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## **DR. LAWRENCE WERLIN HONORED WITH ORANGE COUNTY'S "PHYSICIANS OF EXCELLENCE" AWARD**

*Local Fertility Specialist Recognized by Peers in Reproductive Endocrinology*

**IRVINE, Calif. (October 08, 2007)** – Lawrence B. Werlin of Coastal Fertility Medical Center was selected by peers for distinction as one of Orange County's prestigious "Physicians of Excellence" in the field of obstetrics and gynecology. The elite annual award, presented by the Orange County Medical Association and *Orange Coast Magazine*, names honorees based on merit and proficiency in specific fields of expertise. Recipients are evaluated by physicians and acclaimed members of the medical community.

"I am honored to be selected as a 'Physician of Excellence' from amongst Orange County's finest in the field of reproductive medicine," shared Werlin, whose previous analogous honors include "Best Doctors in America" listings for 1996, 1998, 1999, 2000, 2001, 2003, 2004, 2005 and 2006.

Werlin recently served as a principal investigator and leading researcher in the GENESIS Network for Reproductive Health's breakthrough fertility study, which won him national acclaim. The GENESIS study represented the first prospective, randomized analysis to scrutinize effects of Preimplantation Genetic Diagnosis (PGD) for women involved in high-risk pregnancies. Findings were published in the prestigious *Fertility & Sterility* medical journal. He has also recently been published by *Hematology & Oncology News & Issues*, and featured in *Orange County Register* and *OC Metro*. A timely interview regarding PGD's use in identifying hereditary diseases is scheduled for broadcast on *Radio Health Journal*.

### **About Dr. Lawrence B. Werlin**

"The Werl," is a nationally-noted specialist in reproductive endocrinology and infertility, and the founder and medical director of the largest and most-established fertility center in Orange County, Calif., Coastal Fertility Medical Center. He is also the co-founder of GENESIS Network for Reproductive, a team of nationally-recognized fertility specialists and industry leaders. Werlin is a noted international authority on the uses and study of PGD and former director of the Hoag Memorial Hospital Fertility Services. He has been an expert source for national and international media including *The Wall Street Journal*, *The Associated Press*, *Boston Globe*, *The New Yorker*, ABC, CBS, NBC, and KCAL. Werlin is currently the principal investigator for a number of studies that are paving the way for advances in reproductive medicine. For additional information, visit <http://www.CoastalFertility.com> and <http://www.WerlsFertilityWorld.com>.

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