

National Physicians Cooperative of the Oncofertility Consortium[®]

Section 2. Branding your Center and Use of Logos

Background and Talking Points:

1. Patients who are facing a fertility threatening diagnosis or treatment should be apprised of the facts about their future fertility and fertility preservation options as part of a comprehensive program.
2. Both male and female patients facing cancer diagnoses increasingly survive their cancer, but their life saving chemotherapy and/or radiation can render them infertile. The effects of these treatments on fertility are agent, dose and age specific.
3. Females are born with all of the eggs that they will ever have. Treatments that destroy the ovarian reserve will affect fertility. Some radiation treatments will also affect uterine function.
4. Oncofertility is a new discipline which examines the diverse aspects of the clinical, psychosocial and basic science issues in young cancer survivors.
5. Fertility preservation treatments are not limited to cancer patients. Patients with certain rheumatic diseases (lupus, rheumatoid arthritis and Crohn's disease) may utilize treatments that will compromise fertility or preclude pregnancy. Patients facing bone marrow or stem cell transplants for a variety of hematologic diseases may also suffer from fertility impairment.
6. Patients must receive fertility preservation interventions before undergoing treatment.
7. Fertility preservation has become an important survivorship issue for young patients.
8. Members of the NPC should serve as resources for referring physicians and for patients and their families about the impact of treatment on their fertility and how to preserve it.
9. **Tag Line:** *Exploring and expanding options for the reproductive future of cancer survivors.*

Branding your program and use of logos:

1. All NPC members should use the Oncofertility Consortium[®] logo and slide templates (See branding materials in the NPC section of the website) on all advertisements, websites, brochures, etc.
2. **Tag Line:** *Exploring and expanding options for the reproductive future of cancer survivors.*
3. We also encourage the use of the green and purple color scheme.
4. Officially, NPC members are members of "The National Physicians Cooperative (NPC) of the Oncofertility Consortium[®]". This is a mouthful, so if you have to shorten it, describe your program as a member of the Oncofertility Consortium[®].
5. We suggest that you call your program "The National Physicians Cooperative (NPC) of the Oncofertility Consortium[®] at XYZ University".
6. If this is not practical please adhere to two principles:
 - Maintain the strong local identity of your program using the name that will be recognized by your colleagues and new patients (it is important that people in your community continue to view you as their referral partner).

- Always state in words and with logo that you are a member of the Oncofertility Consortium® to differentiate yourself from others who say they are providing fertility preservation.
7. When giving talks, interviews with the media, etc. please work in the name of the Oncofertility Consortium® and use the logo. We will be launching parallel marketing efforts and we want it to be clear that you belong to this group
 8. See Oncofertility Guidelines in Section 1 for more detailed information on publications, etc.
 9. **About the LOGO:** The logo is a trademarked advocacy ribbon that reflects the growing concern for the reproductive future of cancer patients. The intertwining spring green and hearty purple represents blossoming hope and uncompromised dedication to improving fertility preservation options for cancer patients. The lower tip of the ribbon emerges shows an emergence of eggs or embryos, as well as sperm, welcoming the translation of current research to the improvement of fertility options for male cancer patients. The ribbon has a slightly 'bowed' shape, providing a subliminal imagery of a fertile state.



Points to emphasize in positioning your program:

1. You offer a comprehensive range of fertility preservation options that are appropriate to the patients you serve (i.e. the list may differ if you serve only pediatric and adolescent patients).
2. Fertility preservation includes a range of options:
 - "In Vitro Fertilization" with Freezing of Embryos OR Oocytes
 - Possible use of PGD
 - Ovarian Tissue Cryopreservation
 - Sperm or Testicular Tissue Freezing
 - Oophoropexy
 - Treatment with GnRH analogues or antagonists.
 - No treatment
3. Fertility Preservation ≠ Ovarian Tissue Cryopreservation. Ovarian tissue is just one option available through the NPC under an IRB approved protocol.
4. Each patient is different; their time to definitive treatment, medical condition, age and availability of sperm source will all affect the fertility preservation options available to them. Patients should make use of the most mature and effective treatment available to them in their unique circumstances.
5. Since many patients will need to utilize IVF with freezing of embryos or oocytes, presenting current statistics on your pregnancy outcomes with frozen embryos and/or oocytes is important.

Oncofertility Consortium® Patient Website and National Referral Line:
<http://myoncofertility.org> is the patient facing website of the **Oncofertility Consortium®**. It is center neutral, so give this URL to your patients. If they wish to have more information, the website refers them to the national **referral line: 866-708-3378 (FERT)**. Questions will be answered and they will be triaged back to your center.

What is the Oncofertility Consortium®? How does it relate to the NPC?

1. The Oncofertility Consortium® is a national, interdisciplinary initiative designed to explore the reproductive future of cancer survivors.
2. The Oncofertility Consortium® is a nationwide, interdisciplinary and interprofessional group led by Northwestern University researchers, dedicated to the advancement of technologies that will provide improved fertility preserving options to cancer patients whose lifesaving treatments can threaten their fertility. Its goal is to address the scientific, clinical and psychosocial challenges that must be solved to expand the menu of options available and to raise consciousness among scientists, physicians and families about this critical quality of life issue.
3. The Oncofertility Consortium® will provide the vehicle through which breakthroughs in basic reproductive physiology will be translated directly to clinical medicine by dissemination to its members. In turn, the NPC will provide the human tissues and forum for idea exchange and clinical research to fuel this effort.

What are some of the advantages of being an NPC Member?

1. Members of the NPC will participate in and have access to the latest clinical and translational research in the area of fertility preservation, particularly for women.
2. Membership in the NPC is by through a formal submission process and members have to abide by specific requirements for membership including performing all investigational procedures under IRB approval.

Additional Resources to Consider:

1. Livestrong Fertility has a wide variety of excellent brochures and webpages for both patients and physicians regarding fertility preservation. Use them liberally with your referring physicians and patients <http://www.livestrong.org/we-can-help/fertility-services/>
2. Livestrong Fertility offers a program called Sharing Hope which offers assistance to qualified female applicants by providing access to fertility medication donated by EMD Serono, Inc. and discounted services from reproductive endocrinologists across the country. Contact a Livestrong Navigator to learn more: <http://www.livestrong.org/we-can-help/navigation-services>
3. Visit the website for Oncofertility Consortium® for new information and upcoming events <http://oncofertility.northwestern.edu/>.