

# BUSINESS STYLE

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**C**onceptions Reproductive Associates of Colorado offers assistive reproductive technology and infertility treatments. If the need for such services arises, you will feel well cared for by the Conceptions staff, says Dr. Mark R. Bush, President and Medical Director. You will have a positive experience from beginning to end, he stresses.

But let me first back up a bit. This isn't an article about sex education or problems with the reproductive system. I could give you statistics regarding the success rate at Conceptions, as well as testimonials from patients who recommend the clinic. What I want to focus on instead in this article is Dr. Bush, who is passionate about the education of women regarding their options for reproductive health and reproductive services. Dr. Bush says he works to change the way people think about and act toward their reproductive health.

Dr. Bush is board certified in obstetrics and gynecology, as well as in reproductive endocrinology and infertility. He states that he has extensive experience in reproductive endocrinology, infertility, and assisted reproductive technology. Dr. Bush is sought after not only as a doctor, but as a speaker on reproductive health and technological innovations. Possibly just as important as the medical expertise he provides is the hope Dr. Bush wants to instill in his patients.

Upon first meeting Dr. Bush, I am impressed with his sincerity, honesty, and compassion. One cannot help but be infected by his joy. I found myself getting caught up in the excitement and positive attitudes Dr. Bush and his team display. The staff seems to share his vision of hope and the goal of creating an environment of success.

Before any procedure starts, Dr. Bush and his team complete a risk analysis and what they call a "whole woman health overview." The staff realizes that many couples and individuals who come to Conceptions are reaching for a last hope, and they don't want to disappoint them, they say.

After the results of the overview come back, affordable treatment and care options are presented to the couple, Dr. Bush says. He comments that IVF procedures "should be available to everyone—it shouldn't be horribly expensive."

All of the procedures offered at the clinic, which always start with a blood test and ultrasound, are affordable, Dr. Bush points out. When tests show positive results, the egg retrieval, insemination, and fertilization do not proceed if any issues arise, which also means that there is no charge for these services. Conceptions focuses on maintaining a positive outlook throughout the relationship with patients, and does not give false hope, he adds.

Dr. Bush cannot contain his enthusiasm when he talks about what women can do to prepare and keep their eggs healthy, as well as what they can do in case of reproductive failure. One might consider him an evangelist, given the dedication and fervor with which he speaks about the subject. He says that he wants women to prepare to have children before they are even thinking about having children.

At a recent talk that he gave at the University of Colorado at Boulder, Dr. Bush spoke at length about reproductive health to

young women and men in college. He shares his belief that by providing the information and encouraging individuals to think about children while they are in their 20's, many will know what their chances are to become pregnant with a healthy child that they can carry to term.

Many couples plan for years for their family. What happens when the joy of children is postponed or does not arrive at all? Many become depressed and lose hope. Some of the women seen at Conceptions are seeking help from Dr. Bush and the Conceptions team at the height of a crisis. They have often tried various methods to become pregnant without success.

Dr. Bush says the biggest disappointment is seeing patients too late at age 40 or later, and not being able to turn back time. "They are trying to conceive, and the vital healthy eggs they had when they were 20 are no longer there." He says that is why education is so important so women can take the appropriate steps early on to create strong, healthy children and at least one full-term pregnancy.

Dr. Bush says that a healthy pregnancy is due to a number of factors. One factor is deep down at the cellular level. As a woman's eggs age, chromosomal errors can occur. If left undetected, these errors can produce one of three outcomes: a negative pregnancy test, a miscarriage, or a negative amniocentesis result. The percentage of these three outcomes occurring is reduced at Conceptions, he states.

Why is this number reduced by seeing the team at Conceptions? The embryologists at Conceptions screen the embryos to ensure all of the chromosomes are healthy before the embryos are transferred into the womb. Since January 2009, this screening has taken place over 100 times prior to embryo transfer, improving the odds of a successful pregnancy. Dr. Bush has co-authored abstracts on this technology presented at two national meetings.

In recognition of his work in implementing innovative IVF protocols, treatment of recurrent pregnancy loss, and the clinical application of complete chromosomal screening of the embryo, Dr. Bush was awarded the Joyce M. Vargyas, M.D., Visionary Award in March of this year. The award is given by the American Fertility Association, which is an organization that is committed to reducing infertility. This year's presentation marks the first time the award has been given to a Colorado doctor, Dr. Bush states. In addition to recognizing Dr. Bush, the American Fertility Association now consults with him frequently on his innovative use of IVF and other reproductive medical best practices.

Conceptions has three locations in Denver and the surrounding areas. These locations are in Littleton, Lafayette, and Denver. Drs. Bush, Michael Swanson, and Tiffany Von Wald, along with their teams of embryologists and support staff, are equipped to provide you with the best care, Dr. Bush says. And this care starts right at the beginning when a patient walks through the door.

The phone numbers for each location are: Littleton: 303-794-0045; Lafayette: 303-449-1084; and Denver: 303-720-7887. I think that the Web site at [www.conceptionsrepro.com](http://www.conceptionsrepro.com) provides extensive information about infertility and reproductive health, without overwhelming you with technical terminology. **WE**

## CONCEPTIONS REPRODUCTIVE ASSOCIATES OF COLORADO

By Lorelei Matisse



*Conceptions' Dr. Mark R. Bush (center), receiving the Joyce M. Vargyas, M.D. Visionary Award.*

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