



# HEARTLAND

## FERTILITY

Since its inception in 1997, Heartland Fertility has been recognized as the leader in fertility care in Manitoba and has helped grow more than 15,000 families. Offering world-class fertility care and treatment expertise, now in a new state-of-the-art facility in Winnipeg for patients in Manitoba and beyond.

### **PRESS KIT**

JANUARY 2024

MEDIA INQUIRIES: [Solv Communications](#)





Inclusion of all gender and sexually diverse people is an important value of Heartland Fertility. We are continuously striving to create an environment of compassionate belonging where all of the LGBTQ2SIA+ community are supported, valued and respected.

Heartland Fertility is situated within Treaty 1 territory, the traditional lands of the Anishinaabe, Cree, Oji-Cree, Dene, and Dakota, and on the homeland of the Métis Nation.





**World-class fertility expertise.  
A caring team by your side.**



**State-of-the-art  
facilities.**

**World-class  
care.**

**Our mission is simple:** to help our patients achieve a healthy pregnancy, no matter their path to parenthood.

With a state-of-the art facility, a depth of experience and the latest treatment innovations, patients can expect an unparalleled quality of care.

# Heartland Fertility by the numbers.

**25+**

The recognized leader in  
fertility care for over 25  
years

**15K**

We've helped grow over  
15,000 families since 1997.

**6**

A world-class team of  
six fertility specialists.



**A team that's homegrown  
in Manitoba.**





# Dr. Gordon McTavish

BSc Hons, MD, FRCSC

Fertility Specialist, Medical Director

Dr. Gordon McTavish is the Medical Director of Heartland Fertility. His extensive experience in women's healthcare and gynecological surgery includes advanced operative laparoscopy, hysteroscopy and all areas of reproductive and infertility care. His expertise includes tubal reanastomosis, laser surgery, endometriosis, uterine fibroids, and uterine anomalies.

Dr. McTavish has authored papers, received teaching awards and is also registered with the College of Physicians and Surgeons of Manitoba for the use of ultrasound. He is a member of the Reproductive Endocrinology and Infertility Committee at the University of Manitoba, and holds membership with the Canadian Fertility and Andrology Society (CFAS) and the American Society of Reproductive Medicine (ASRM).

"My favourite part of my job is helping people achieve parenthood. I like to use humor and sports analogies to make all partners feel comfortable."



# Dr. Stephanie Appleby

BSc, MD, FRCSC  
Fertility Specialist

Dr. Stephanie Appleby completed her residency training through the University of British Columbia and University of Manitoba, and is certified as a Fellow of the Royal College of Physicians and Surgeons of Canada with specialty in Obstetrics and Gynecology. In her residency, Dr. Appleby received the Dr. Marvin Reynes Memorial Prize and Dr Earn Award for promoting patient advocacy, health promotion and disease prevention and most effectively working within a healthcare team to achieve optimal patient care.

Dr. Appleby is actively involved in medical student and resident education. Her special interests include gynecological ultrasound, advanced laparoscopy and hysteroscopy, surgical management of infertility, and complications of early pregnancy. She has completed additional courses in High-Risk Obstetrics, Conscious Sedation, Reproductive Endocrinology and Infertility, and Minimally Invasive Surgery.

“With a passion for women’s health, I found that fertility and reproduction is an area of great clinical progress and expansion of knowledge. The academic gains in the specialty provide such motivation, and an ability to share in the hope that can be offered to patients.”



**Dr. Jason Elliott**

BSc, MSc, MD, FRCSC  
Fertility Specialist



**Dr. Gunu Warraich**

BSc, MD, FRCSC  
Fertility Specialist



**Dr. Ola Haakman**

BSc, MD, FRCSC  
Fertility Specialist



**Dr. Khaled Zohni**

M.B.B.Ch, MSc, PhD, RCPSC Affiliate  
Fertility Specialist

**World-class fertility care  
now close to home.**



# New IVF Centre now open.

- ☞ In January 2024, we announced that our **new, state-of-the-art, full-service IVF centre**, located at 124 Nature Park Way in Winnipeg, MB, is open and welcoming new patients.
- ☞ We know how important it is to our patients to have access to **complete fertility care close to home**. Our new IVF centre will provide the latest treatment innovations, accommodate a larger medical team, AND reduce wait times. All this is designed to help more IVF patients grow their families.
- ☞ Featuring complete fertility care, the experienced medical team will see more patients, perform more treatments, and continue to utilize the latest fertility innovations.



# Significant improvements.

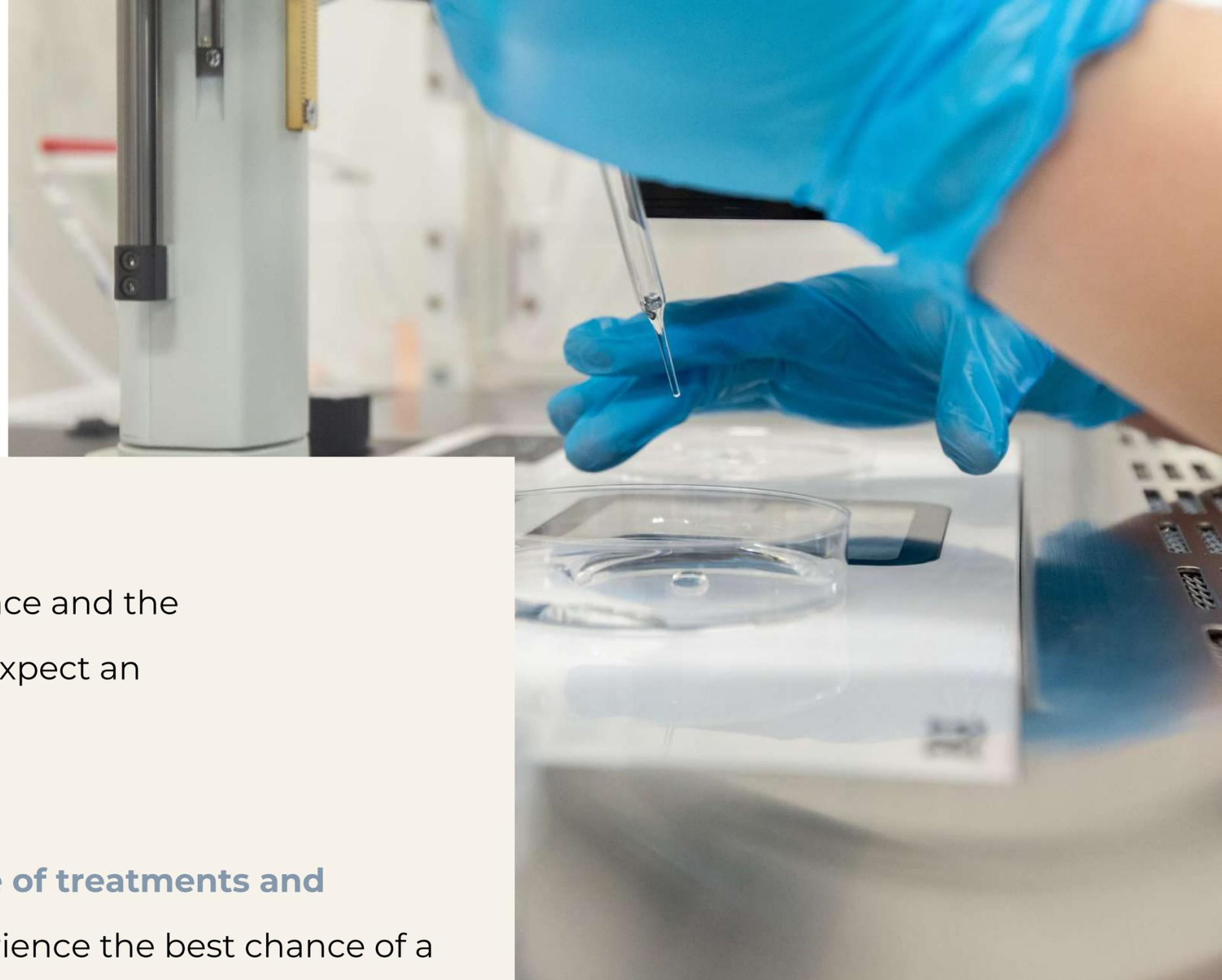
- ☺ We have streamlined the patient process by **welcoming self-referrals**. While a referral from your family doctor or OBGYN is welcome, it is not necessary.
- ☺ We have **significantly reduced wait times** from up to a year to just a few weeks.





**Leading edge  
treatment innovations.**





- ☞ We offer a significant depth of experience and the latest treatment innovations. You can expect an **unparalleled quality of care.**
- ☞ Patients will have access to a **full range of treatments and innovations** that will ensure they experience the best chance of a successful and healthy pregnancy and baby.

A person is lying in a hospital bed, wearing a white hospital gown. The person's right arm is extended, and a metal IV stand is visible next to the bed. In the background, a white tray containing several test tubes is visible on a surface. The entire scene is dimly lit and has a blue tint.

**Fertility treatment costs.**



- ☞ Cost is an important consideration as people decide their next steps in the fertility journey.
- ☞ Parents embarking on their family-building plans at Heartland Fertility can apply for the **Manitoba Fertility Treatment Tax Credit** for assisted reproductive technology (ART) services.
- ☞ For Manitobans coming to Heartland Fertility for fertility treatment, we are fortunate to have a generous Fertility Treatment Tax Credit from the province that allows patients to receive a **refundable tax credit of up to \$8,000** for fertility treatment costs, including IVF.

Refer to information on the Province of Manitoba's website: [https://www.gov.mb.ca/finance/tao/fttc\\_faq.html](https://www.gov.mb.ca/finance/tao/fttc_faq.html)



A blue-tinted photograph of a petri dish on a microscope stage. A pen is visible in the upper right corner. The text "Facts & Statistics." is overlaid in the center.

**Facts & Statistics.**

# (In)fertility defined.

“Infertility” is a disease, condition, or status characterized by any of the following:

- The inability to achieve a successful pregnancy based on a patient’s medical, sexual, and reproductive history, age, physical findings, diagnostic testing, or any combination of those factors.
- The need for medical intervention, including, but not limited to, the use of donor gametes or donor embryos in order to achieve a successful pregnancy either as an individual or with a partner.
- In patients having regular, unprotected intercourse and without any known etiology for either partner suggestive of impaired reproductive ability, evaluation should be initiated at 12 months when the female partner is under 35 years of age and at 6 months when the female partner is 35 years of age or older.

Nothing in this definition shall be used to deny or delay treatment to any individual, regardless of relationship status or sexual orientation.



# Statistics.

**1 in 6**

One in six  
Canadians wishing to  
conceive experience  
infertility.

*Source: Canadian Fertility and Andrology Society*

**>40%**

Infertility cases involving  
male factor fertility issues.  
Infertility is not solely a  
female issue.

*Source: Canadian Fertility and Andrology Society*

**12M**

Babies born worldwide  
conceived with in vitro  
fertilization (IVF) since the  
procedure was first  
developed in 1978.

*Source: International Committee for Monitoring Assisted  
Reproductive Technologies (ICMART)*

# Statistics.

3.4

Years on average Canadians spend trying to conceive without assistance before receiving an infertility diagnosis. Time is of the essence and medical expertise should be sought as soon as there is a concern (within 6-12 months).

*Source: Reproductive BioMedicine Online, A. Domar, et al.*

1.4

Children per woman in Manitoba in 2022. Total fertility rate in the province and in Canada has reached an all-time low.

*Source: Statistics Canada*

16x

Growth in people across Canada seeking egg freezing between 2013 and 2022.

*Source: Canadian Fertility and Andrology Society*

# HEARTLAND FERTILITY

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*photos and video footage available upon request*



[heartlandfertility.mb.ca](http://heartlandfertility.mb.ca)



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