**UH fertility center opens in Westlake**

Until this week, the only option for UH patients living in western Cuyahoga County who needed a full-service fertility-treatment center was to head east, to UH's main campus in Cleveland's University Circle or UH Ahuja Medical Center in Beachwood.

That has changed, with Monday's opening of the UH Westlake Fertility Center on Crocker Road, across from Crocker Park.

The new office includes a lot more than it did when it was located at UH Westlake Health Center on Clague Road. Not only is there an on-site lab with same-day hormone results and sperm testing, but the number of on-site physicians has gone from one to three, and the number of days they and a nurse are available has gone from one to five days a week.

The expansion of UH's fertility services in the western suburbs is the latest change ushered in since Dr. James Goldfarb left the Cleveland Clinic in late 2010 to head up UH's fertility center and build up the fertility program at Ahuja.

In vitro procedures (such as egg retrieval and embryo transfer) will continue to take place at Ahuja, and some surgeries will continue to be performed at UH's main campus.

But the vast majority of fertility care is not IVF or other invasive procedures, said Dr. Bryan Hecht, one of the fertility specialists in the new center. Hecht joined UH last fall to join Goldfarb, with whom he worked at the Clinic for seven years.

"Our goal is to find the least expensive, fastest and safest way to produce a pregnancy," he said. "One of the goals nationwide is to try to break down those barriers that prevent people from seeking care."

*Plain Dealer, August 13, 2012*