

Innovative Fertility Center, A Professional Medical Corp
Kate Berger
3500 N. Sepulveda Blvd., Suite 130
Manhattan Beach, CA 90266

May 14, 2026

Dear Kate,

Congratulations on earning the REI Protect Seal of Approval! After reviewing your fertility practice and IVF laboratory, our team has determined that you have met a higher level of underwriting safety standards in reproductive endocrinology.

Due to the nature of working in this field, providers like you face both more rewards and more risks. However, with a partner like REI Protect by your side, you can feel confident that you're doing everything possible to protect yourself and your patients.

Your commitment to excellence not only benefits your patients, but it also has distinct advantages for your practice and lab:

- Specialized insurance solutions that go beyond basic OB/GYN insurance policies
- Risk management support to reduce the risk of ever facing a legal challenge
- Claims prevention services to prevent lawsuits from IVF patients
- REI-specific litigation support to assist you in the rare event of a full-blown legal claim

Additionally, your practice and laboratory now have the right to proudly display the REI Protect Seal of Approval. This designation shows the world that your practice and lab are dedicated to medical excellence and safety.

Please note that our team will annually reassess your fertility practice and laboratory to ensure a continued commitment to higher standards in reproductive medicine. We will contact you when it is time to perform this assessment again.

If you have any questions about REI Protect or the REI Protect Seal of Approval, do not hesitate to contact us. We are here to support you as you support patients on the path to parenthood.

Sincerely,

A handwritten signature in black ink that reads "Steven L. Katz, MD".

Steven L. Katz M.D.

REI Protect Seal of Approval Roll-Out Instructions

We would again like to congratulate you on earning the REI Protect Seal of Approval! In addition to giving you access to specialized insurance and risk management solutions, the REI Protect Seal of Approval gives you marketing and patient education materials to use in your practice.

As a provider in the reproductive medicine space, you know the importance of IVF lab security, high-quality patient care and transparency. However, patients may not fully understand why all these things matter. The materials provided help educate potential patients on the importance of and how to determine whether a fertility practice and IVF lab are committed to higher standards in these areas.

As a gift to you, the team at REI Protect has created materials that you can use to let patients know you have earned the REI Protect Seal of Approval and explain why it matters.

In this welcome packet, you will find the following pieces along with instructions on how to use:

- **The landing page text** is for your clinic to place on your website. It offers a helpful overview of the REI Protect Seal of Approval and its advantages. Ask your web developer to add this landing page to your website.
- **The FAQ document** summarizes the REI Protect Seal of Approval for patients. It also explains how working with a fertility practice and IVF lab with this designation can benefit them. Ask your web developer to add this PDF as a download on your website.
- **The social media graphics** are available to use on your social media accounts on platforms like Facebook, Instagram and LinkedIn. Give these graphics and post language to your social media team.
- **The REI Protect Seal of Approval certificate** is a printable piece you can proudly frame. Color print and frame your certificate and display it in your waiting room and/or check out desk to show your commitment to safety and quality. We suggest using a professional printer (Office Depot or similar) to print full color on high-quality paper.
- **The logo pack** includes the official REI Protect Seal of Approval, which you can place on your website and use as part of your marketing efforts. Provide the logo files to your web developer for placement on your website. Provide the files to your social media team for use on additional graphics for posting and ads. A .zip file is included for easier emailing to your teams.

We encourage you to use these materials in your practice to educate your patients and highlight your commitment to excellence in reproductive medicine. Please feel free to reach out with any questions!



Frequently Asked Questions (FAQ)

The REI Protect Seal of Approval is a prestigious honor for fertility practices and IVF labs. It shows a commitment to safety and higher standards in fertility care, which benefits patients like you on the path to parenthood.

Below is a list of frequently asked questions to help you better understand this seal of approval.

Q. What is the REI Protect Seal of Approval?

A. The REI Protect Seal of Approval shows that a fertility practice and its IVF lab are dedicated to safety and excellence in reproductive medicine. Quality and safety matter when you choose a clinic to help you build your family.

Q. Who is eligible for the REI Protect Seal of Approval?

A. Fertility practices and IVF laboratories that have demonstrated a higher level of underwriting medical safety standards in reproductive endocrinology are eligible for the REI Protect Seal of Approval.

Q. What are the requirements for a practice to earn the REI Protect Seal of Approval?

A. Seeing that a fertility practice has earned the REI Protect Seal of Approval can give you peace of mind because the practice has met rigorous standards.

- Employ board-certified reproductive endocrinologists who are members of SART.
- Hire doctors with outstanding communication skills, training and hospital privileges.
- Be under the direction of an executive director with appropriate experience.
- Possess a limited claims and incident history as a practice.
- Hold proper facility accreditation.
- Use core ASRM consents and appropriate policies and procedures.
- Have an IVF-specific electronic medical record system in place.

Q. What are the requirements for a lab to earn the REI Protect Seal of Approval?

A. What happens in the lab is just as important as what occurs in the clinic. As a result, an IVF laboratory must meet a separate set of criteria before earning the REI Protect Seal of Approval.

- Possess CAP or TJC accreditation and CLIA certification.
- Hold active and documented clinical meetings with the practice clinical team.
- Implement and actively review appropriate policies and procedures.
- Have the appropriate IVF laboratory facility size and safety.
- Be under the direction of a top-flight laboratory director.
- Possess a limited claims and incident history as an IVF lab.
- Demonstrate the appropriate embryologist caseload.
- Have a sufficient number of embryologists employed.
- Use electronic witnessing, an active tissue management system and IVF lab sensor monitoring platforms.
- Have a high level of cryostorage tank safety and monitoring technology.
- Make and execute a long-term tissue safety plan.

Q. What do practices and labs need to do to maintain their REI Protect Seal of Approval?

A. Organizations with the REI Protect Seal of Approval need to demonstrate an ongoing commitment to higher standards and safety. REI Protect will reassess fertility practices and IVF labs every year to ensure their continued eligibility.

Q. What are the benefits of working with a practice and lab with the REI Protect Seal of Approval?

A. Working with a fertility practice and lab that have the REI Protect Seal of Approval can give you both confidence and comfort. Practices and labs that earn this honor have met higher standards in fertility care, which can improve your likelihood of successfully and safely building your family.

Landing Page for Clinics

Page Title	The REI Protect Seal of Approval
Meta Description (approx. 140 characters with spaces)	Our fertility practice and IVF lab have met higher underwriting standards in reproductive endocrinology to earn The REI Protect Seal of Approval.
Meta Title (approx. 70 characters with spaces)	REI Protect Seal of Approval – Fertility Practice and IVF Lab Standards
Comments	APPROVED BY DR KATZ
Live Date	
URL	

Earning the REI Protect Seal of Approval highlights our commitment to excellence

As a fertility practice, we have the honor of helping patients become parents. Inside our clinic and laboratory, we hold precious dreams in our hands. Our team does not take this honor lightly. As a result, we take steps every day to enhance safety while providing the highest level of care to every hopeful parent who walks through our doors.

For our efforts, we have earned the REI Protect Seal of Approval. This prestigious designation highlights our commitment to standards and excellence in the field of reproductive medicine. This means you can feel confident that you're receiving world-class care from our team.

What is the REI Protect Seal of Approval?

Fertility practices and IVF laboratories only receive the REI Protect Seal of Approval after demonstrating a higher level of underwriting safety standards specific to reproductive endocrinology. Achieving this isn't easy. Our clinic and lab had to meet rigorous standards to earn this designation.

Below are just some of the criteria that we met to receive this seal of approval.

Fertility Practice

- Our doctors are board-certified in reproductive endocrinology and infertility.
- Each physician has good communication skills and outstanding clinical training.
- Our facility has proper accreditation, policies and procedures.
- We have an IVF-specific electronic medical records system in place.
- Our executive director has exceptional experience and knowledge.

IVF Laboratory

- Our lab has the proper accreditation (CAP or TJC) and CLIA certification.
- We use electronic witnessing and IVF lab sensor monitoring platforms in the lab.

- Our laboratory team follows and regularly reviews appropriate policies and procedures.
- Proper precautions are taken for cryostorage (frozen storage) tank safety and monitoring.
- We ensure our embryologists have the appropriate caseload to focus fully on their work.
- Our laboratory team actively meets with the clinical team from our practice.

To maintain this seal of approval, our clinic and lab must show every year that we are still maintaining our high standards for you and other hopeful parents.

How do you benefit from our commitment to excellence?

When you choose our clinic to help you start or grow your family, our REI Protect Seal of Approval can give you peace of mind. From our highly trained doctors and staff to our policies that promote success and safety, know that your family-building dreams are secure in our hands.

If you have more questions about our clinic or the REI Protect Seal of Approval, our team is here for you. **Contact us** to get the information you need on your path to parenthood.