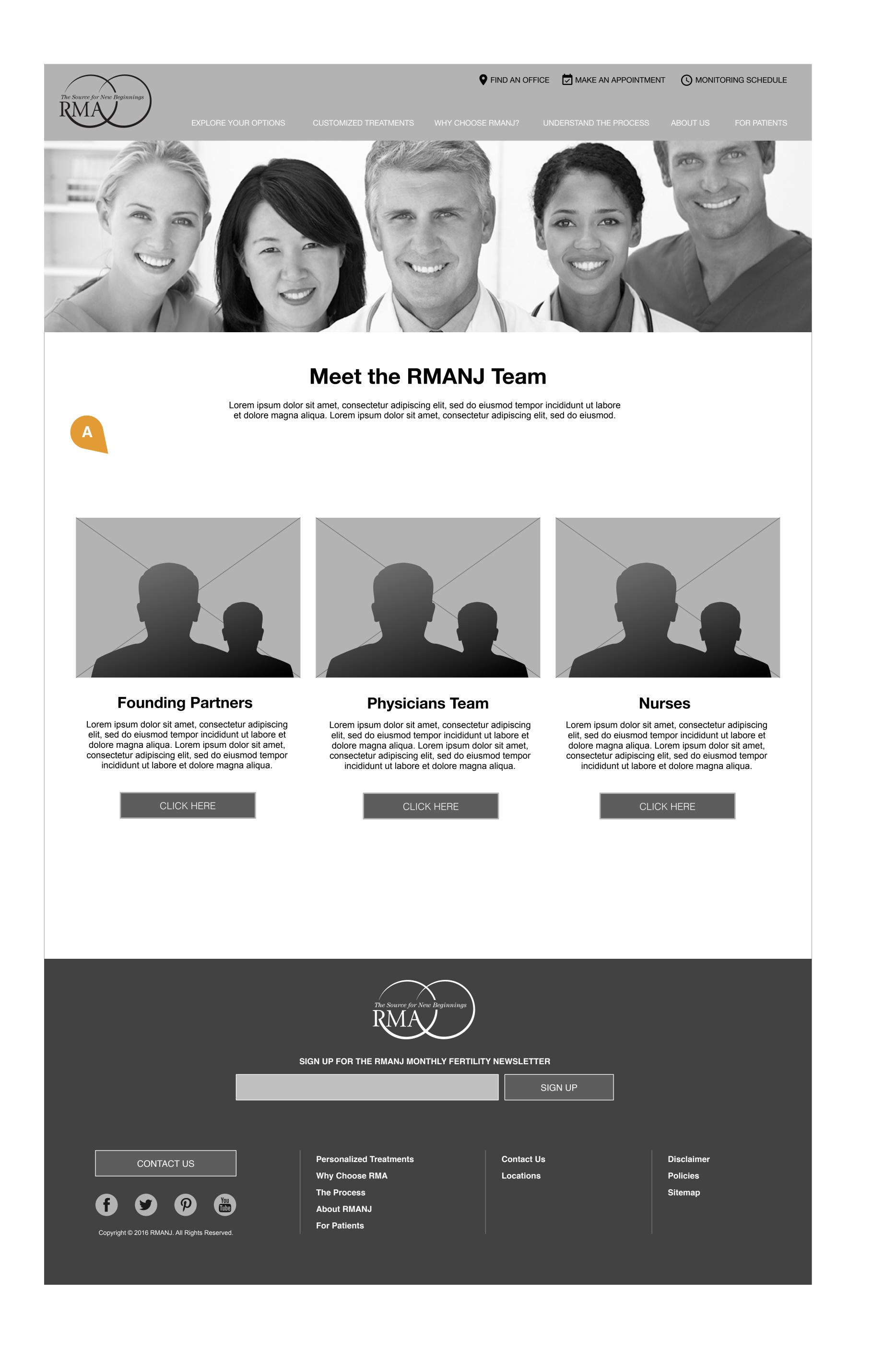
User clicks on Location to reveal

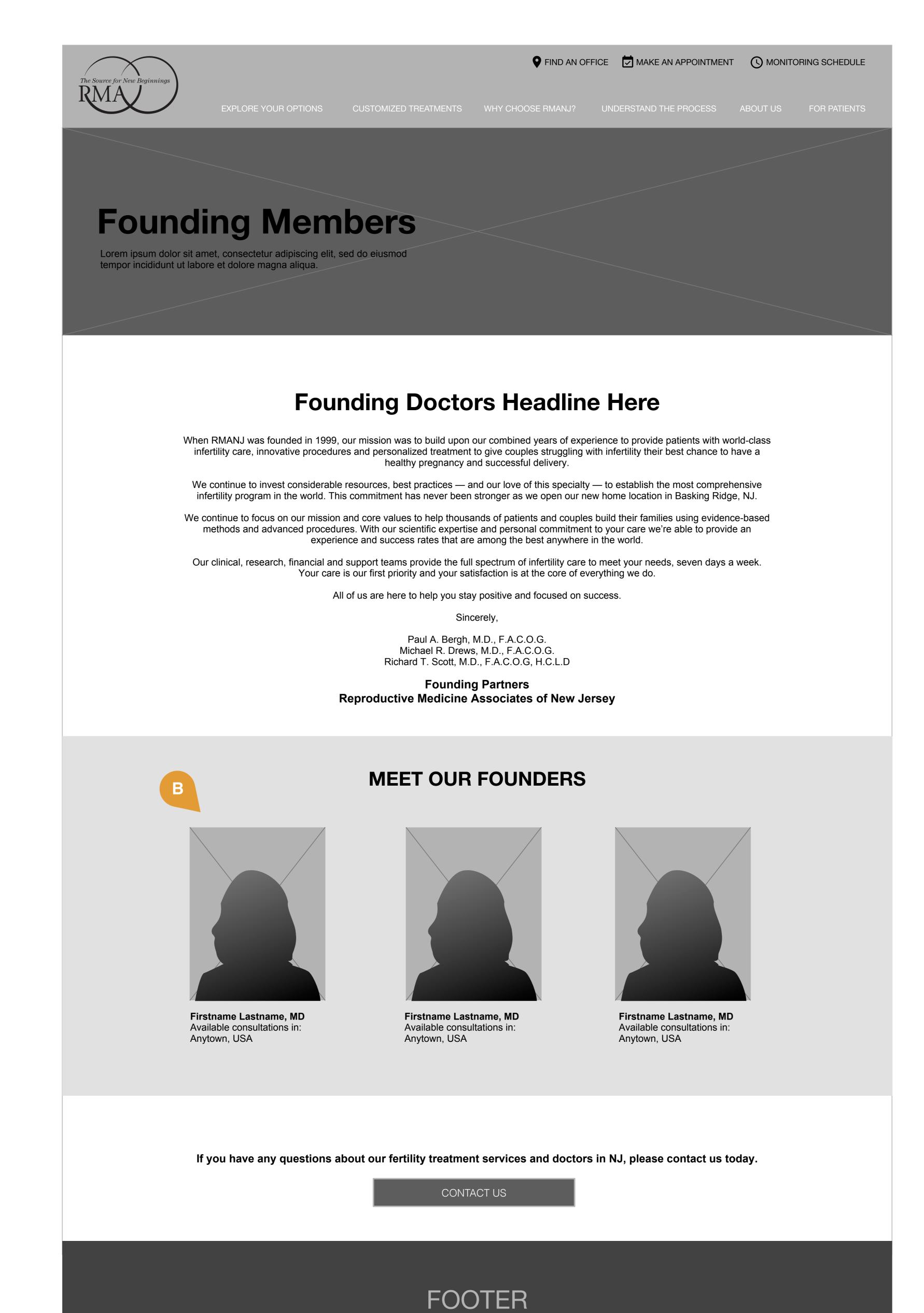
list of nurses, one location at a

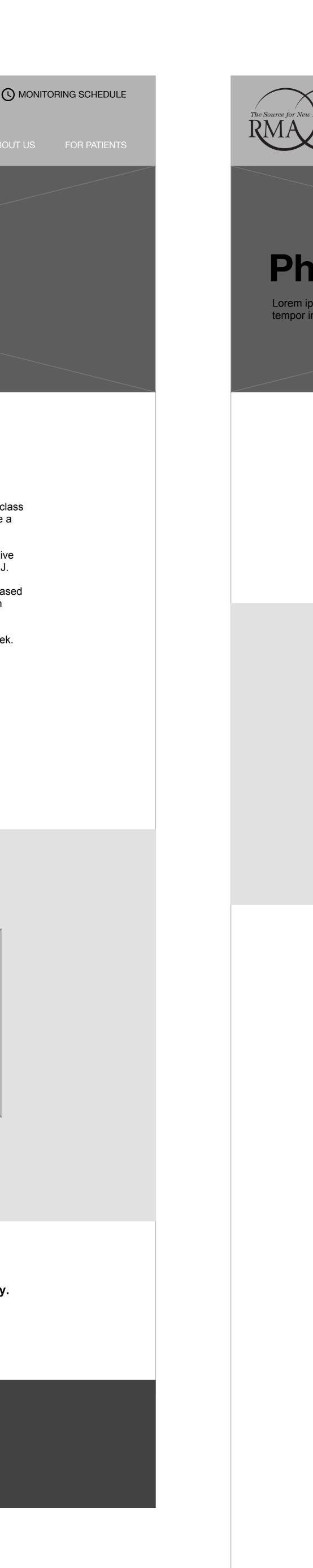
User will be able to click on

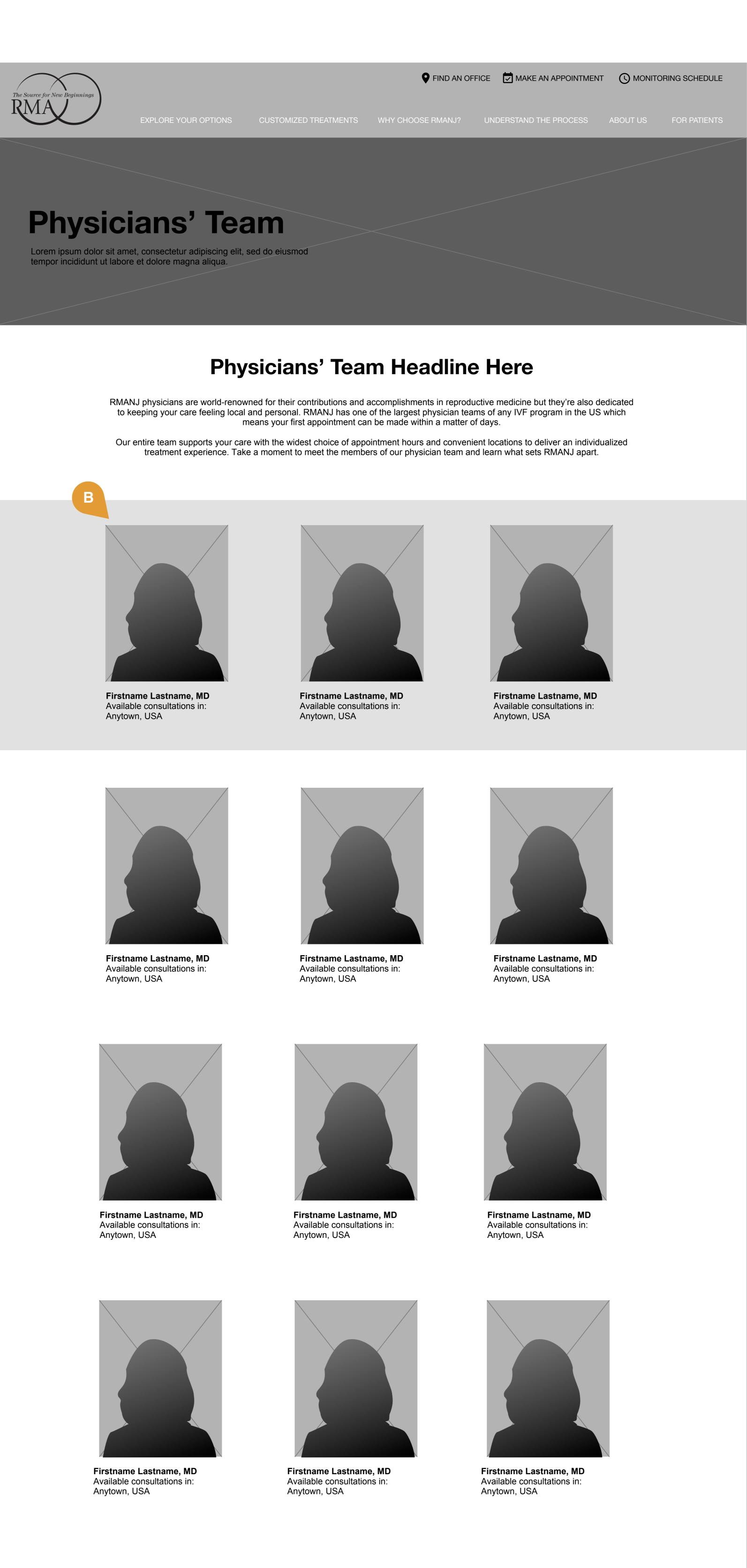
Partners, Doctors, Nurses

on physician image/title to

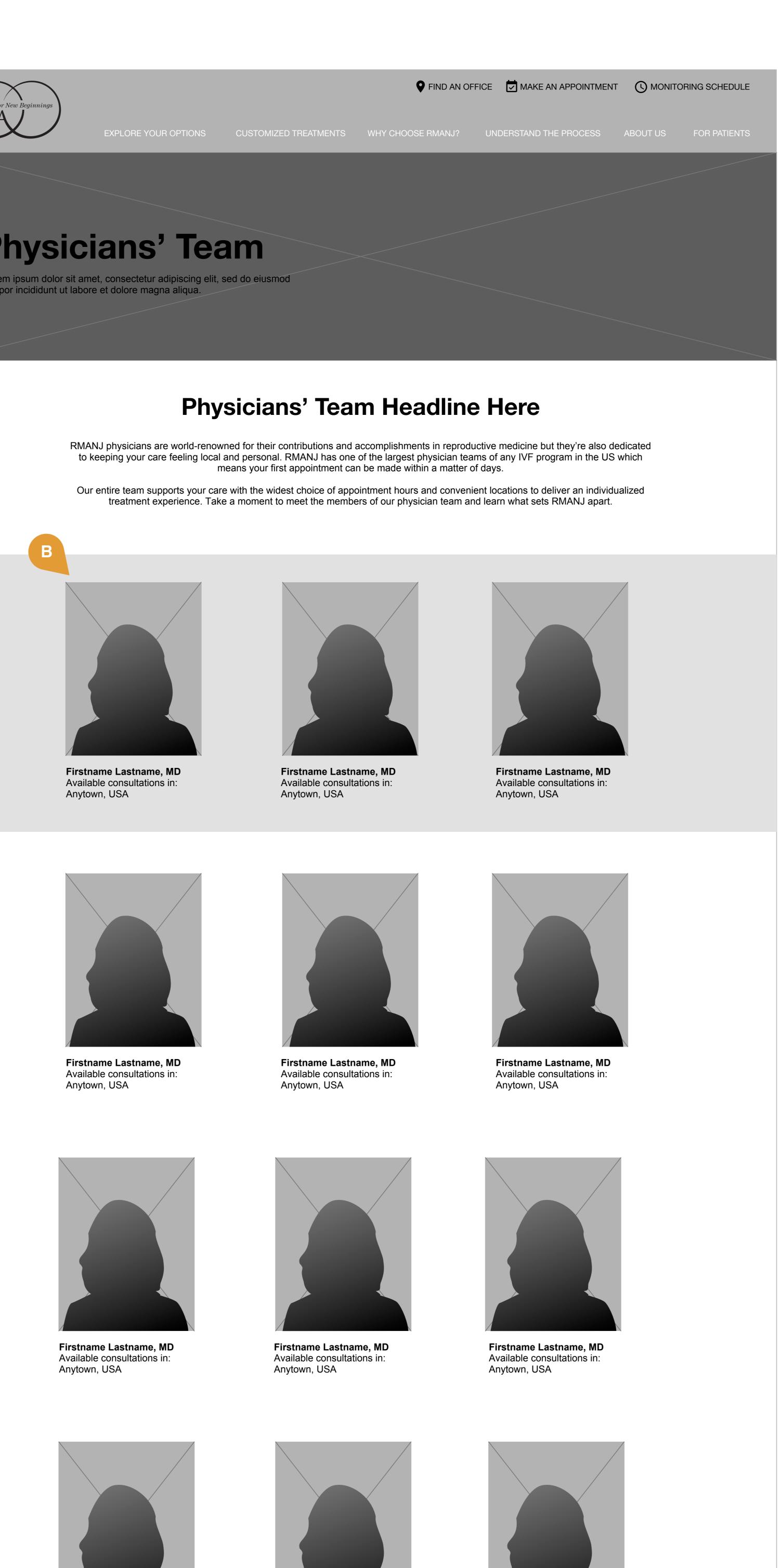




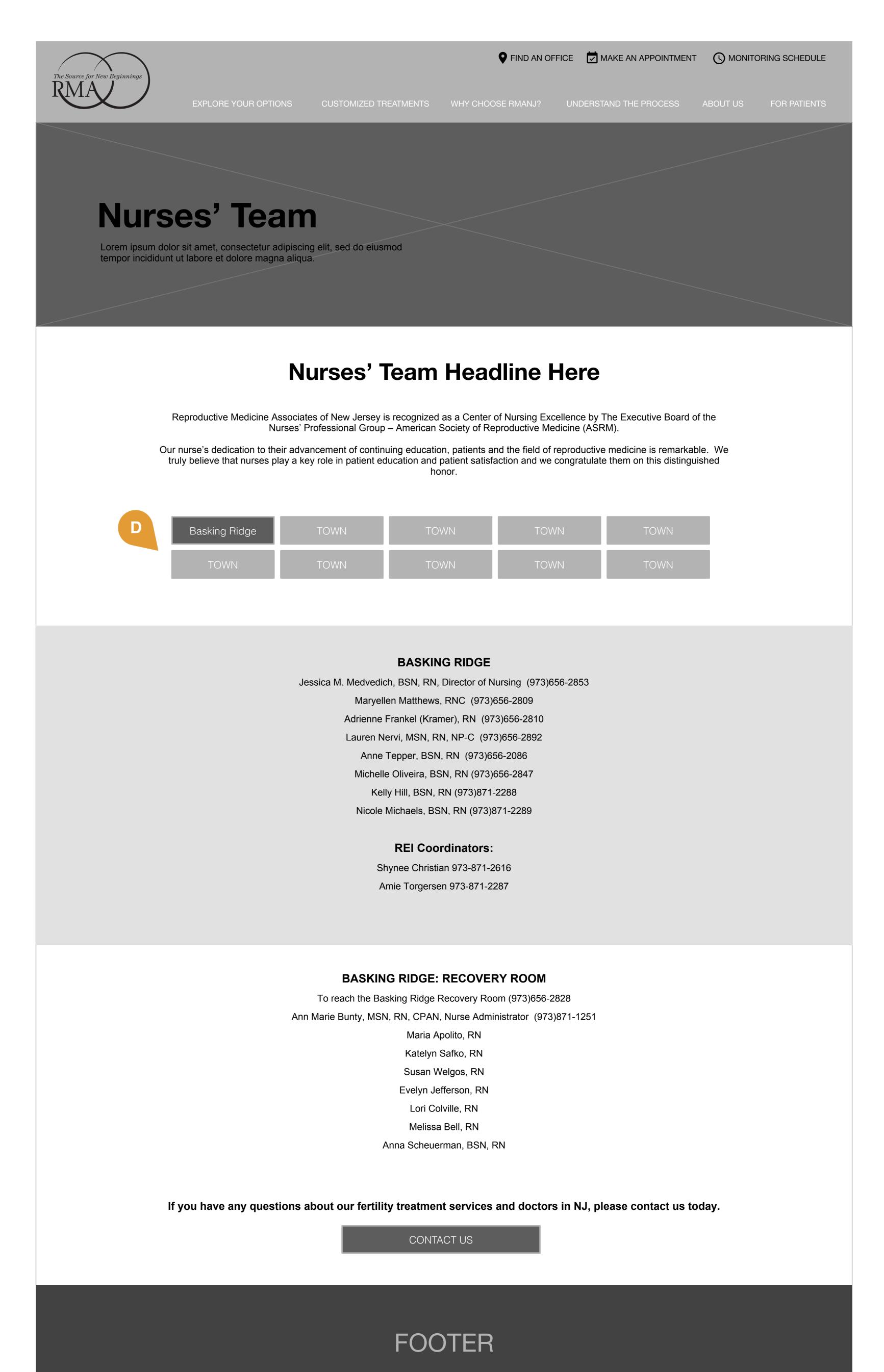




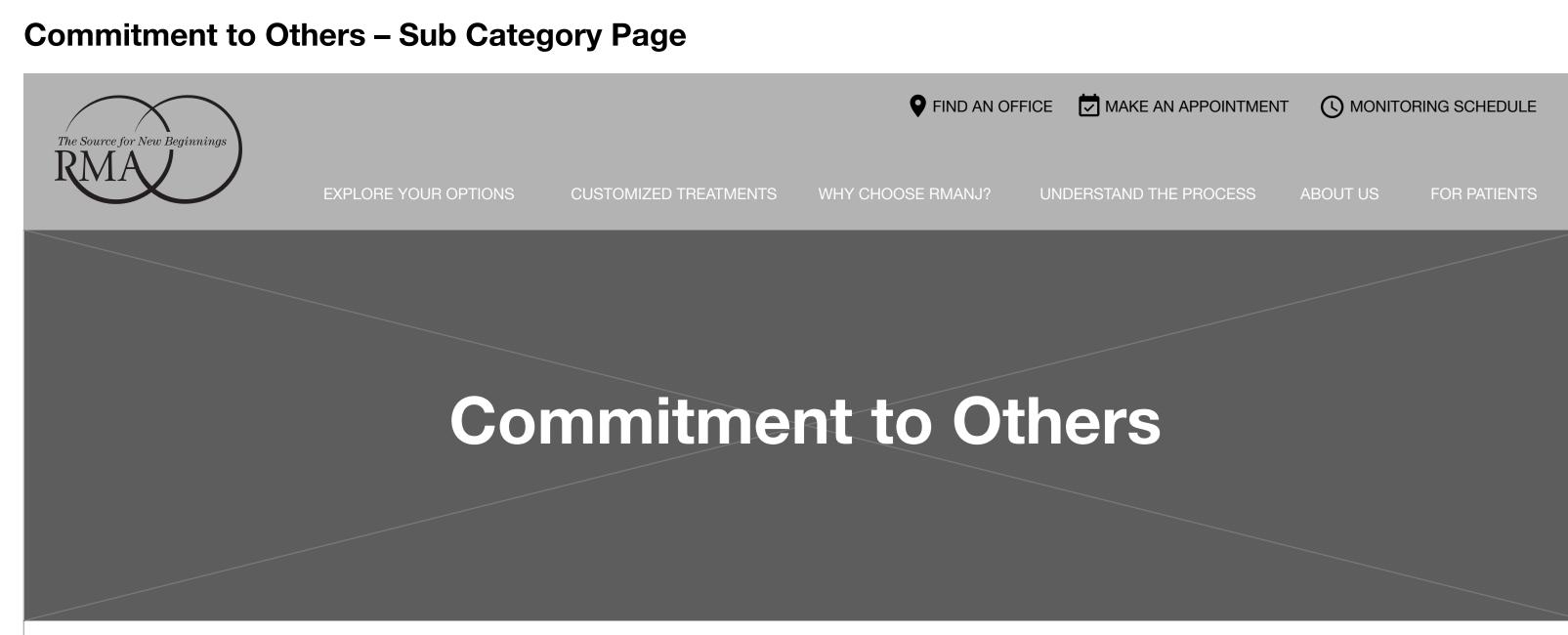
If you have any questions about our fertility treatment services and doctors in NJ, please contact us today.





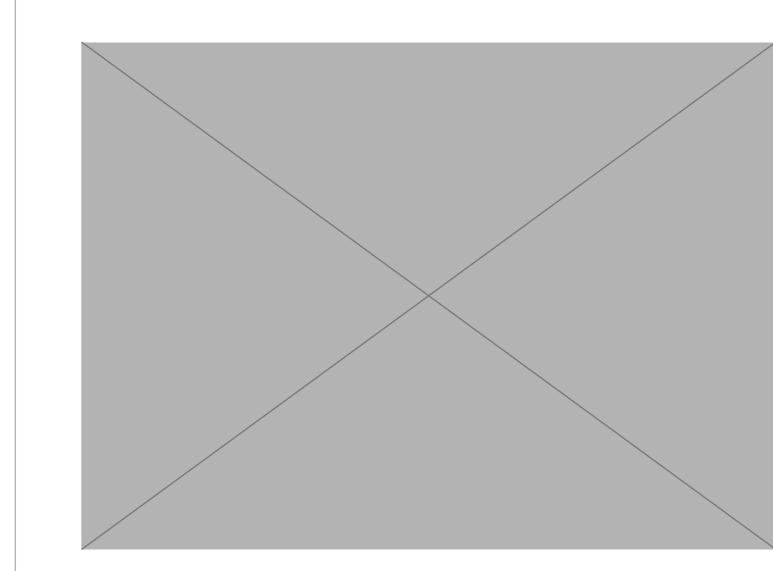


FOOTER

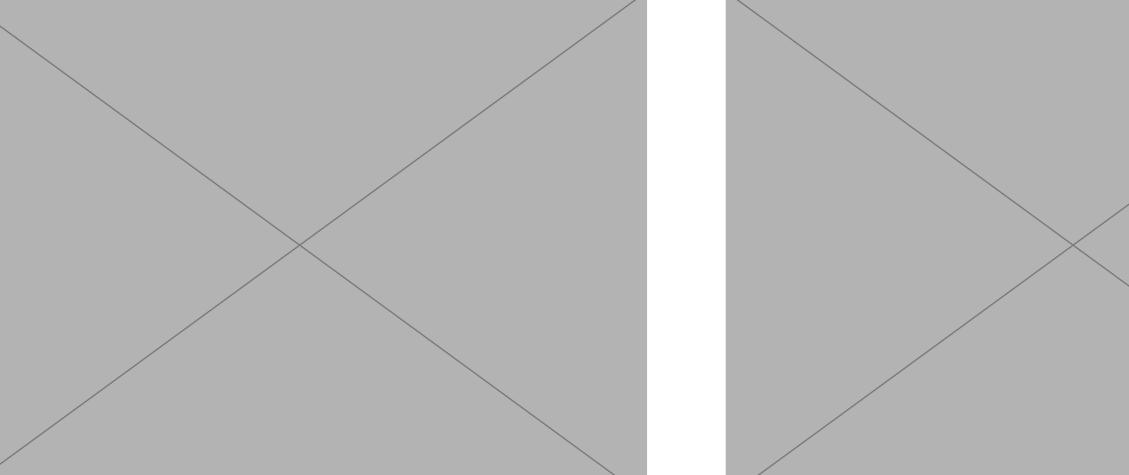


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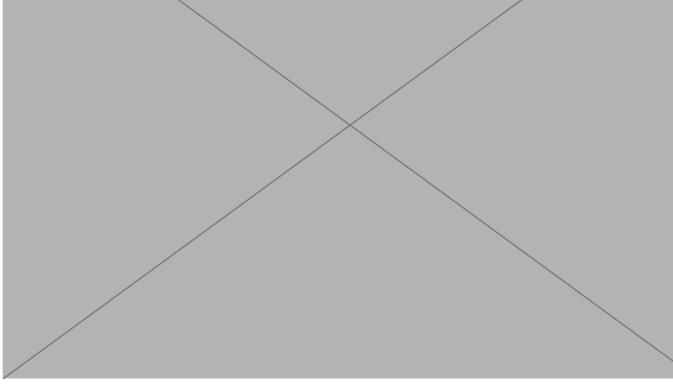


Helping Heroes In 2012, we introduced the Helping Heroes Build Families program which provided a complimentary in-vitro fertilization (IVF) service to qualified New Jersey-based service members and their spouses.



to analyze and identify the next breakthroughs in fertility care.

Detail Section By participating in one of our research trials, you will greatly assist in allowing u

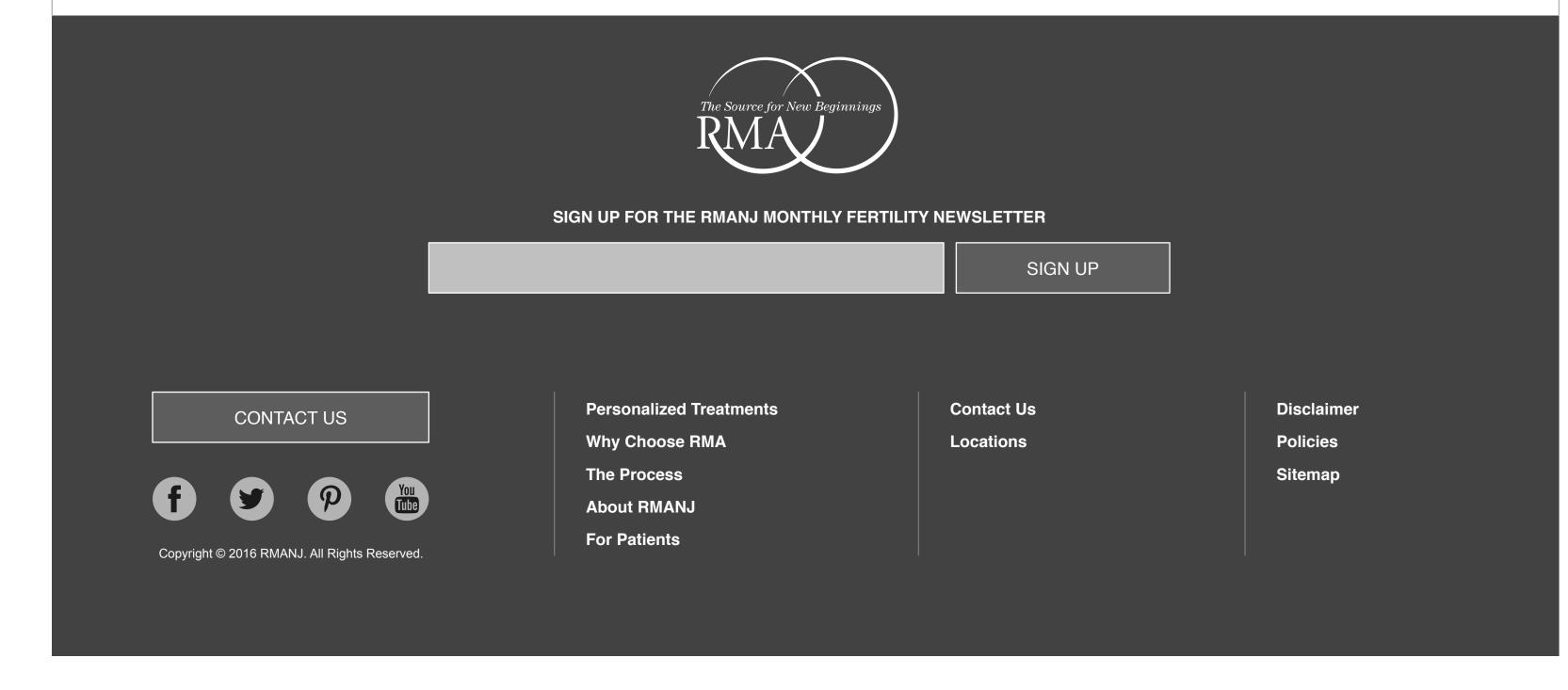


Ovatures Egg Donation Program

Learn more about how it takes a very special person to become an egg donor and help another woman become a mother at our IVF clinic in NJ.

Our world-class team of physicians train fellows as the leaders of tomorrow in reproductive endocrinology

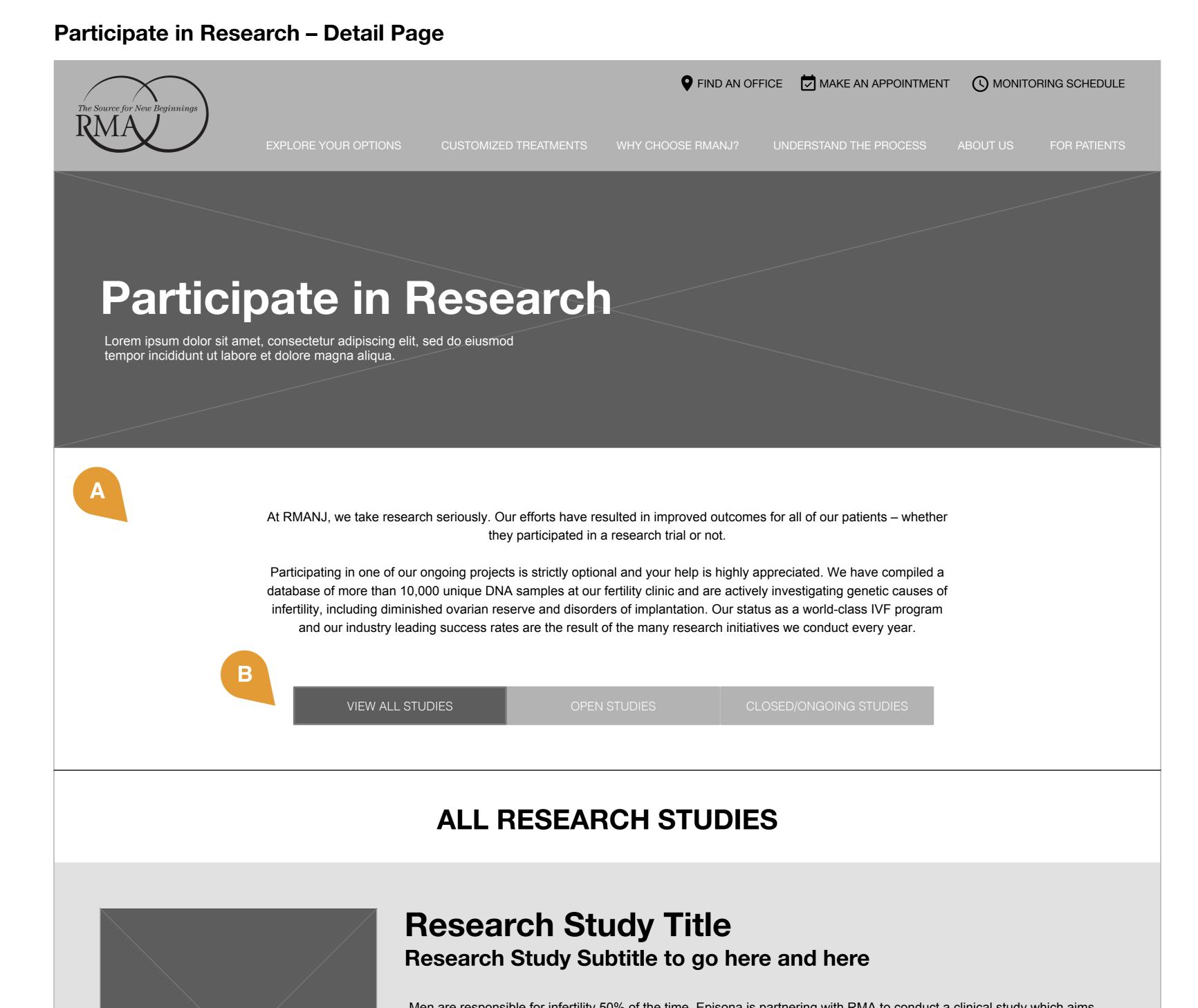
Robert Wood Johnson RMA Fellowship







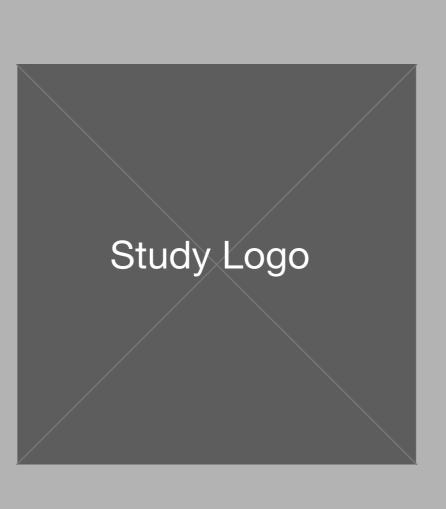






Men are responsible for infertility 50% of the time. Episona is partnering with RMA to conduct a clinical study which aims to validate a novel diagnostic for male infertility that looks for abnormal epigenetic patterns in sperm DNA. If you are undergoing infertility treatment and have been previously diagnosed with unexplained infertility, you may be interested in participating in this study. Participation can be done at home or at the time of your scheduled semen analysis and will take only 30 minutes of your time. View Flyer here: EPISONA STUDY

Contact the RMANJ Clinical Research Team at 973-656-2841 or ClinicalResearchTeam@rmanj.com to participate in this study.

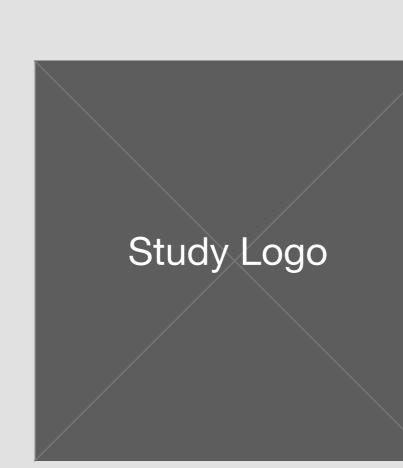


Research Study Title Research Study Subtitle to go here and here

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Research Study Title Research Study Subtitle to go here and here

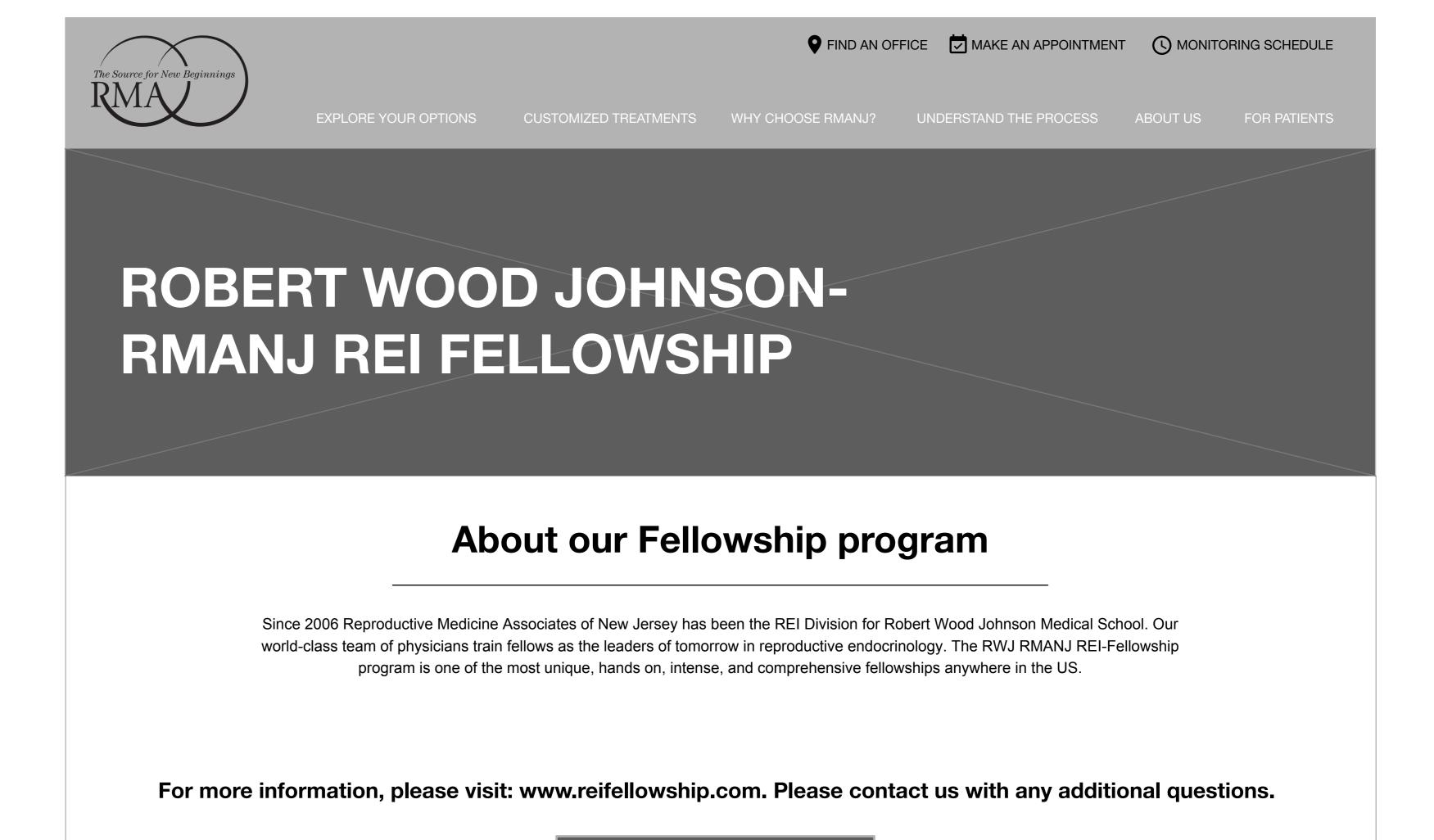
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View Flyer here: EPISONA STUDY

Contact the RMANJ Clinical Research Team at 973-656-2841 or ClinicalResearchTeam@rmanj.com to participate in this study

Helping Heroes – Detail Page



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Commitment to Others

Research Studies Page will display details about open, and active/closed research studies at

Filter Patients will be able to filter studies by open studies, and closed/active studies, or view all.

Laboratory Headline Here.

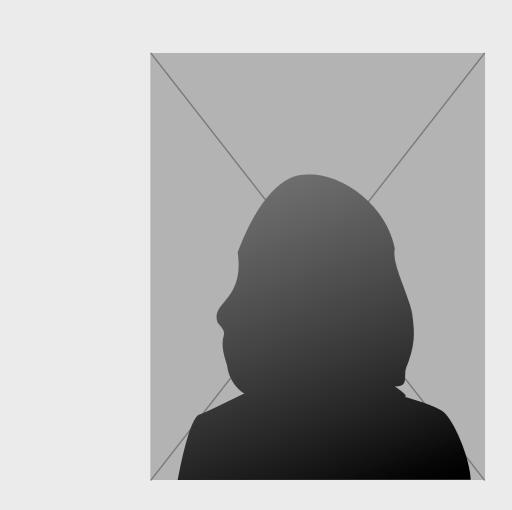
Many people ask why our success rates are higher than other programs in New Jersey and around the US. The short answer is our IVF laboratory and the constant quality checks and state of the art improvements that we make. Our laboratory closes down twice a year for quality control inspections to ensure that conditions are optimal for embryo development for every patient. RMANJ's laboratory team has been at the forefront of several innovations and improvements in IVF treatment including pre-implantation genetic diagnosis (PGD) and extended embryo culture.

Timeline about Procedure to go here.

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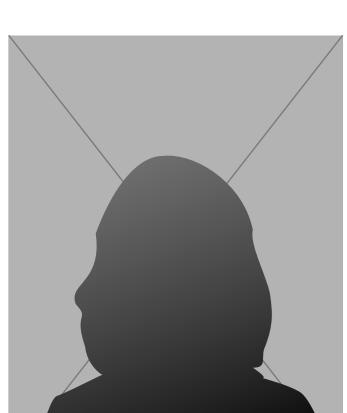


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Kathleen Upham, BS Supervisor, Embryology Laboratory

Kathleen Upham received her Bachelor of Science degree from University of Massachusetts Amherst. Kathleen began her embryology career in 1996 at Saint Barnabas, training under Jacques Cohen and Mina Alikani. She joined RMANJ as a lab supervisor in 2008 and was promoted to Director of Embryology in Kathleen is responsible for all functions of the clinical laboratory including in vitro fertilization, assisted hatching, intracytoplasmic sperm injection, testicular and epididymal sperm preparation, embryo biopsy, preimplantation genetic diagnosis, embryo cryogenics and the quality assurance and quality control programs. Kathleen has done extensive work in the area of stem cell research. She has co-authored numerous research journal articles in her field and is a member of both The New York Metropolitan Embryology Society and The American Society for Reproductive Medicine. Kathleen's unparalleled attention to detail combined with insightful and intuitive lab management assures the highest quality of care for RMANJ's patients. She is recognized by her peers as a gifted leader and teacher.



Andrew Ruiz, BS, MS, TS Manager of the REI Endocrinology and Andrology Laboratory

Andrew has a background in biology, chemistry and biochemistry. For the past 18 years, he has been involved in reproductive (gametogenesis) biology. He has extensive research skills in cellular and hormonal biology which includes the isolation of hormone receptor molecules and the functional interaction with the endocrine and reproductive system. His duties include managing and supervising the daily operation of the Endocrine and Andrology laboratories and maintaining compliance with local, state and federal standards using state of the art cellular, molecular and chemiluminescent technology. He has experience in electrophoresis, molecular/genetic isolation technology, cellular isolation and identification of reproductive cells, and extensive cell culture knowledge in mammalian organisms.



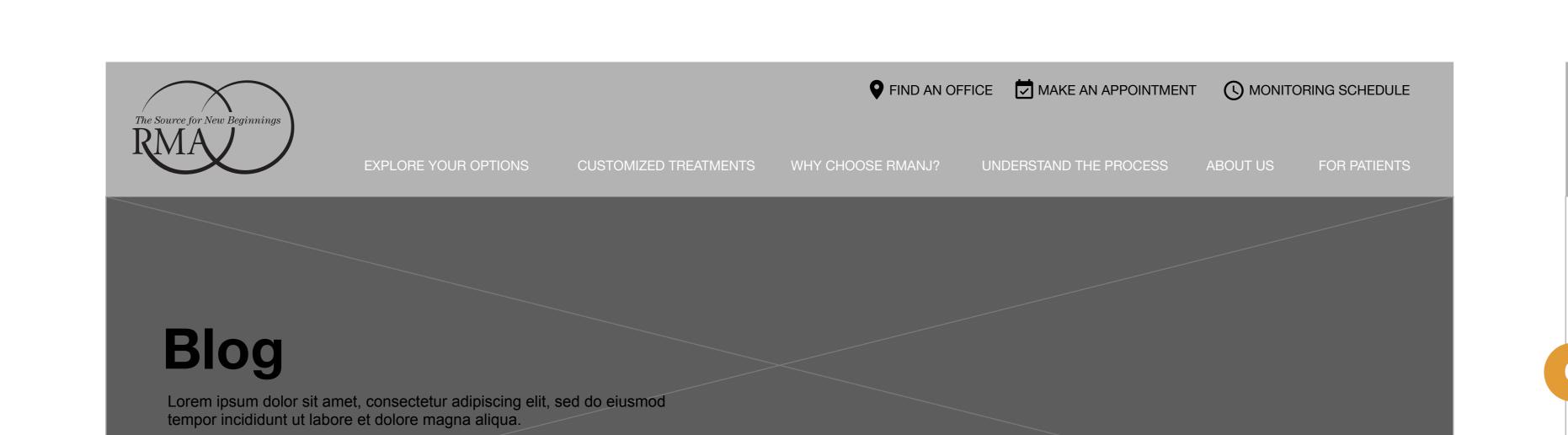
Nathan Treff, PhD Director of Molecular Biology Research

Dr. Treff is the Principal Investigator for the REI division's Molecular Genetics Basic Science Research Laboratory and an Assistant Professor of Obstetrics and Gynecology at Robert Wood Johnson Medical School, New Brunswick, NJ. Dr. Treff's background is in biochemistry, molecular biology, and genetics with emphasis in reproductive and stem cell biology. He obtained his Ph.D. in Biochemistry from Washington State University and conducted postdoctoral fellowships at the University of Wisconsin-Madison and The Serono Reproductive Biology Institute. The bulk of his research is in molecular genetics including genome-wide microarray analysis of gene expression and single nucleotide polymorphisms (SNP), chromatin immunoprecipitation, electrophoretic mobility shift, northern blot assays, quantitative real-time reverse transcriptase polymerase chain reaction, short tandem repeat and SNP genetic fingerprinting, protein-antibody array, western blot, ELISA, cloning and sequencing, protein and nucleic acid purification, single cell whole genome and transcriptome amplification, and systematic gene ontology analysis of gene expression. Dr. Treff has a variety of research skills in cellular biology including embryonic stem cell culture and directed

differentiation, magnetic activated cell sorting, stable recombinant cell line transfection and selection, and conventional tissue culture of eukaryotic cell lines. As the REI Division's PI, Dr. Treff has developed and led a new molecular biology research team towards improving the treatment of infertility. His scientific contributions were acknowledged at the 2007 ASRM meeting in Washington, DC where the REI division received the "ASRM Prize Paper Award". He is dedicated to education and advancement in reproductive medicine, and to facilitating basic and translational research using state-of-the-art molecular biology

If you have any questions about our laboratory and research in NJ, please contact us today.

FOOTER



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FIND AN OFFICE MAKE AN APPOINTMENT () MONITORING SCHEDULE

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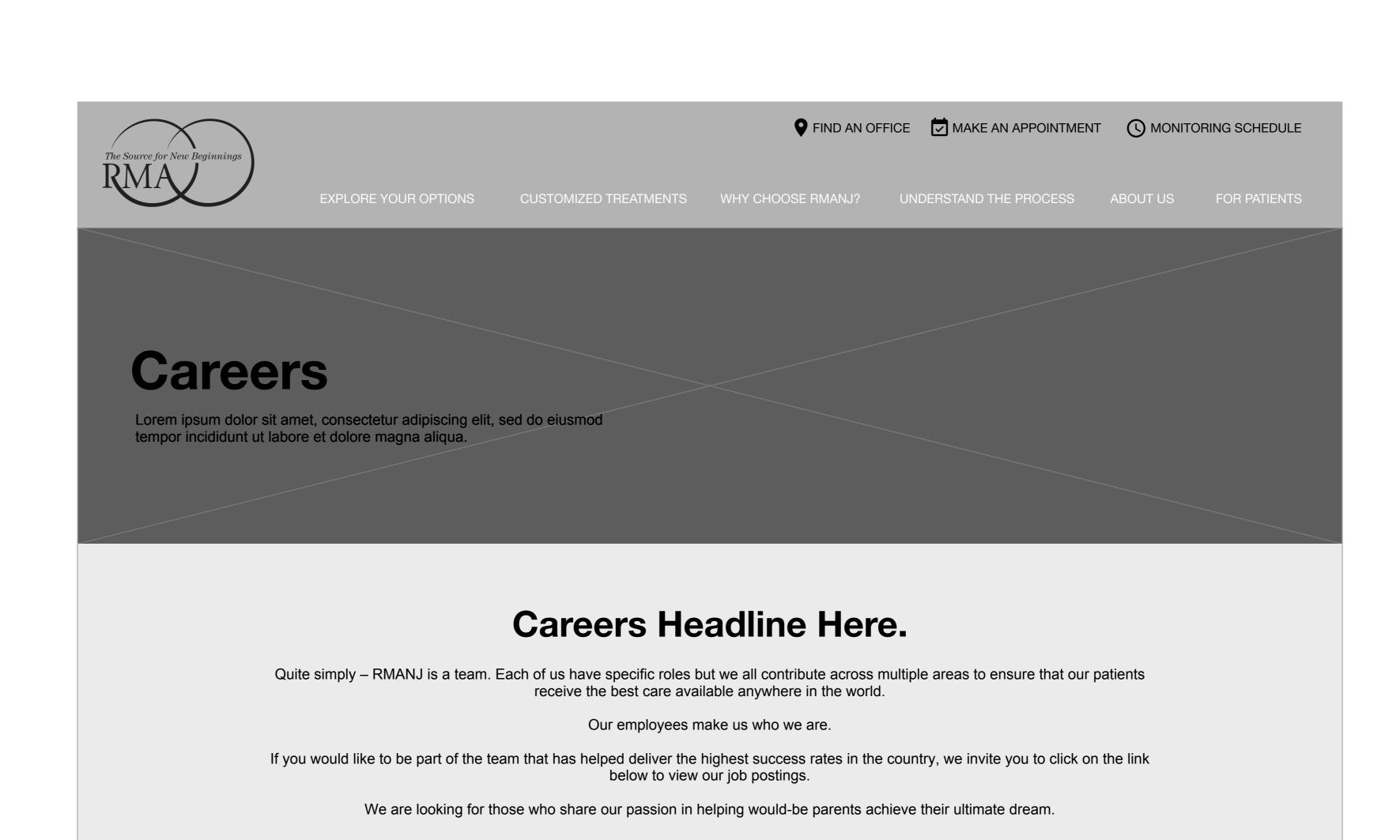
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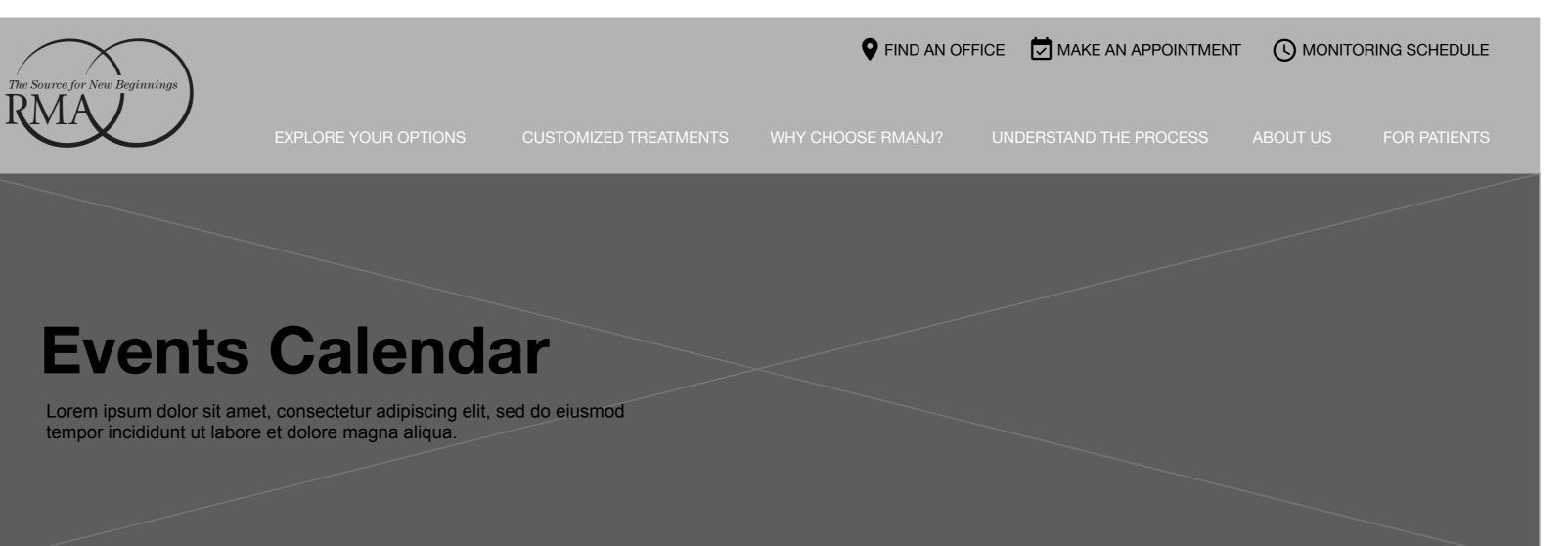
If you have any questions about careers at RMANJ, please contact us today. CONTACT US

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Upcoming Events

Sunday, February 28, 2016 YOU'RE INVITED TO FERTILI-PAINT WITH FERTILITALK!

1:45PM | Uptown Art: 28 Diamond Spring Rd, Denville, NJ 07834

Join us for an afternoon of painting and supporting together. Share your story, ask questions, and connect with others facing similar experiences. Find strength through the help of others and know you are absolutely not alone. Join us for an afternoon of painting and supporting together. Share your story, ask questions, and connect with others facing similar experiences. Find strength through the help of others and know you are absolutely not alone.

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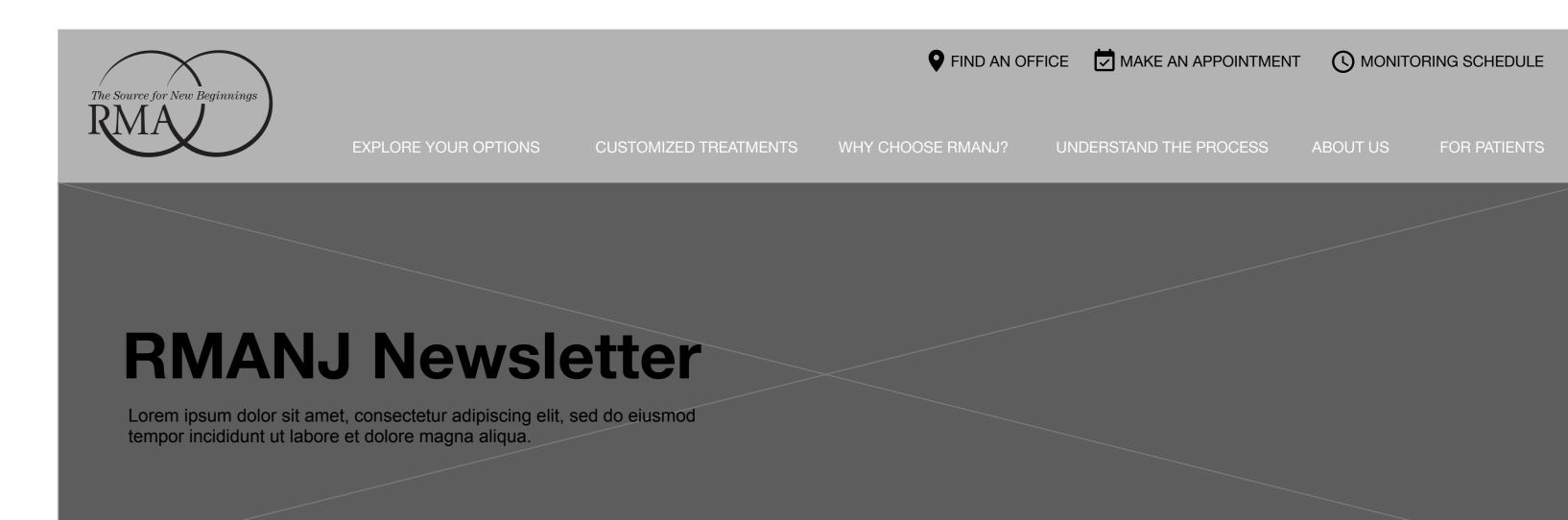
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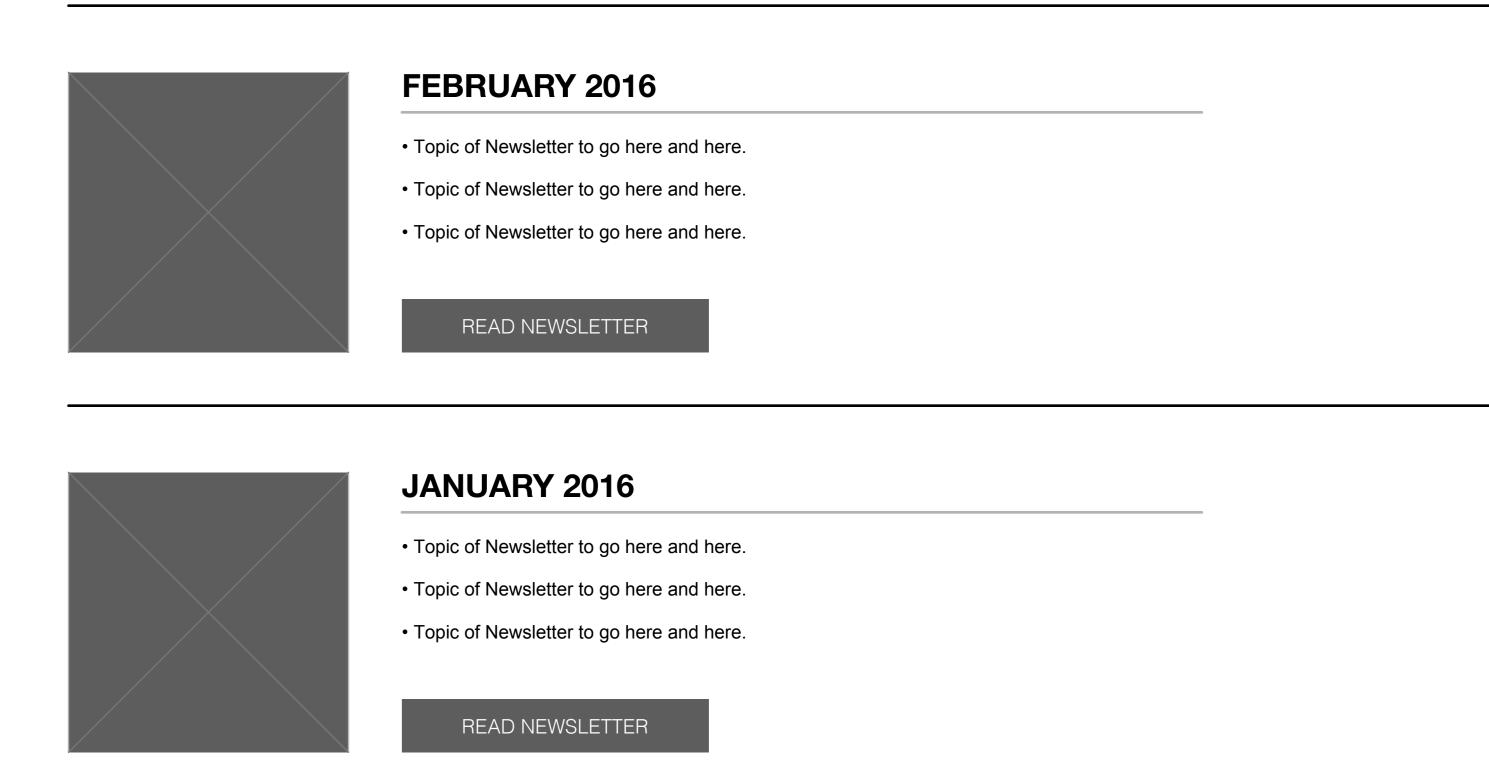




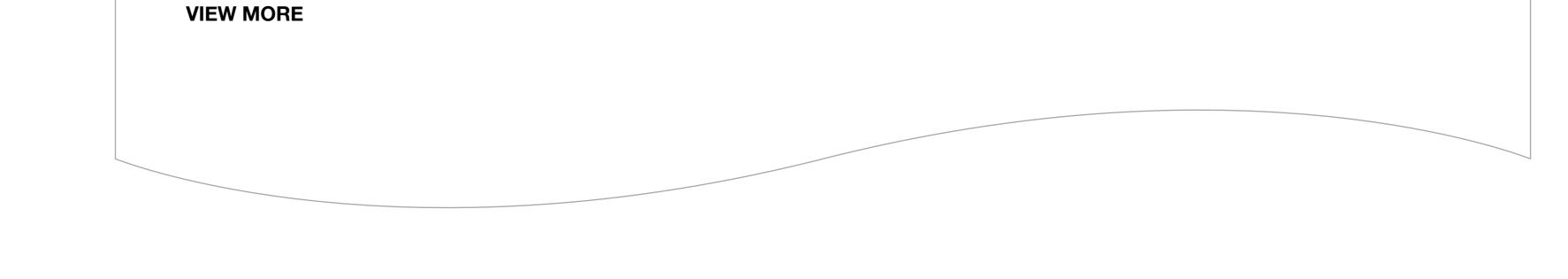
RMANJ Newsletter

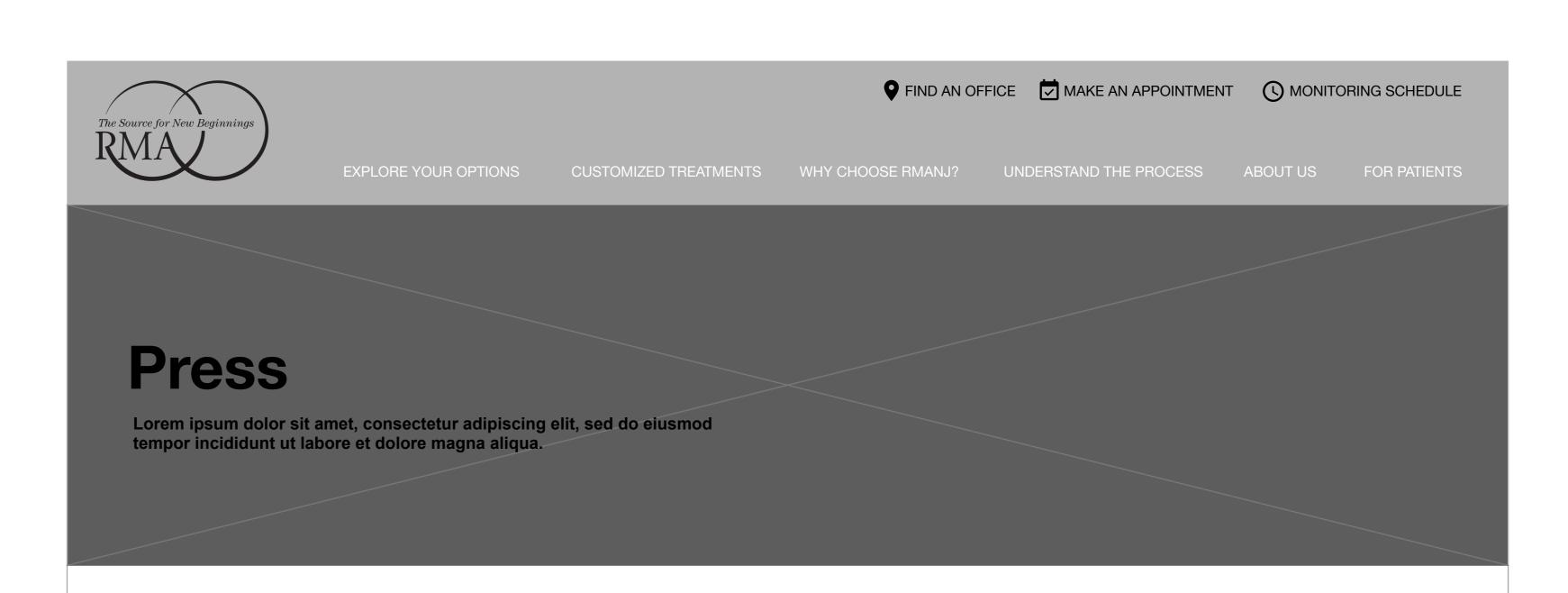
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For all media needs, please contact the following:

MEDIA CONTACTS Timothy Glynn 973-656-2891 tglynn@rmanj.com

Sunday, February 28, 2016 RMANJ JOINS FORCES WITH SOCIETY FOR ASSISTED REPRODUCTIVE TECHNOLOGY TO SUPPORT WOUNDED VETERANS WITH DISCOUNTED IVF **SERVICES**

Kerry Johnson

kjohnson@mww.com

MWW - Senior Account Director

Reproductive Medicine Associates of New Jersey will offer discounted fertility treatment to wounded veterans including free embryonic screening BASKING RIDGE, NJ – November 11, 2015 – Approximately 3,000 men and women have suffered debilitating category II and III blast and spinal cord injuries while serving and protecting our country. Without the help of science, these injuries prevent...

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chronological order. Entries will show preview of videos where applicable.

Blog System will display blog.

About Us Detail Pages

Blog Search System display will allow user to search blog entries.

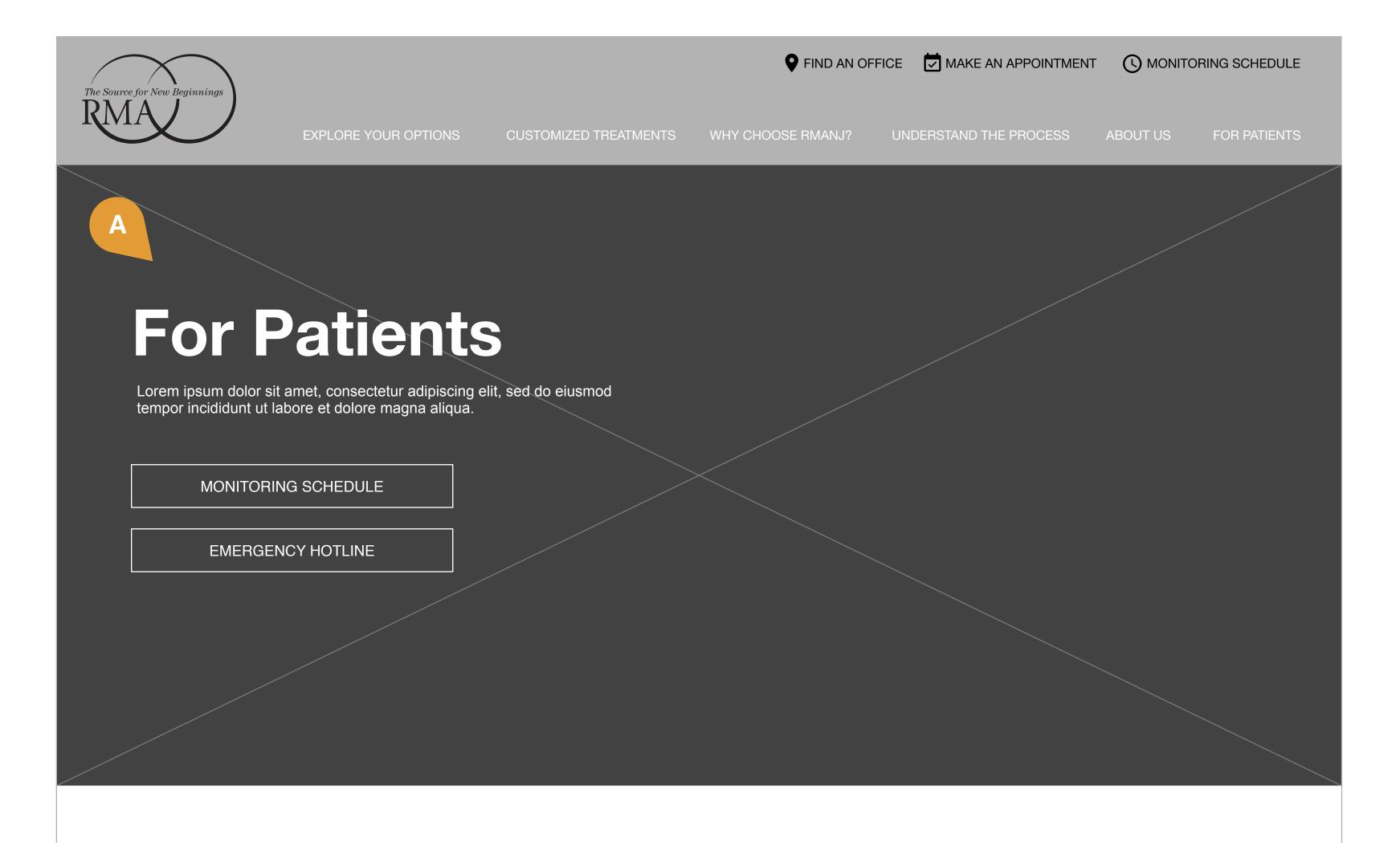
Blog Detail Page Each blog entry associated detail page.

Job Listings User will be able to and by job position.

Events Calendar Upcoming

BIMANJ

Section: For Patients

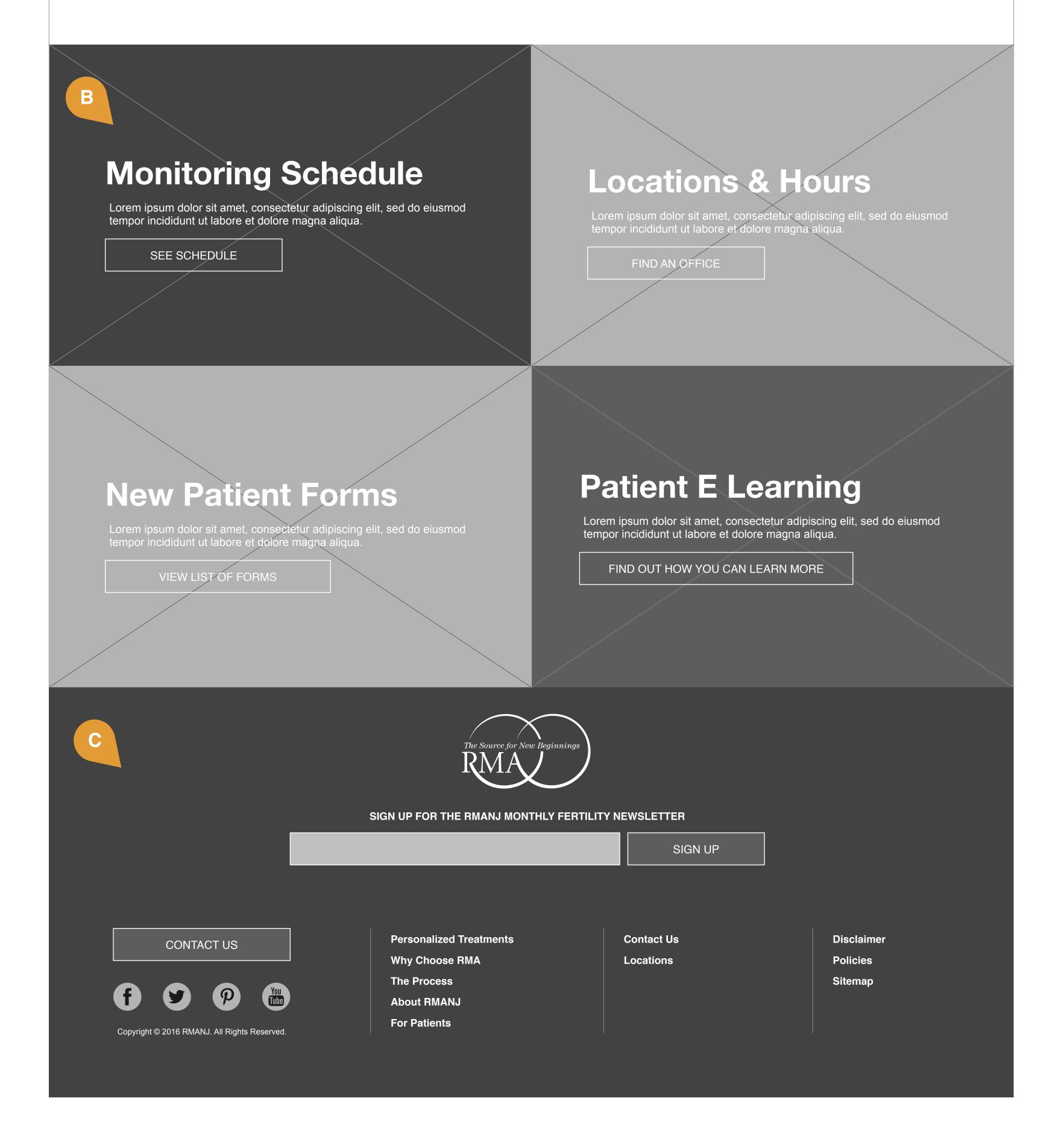


Whether you've just booked your first consultation with us or are currently pursing treatment, you've come to the right place. You'll find everything you need to start your journey to a safe and successful experience here.

Before you Arrive

Learn more about what to expect during your first consultation by logging into our Patient E-Learning portal. You'll find information designed to help you prepare for your consultation and treatment, educational resources, financial information, and more.

If you have any technical issues you may contact an e-Learning Administrator at elearningteam@rmanj.com.



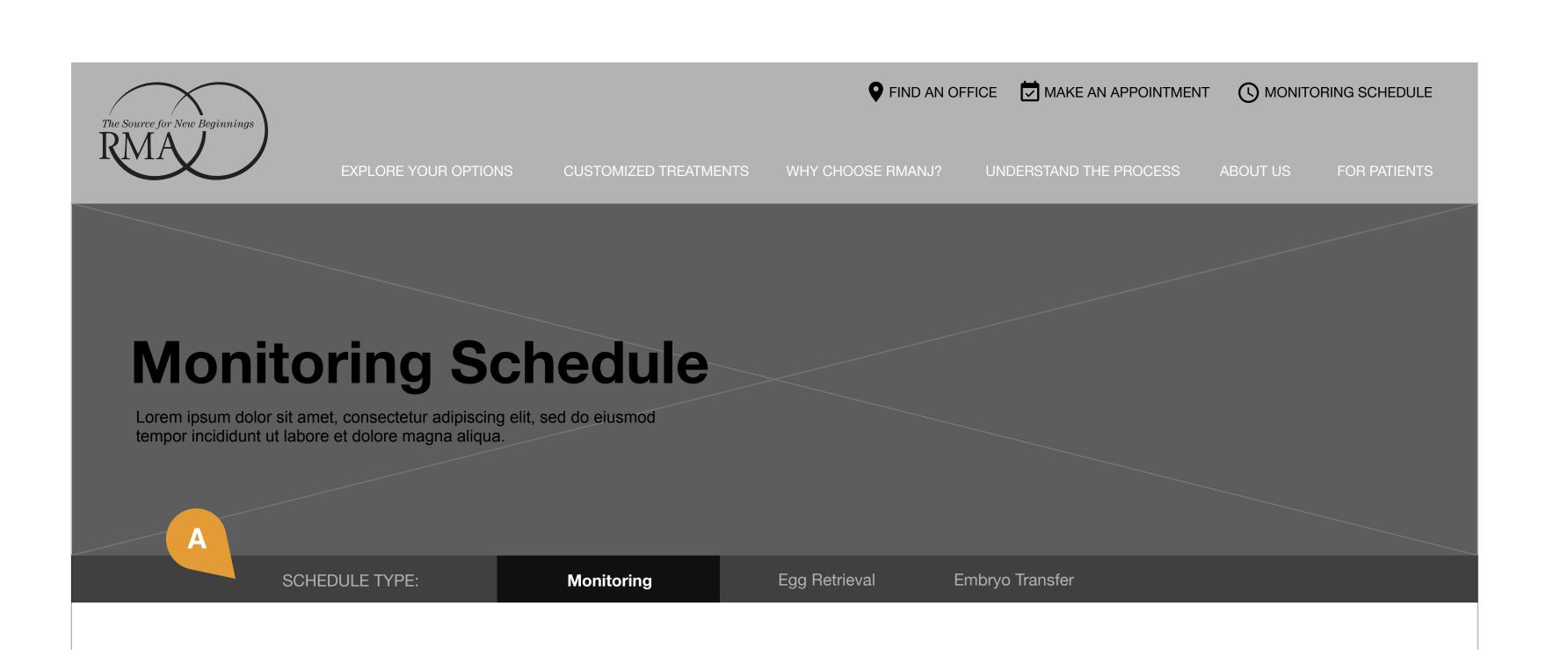
For Patients



Header Image Category Landing
Pages will display large, static
image on top of page.

Header section will contain links for: Monitoring Schedule and Emergency Hotline

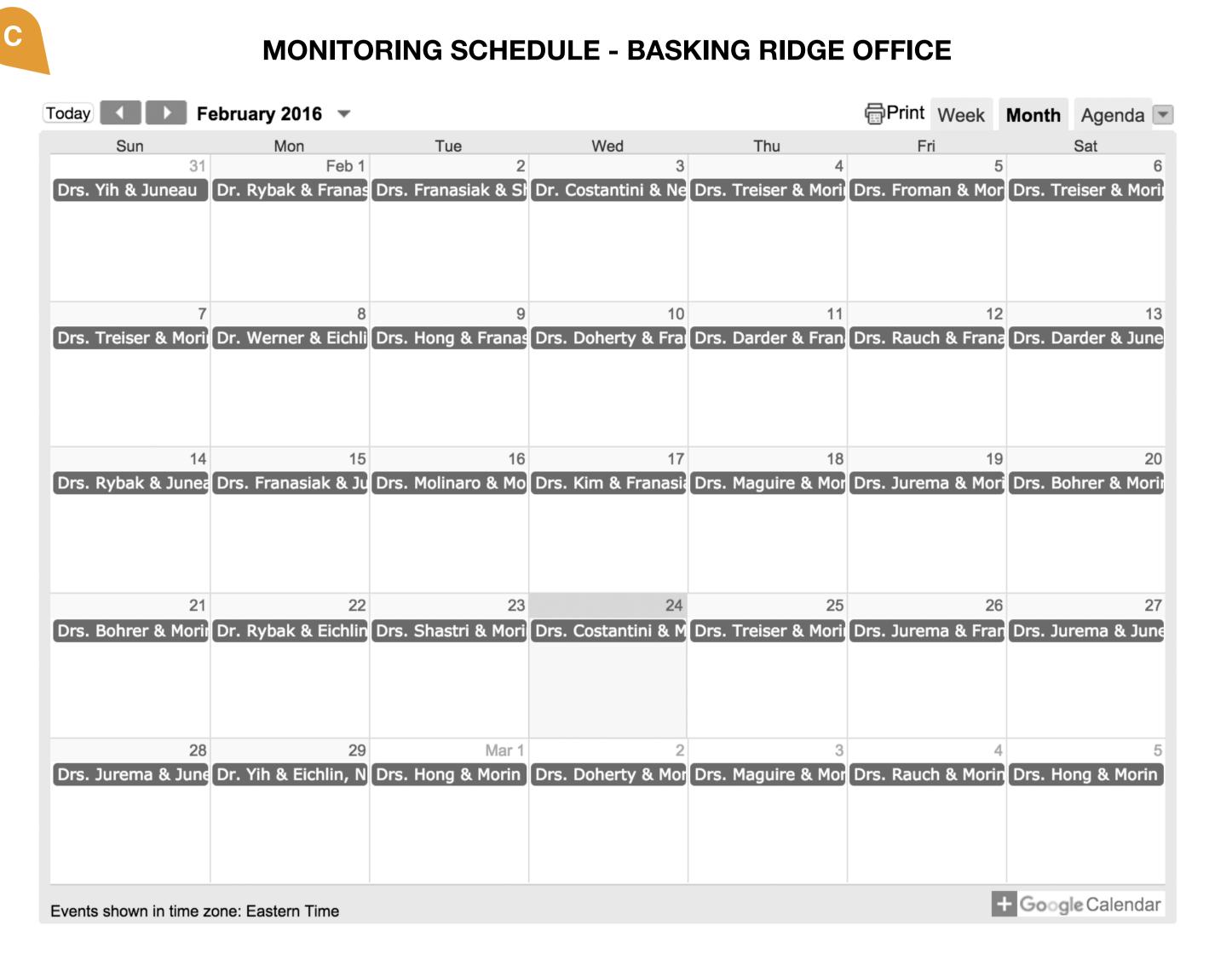
- Navigation Blocks Category
 Landing Pages will display large
 navigation image blocks, taking
 user to corresponding interior
 detail page, or sub-category page.
- Block Order Navigation blocks will be ordered in preference of SEO effectiveness.



Monitoring Schedules

Please be advised that weekend monitoring hours are reserved for cycle monitoring and emergency visits only. Routine pregnancy ultrasounds and non-urgent appointments will be scheduled during the week. Thank you for your understanding.

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Egg Retrieval Schedule

Egg Retrieval and Embryo Transfer takes place in our Basking Ridge Office Location.

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Embryo Transfer Schedule

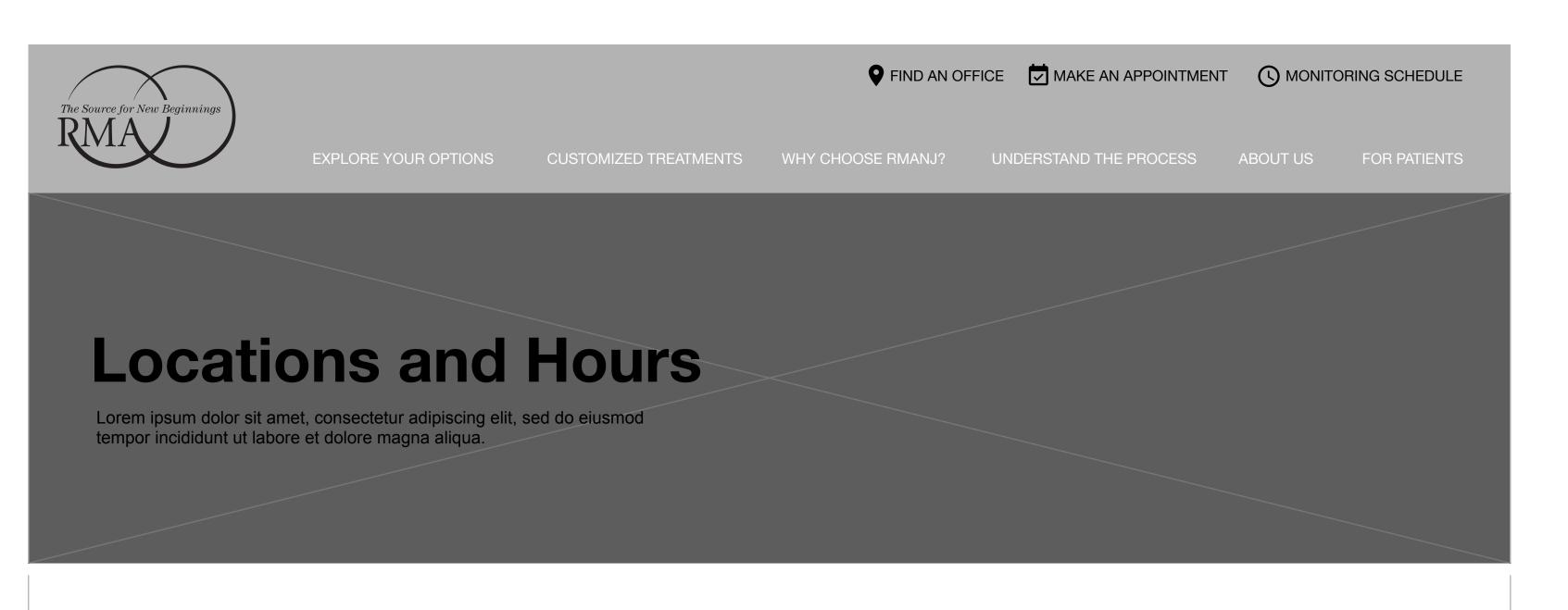
Egg Retrieval and Embryo Transfer takes place in our Basking Ridge Office Location.

Fe Fe	ebruary 2016 🔻				Print Week	Month Agenda
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	Feb 1	2	3	4	5	
Yih & Juneau	Dr. Rybak & Franas	Drs. Franasiak & Sl	Dr. Costantini & Ne	Drs. Treiser & Mori	Drs. Froman & Mor	Drs. Treiser & Mori
7	8	9	10	11	12	
Treiser & Morii	Dr. Werner & Eichli	Drs. Hong & Franas	Drs. Doherty & Fra	Drs. Darder & Fran	Drs. Rauch & Franc	Drs. Darder & June
14	15		17	18	19	
Rybak & Junea	Drs. Franasiak & Ju	Drs. Molinaro & Mo	Drs. Kim & Franasia	Drs. Maguire & Mor	Drs. Jurema & Mor	Drs. Bohrer & Morii
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28	29	Mar 1	2	3	4	5
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If you have any questions about our fertility treatment services and doctors in NJ, please contact us today.

CONTACT US

FOOTER

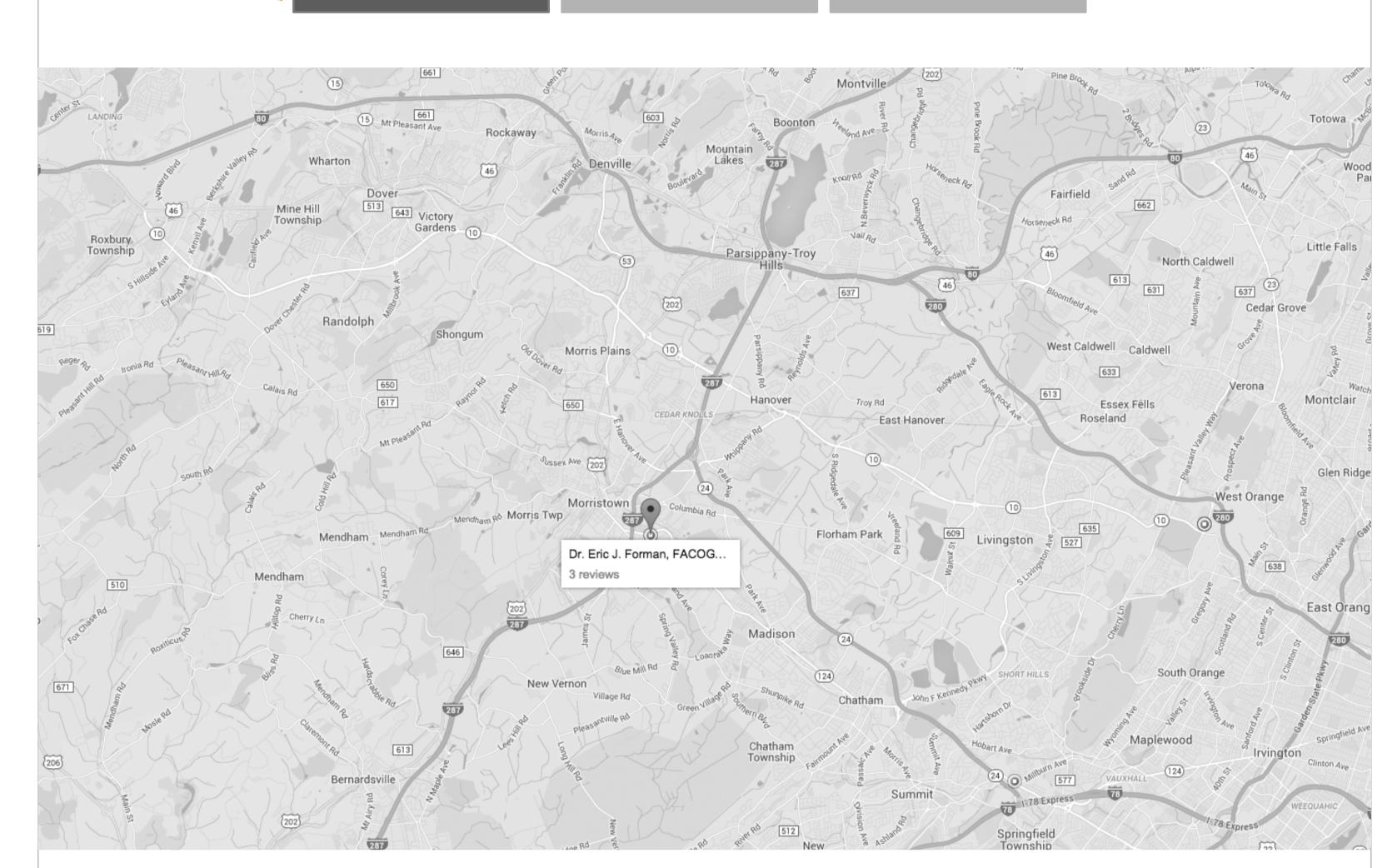


RMANJ Offices



RMANJ Basking Ridge Headquarters Basking Ridge, NJ 07920 Phone: 908-604-7800 Fax: 973-290-8370

Email: PServices@rmanj.com



About this Office

Reproductive Medicine Associates of New Jersey's (RMANJ) Basking Ridge, NJ location is in close relation the towns of Somerville, Bridgewater, Westfield, Watchung, Cranford, Scotch Plains, and Flemington. This location serves as our main facility with a state-of-theart IVF laboratory and has extensive research facilities on campus. IVF patients who are seen at our seven other offices across New Jersey will visit Basking Ridge for their egg retrieval and embryo transfer procedures. RMANJ Basking Ridge is easily accessible to US 78, 287, NJ 202, 206, and 31, is about 20 miles to Newark Liberty International Airport, and less than 1 hour from Columbus Circle in

New York City.

Our Basking Ridge facility is near many restaurants, shops, and other healthcare services in the area including Soup Shoppe, 3West, Origin Thai, Panera Bread, Hotel Indigo, Courtyard by Marriott, RWJ Somerset Medical Center, Morristown Medical Center, and Hunterdon Medical Center.

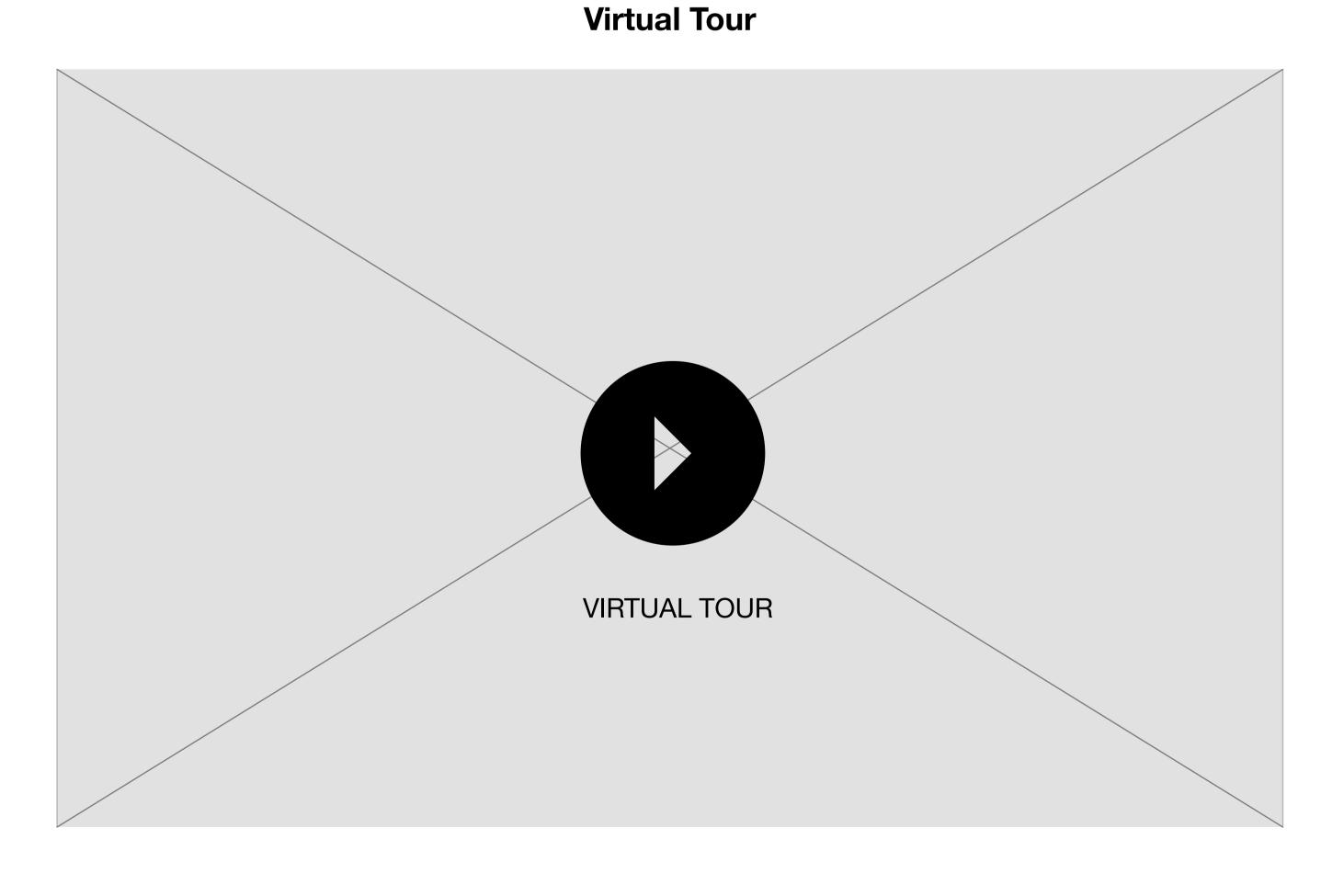
Physicians at this office



Available consultations in:



Available consultations in: Anytown, USA



FOOTER

FIND AN OFFICE MAKE AN APPOINTMENT MONITORING SCHEDULE **New Patient Forms** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Prior to your initial appointment with RMANJ, all patients must provide medical records specific to their care, as well as other written information. This allows our team to review the information before your visit so we can make your time with us the most productive and effective as we can. Please complete the following forms and fax them to 973-290-8370 at least 1-2 weeks prior to your appointment. If you would like to send completed forms electronically, please contact our patient liaison team for a secure email link at 973-656-2089.

Please note you may be required to download Adobe Reader to complete our new patient forms. You can download Adobe Reader at http://get.adobe.com/reader/

NOTE FOR MAC USERS

Please DO NOT use the "Preview" application to complete these forms, as an incompatibility causes the forms to be blank when opened on other computers. Please ONLY use the free Adobe Reader application available by clicking here: http://get.adobe.com/reader/

Step 1: DOWNLOAD YOUR NEW PATIENT FORMS

Each patient who visits RMANJ is directed to complete and submit a medical intake form. These medical histories allow our physicians to make the most accurate assessments of your fertility status and devise the most appropriate treatment plans. Please select the intake form that most accurately reflects you as a patient. If you are seeking our services as a couple, each partner in the couple must

Please complete the appropriate forms and return them to our office 7-14 days before your new patient appointment.

complete his or her own intake form.

NAME OF PATIENT FORM

NAME OF PATIENT FORM

NAME OF PATIENT FORM

NAME OF PATIENT FORM

NAME OF PATIENT FORM NAME OF PATIENT FORM

New patient forms may be faxed to 973-290-8370 or dropped off in person at any of the following office locations: Basking Ridge, Eatontown, Englewood, Morristown, Somerset, or West Orange. If you would like to send completed forms electronically, please contact our patient liaison team for a secure email link at 973-656-2089.

Step 2: GETTING YOUR PREVIOUS MEDICAL RELEASE RECORDS

Please complete the provided medical record release and send to your OB/GYN, urologist, previous fertility center or other medical provider to request your medical records.

We request a copy of your previous medical records to be forwarded to our office 7-14 days before your new patient appointment.

NAME OF PATIENT FORM

Medical records may be faxed to 973-290-8370 or dropped off in person at any of the following office locations: Basking Ridge, Eatontown, Englewood, Morristown, Somerset, or West Orange. If you would like to send completed forms electronically, please contact our patient liaison team for a secure email link at 973-656-2089.

Step 3: ADDITIONAL CONSENT AND POLICY FORMS

These additional forms will be provided to you upon arrival at your new patient appointment. To assist in the efficiency during registration, you may elect to complete these forms below in advance.

Please complete all forms and return them to our office 7-14 days before your new patient appointment.

NAME OF PATIENT FORM

Englewood, Morristown, Somerset, or West Orange. If you would like to send completed forms electronically, please contact our patient liaison team for a secure email link at 973-656-2089.

Forms may be faxed to 973-290-8370 or dropped off in person at any of the following office locations: Basking Ridge, Eatontown,

DOWNLOAD ALL PATIENT FORMS

Cancellation Policy

As you know, waiting for an appointment to begin fertility treatment can be stressful, so we ask you to be considerate of other patients who are waiting for their appointment with RMANJ. To ensure every patient is satisfied, here at RMANJ, we have developed guidelines for canceling and rescheduling new patient appointments. Please review the following and call the patient liaison department at 973-656-2089 with any questions: If it becomes necessary for you to cancel your appointment, we require at least 48 hour notice, so that we can contact other patients who may be able to take your scheduled appointment. If you do not contact us, RMANJ can bill you for the

Cancellation Reschedule Policy

If you have cancelled your appointment three times, RMANJ will ask you to complete a Credit Card Authorization Form for payment. This will ensure us of your commitment to your next rescheduled visit. You will be charged for the initial consultation fee and when you come in for your consultation, you will be reimbursed this fee minus your co-pay.

NAME OF PATIENT FORM

For Patients

Select Schedule Jump-to buttons will allow user to quickly access schedule of their choice.

Schedule Filter System shall allow user to filter monitoring schedule view based on location.

DEFAULT VIEW is Basking Ridge

Schedule Calendar System will display RMANJ Google Calendar.

Office Locations and Info System will allow user to filter office locations.

> DEFAULT VIEW IS BASKING RIDGE HQ

Office location page will display the following content:

- Map

- About

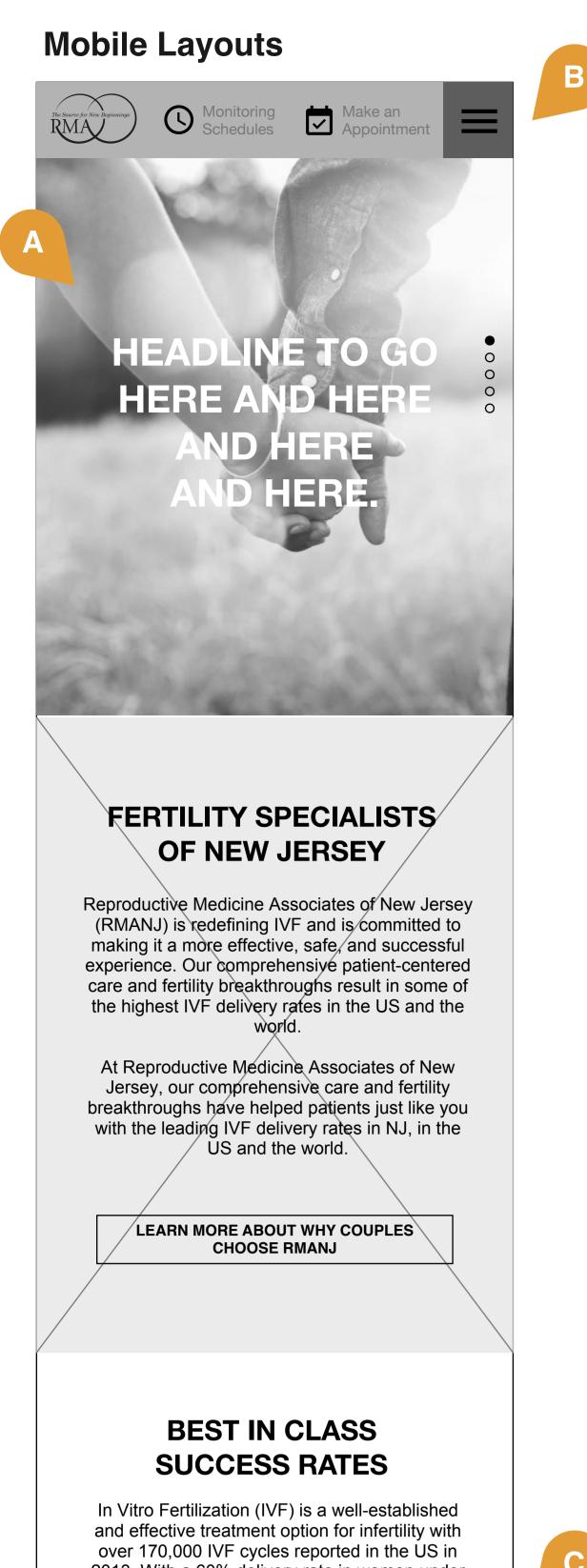
 Physicians on location Virtual Tour

Jump Tos User can quickly navigate to specific sections of office page.

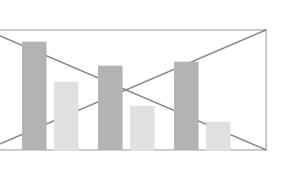
New Patient Forms Patient can download necessary forms individually, or all at once via ZIP

RMANJ

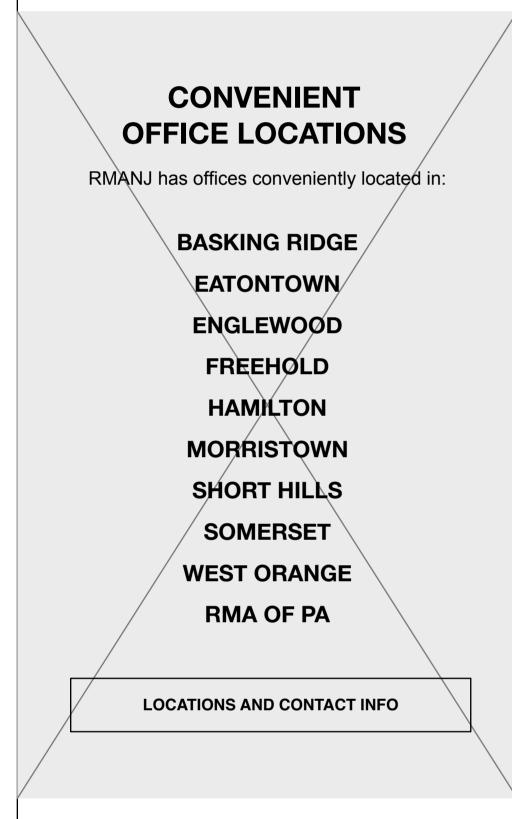
Mobile Behavior



2013. With a 60% delivery rate in women under 35*, Reproductive Medicine Associates of New Jersey's (RMANJ) IVF success rates are among the highest in the US.

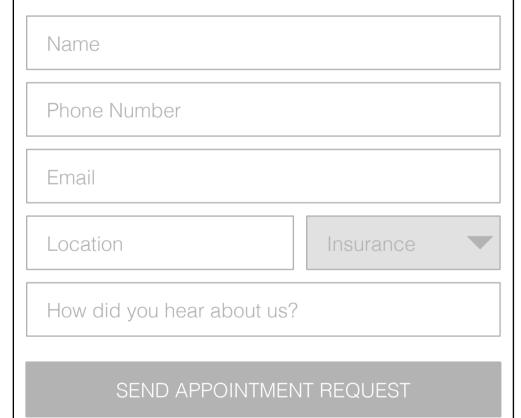


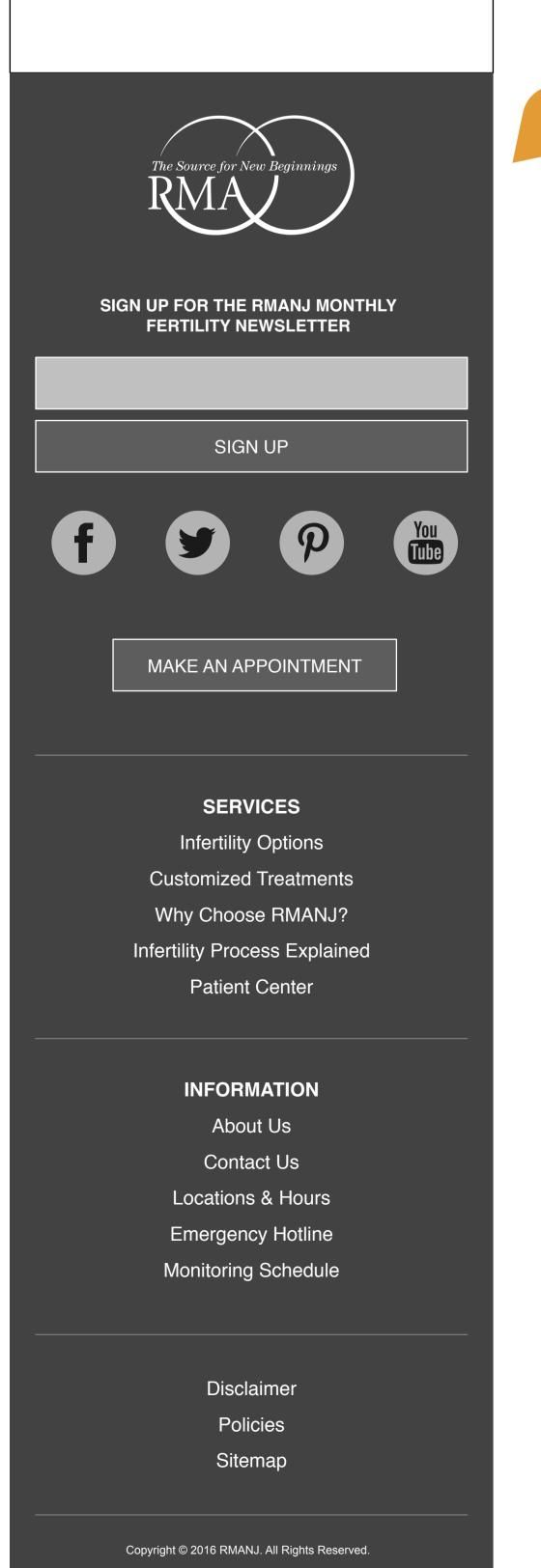
LEARN MORE ABOUT OUR SUCCESS RATES

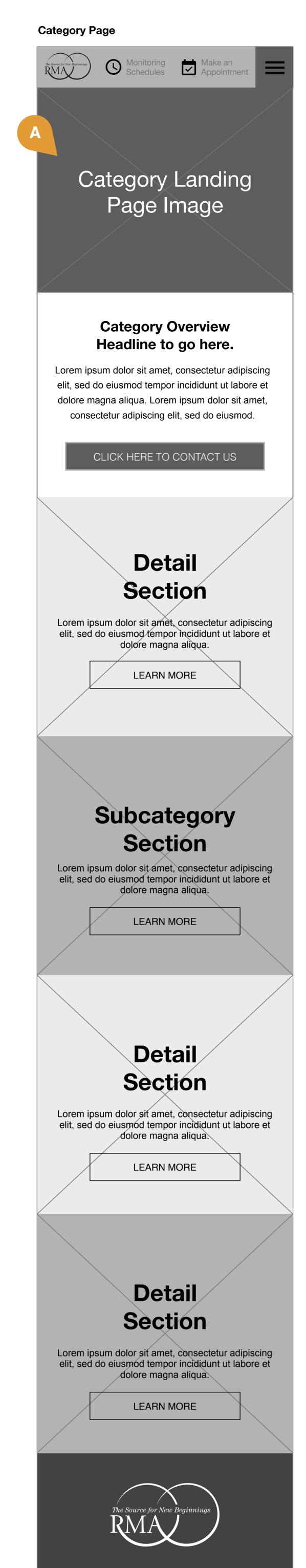


CONVENIENT **OFFICE LOCATIONS**

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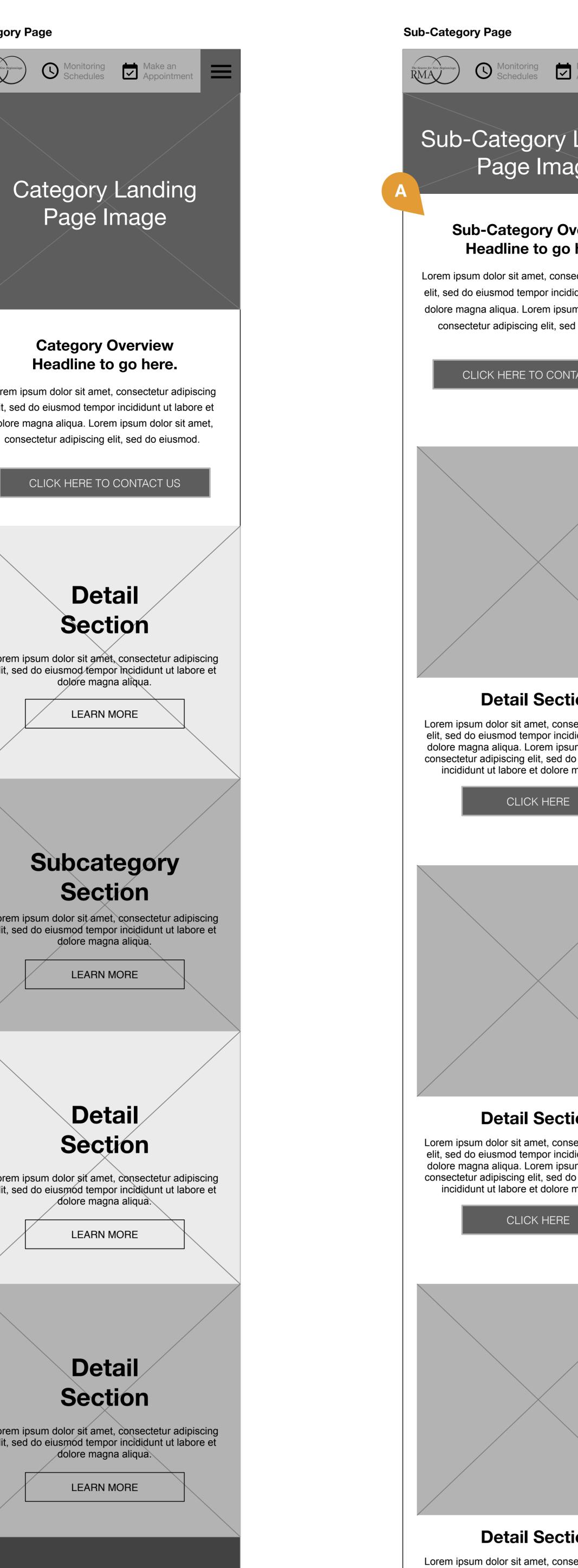


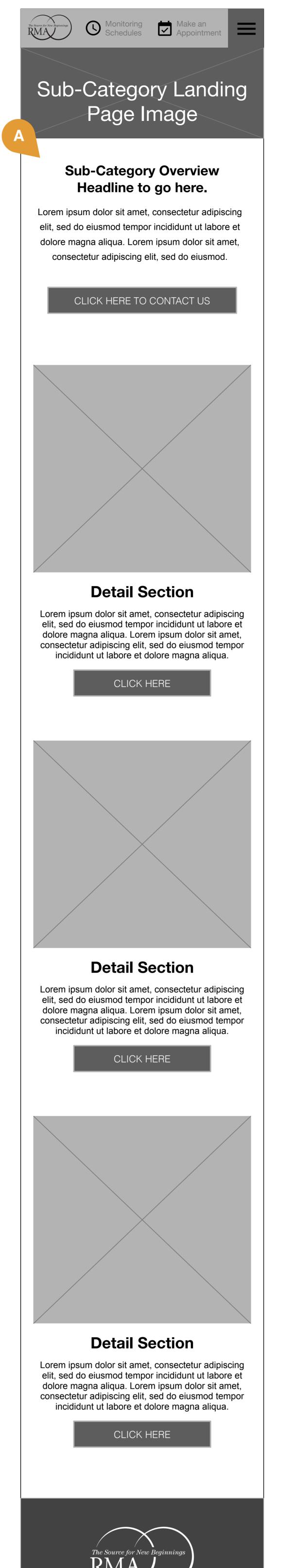


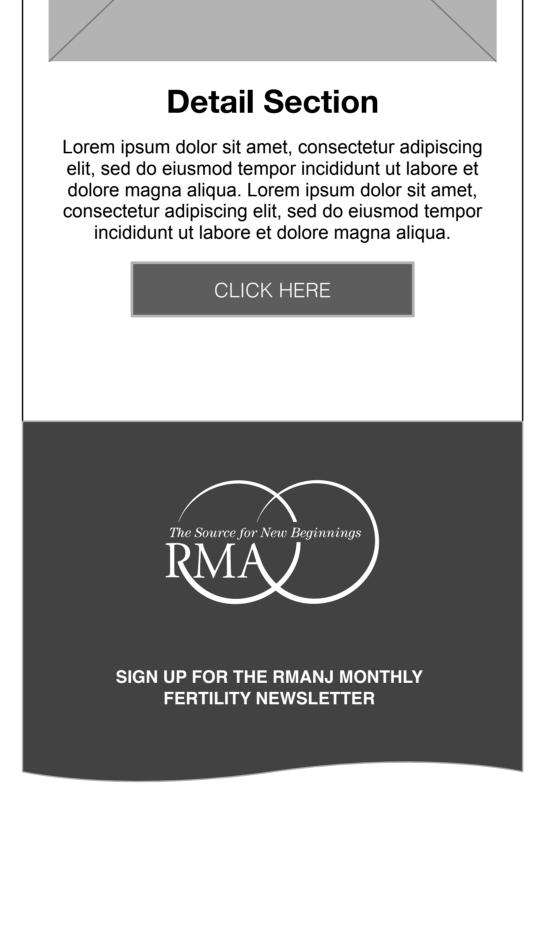


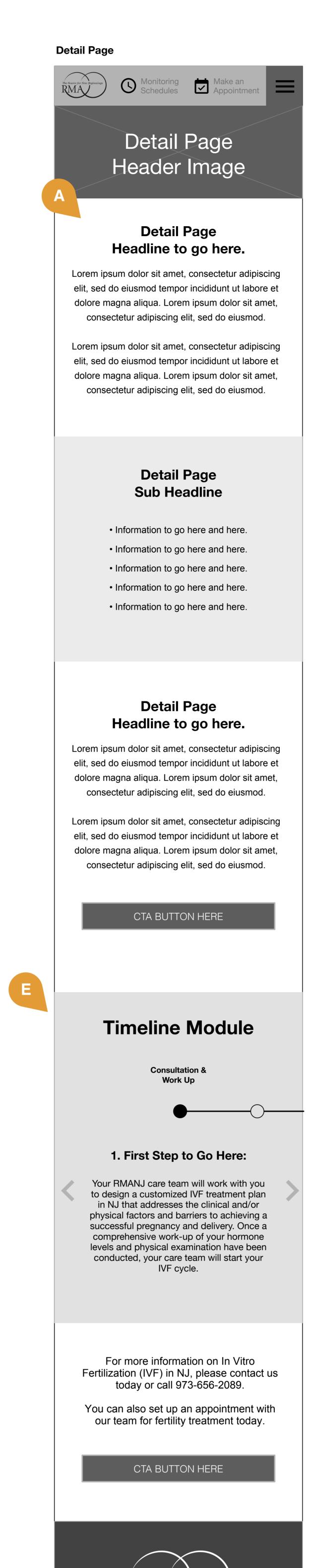
SIGN UP FOR THE RMANJ MONTHLY

FERTILITY NEWSLETTER

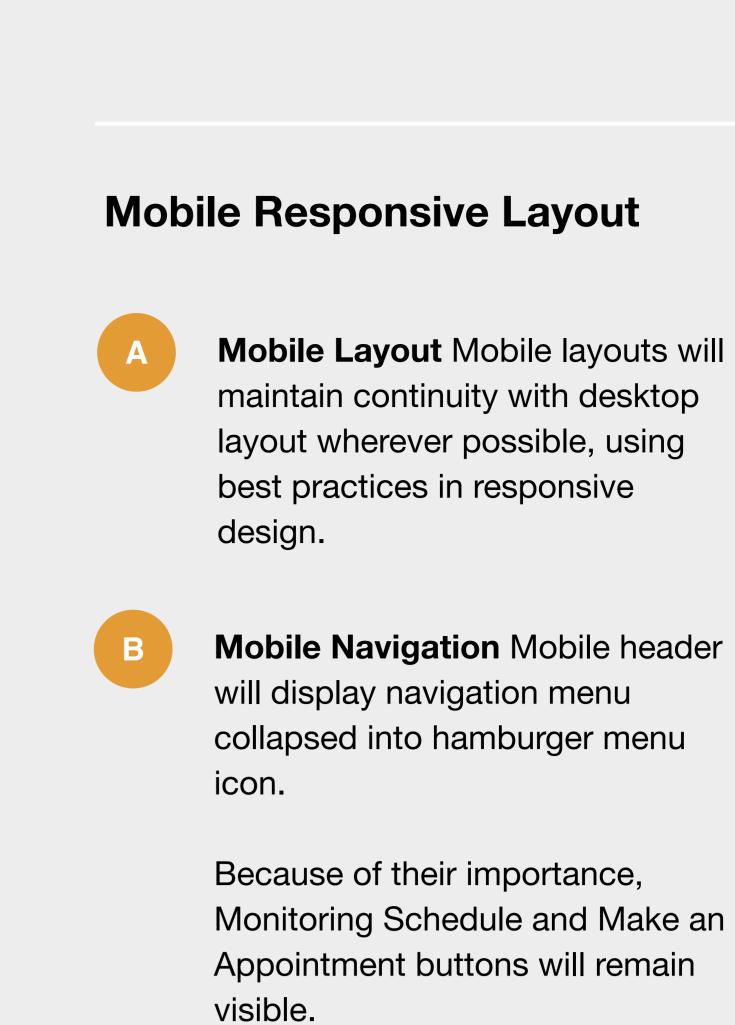








SIGN UP FOR THE RMANJ MONTHLY FERTILITY NEWSLETTER



Home Page Contents Home page layout will maintain continuity with desktop layout wherever possible, using best practices in

please see next page.

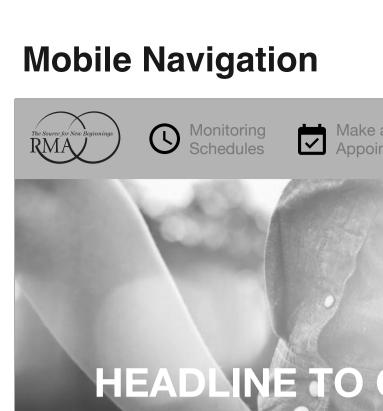
PLEASE NOTE: For detail on

mobile navigation functionality,

Footer Footer contents will stack to accommodate mobile viewpoint.

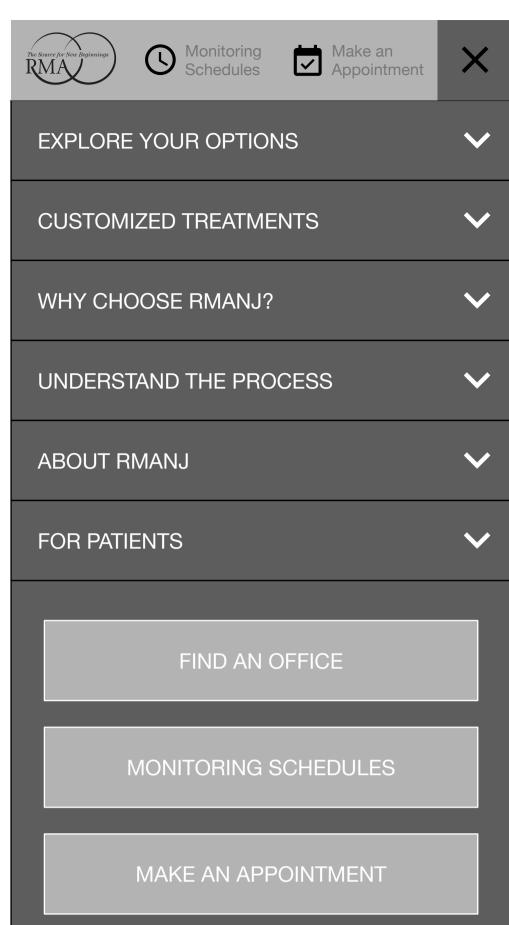
responsive design.

Timeline Module Mobile responsive version of timeline module will allow user to swipe through timeline stages.

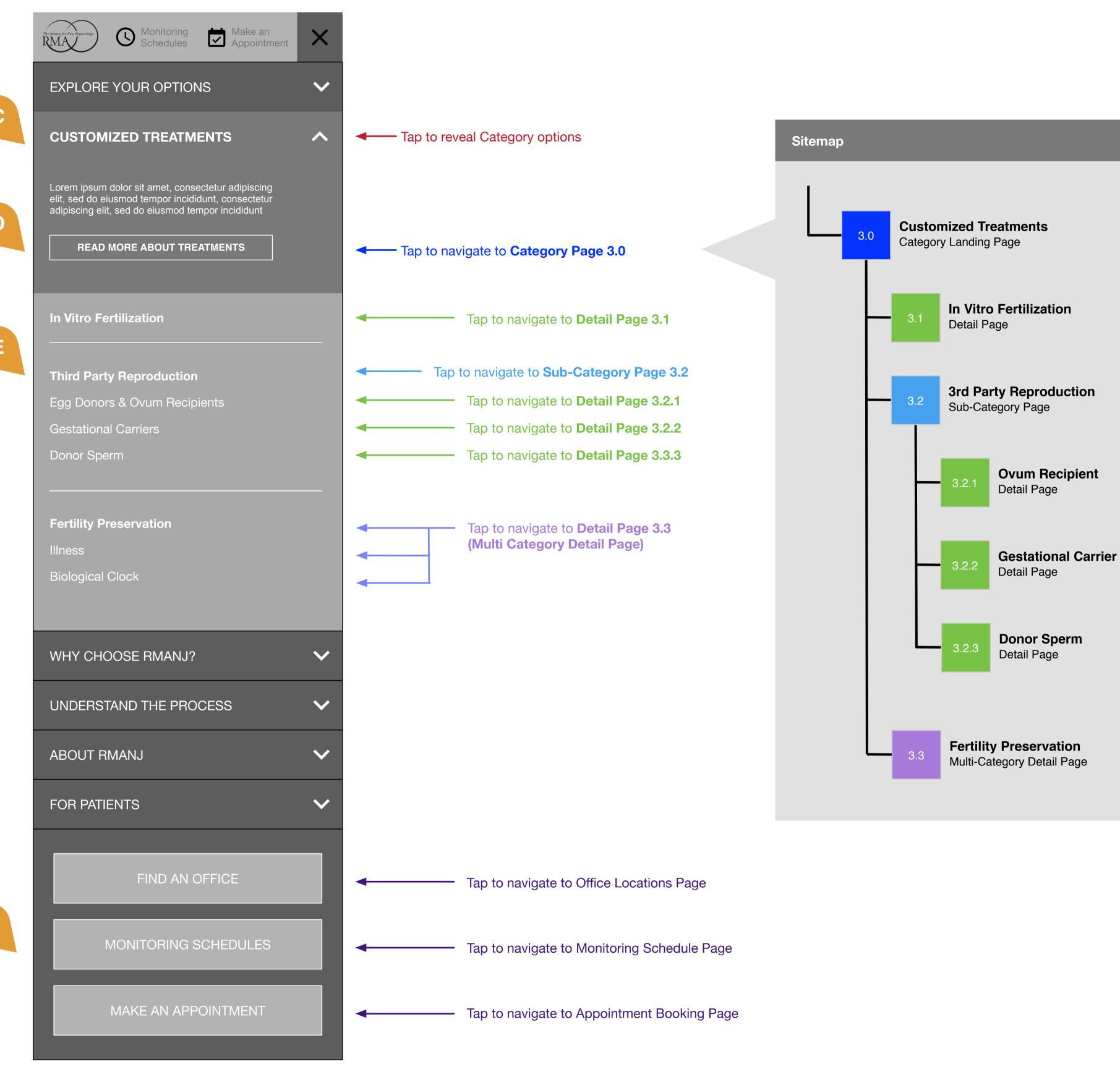


LINE TO GO ND HERE HERE. **HEADLINE ABOUT STATS HERE.**









Mobile Navigation

- Collapsed State Mobile navigation will display as hamburger icon in collapsed state.
- Open State If mobile navigation is expanded, system will display "X".

Tapping "X" will collapse menu.

- Categories Tapping category title will expand mobile "mega-menu" for category.
- **Landing Page Navigation** System will allow user to navigate to category landing page via buttons within drop-down menu.
- Page Navigation System will allow user to navigate to subcategory landing pages, and detail pages, via drop-down menu.
- Frequent Use Buttons Drop down menu will display buttons for easy access to Find an Office, Monitoring Schedules, and Make an Appointment.