



FPNC SSCMA AWARD ANNOUNCEMENT

For further information, contact:

Shannon Hare
Fertility Physicians of Northern California
408-907-0937
share@fpnc.com

Fertility Physicians of Northern California's Dr. David Adamson Receives SCCMA Award for Outstanding Achievement in Medicine

San Jose, CA. (Aug. 16, 2006) — Dr. David Adamson, Director of Fertility Physicians of Northern California, was presented the award for Outstanding Achievement in Medicine at the recent SCCMA (Santa Clara County Medical Association) Annual Awards Banquet at the Fairmont Hotel in San Jose, CA, held on June 6, 2006. This prestigious award is given to a physician member of the association who, during his medical career, has made unique contributions to the betterment of patient care for which he has achieved widespread recognition.

Dr. Atul Sheth, an OB/GYN physician with El Camino Hospital in Mountain View, CA and President-Elect of the SCCMA, presented the award to Dr. Adamson and summarized some of his many contributions:

“Dr. Adamson has been past president of many national organizations, and is president-elect for the American Society for Reproductive Medicine (ASRM) for 2007. In addition to his activities on a national level, Dr. Adamson has contributed locally as well. He was president of the San Francisco Gynecological Society in 2000 and has served on various committees at Good Samaritan Hospital in San Jose, CA. His outstanding contributions on the subject of assisted reproductive technology are well recognized, as he has published over one hundred articles in peer reviewed journals.”

Dr. Atul continued, “Not only have Dr. Adamson's colleagues benefited from his contributions, but his patients have as well. He is quite involved in a variety of consumer-oriented organizations to raise awareness of infertility and available options.”

Coming from his peers, Dr. Adamson felt specially honored to receive this award. Upon receiving the award, Dr. Adamson explained part of his vision for helping spread information about infertility on national and local levels.

“As President-elect of ASRM for 2007, I have the exciting privilege and honor to help lead reproductive medicine at a national level. I know this will also benefit our patients in the Bay Area. For example, physician and patient education programs and practice guidelines will continue to be a strong focus for ASRM.”

“From a local perspective, we see many patients in our practice that would have benefited immensely from knowing how to optimize their fertility. It’s a great irony that women are so much better informed about preventing pregnancy but often lack accurate, trustworthy information on planning for pregnancy. We are trying to spread the word through our local educational events.”

Dr. Adamson is the Director of Fertility Physicians of Northern California [www.fpnc.com], a private medical practice specializing in reproductive medicine. Along with his partners, who all hold the highest medical credentials possible for fertility treatment, Dr. Adamson presents at free public events focused on topics such as “Fertility Solutions” and “Careers, Babies and Biological Clocks.” [For more info on local events, see <http://www.fpnc.com/seminars.html>]

Dr. Adamson was born in Ottawa, Canada. He completed his medical degree and his obstetrics and gynecology residency at the University of Toronto. He then moved to Stanford for his reproductive endocrinology and infertility fellowship, after which he and his wife decided to stay in the Bay Area, where they raised their three children.

[For more information on Dr. Adamson, see <http://www.fpnc.com/team/physicians.html>]

About FPNC

Founded in 1984, Fertility Physicians of Northern California (FPNC) offers the full range of medical solutions patients need to start a family, from simple drug therapy to advanced procedures such as in vitro fertilization and pre-implantation genetic diagnosis.

From private offices in San Jose and Palo Alto, California they have helped thousands of people become parents. FPNC services include the highest levels of patient care, emotional support and educational programs to assist patients throughout their treatment.

FPNC physicians are board certified specialists in reproductive endocrinology, infertility and reproductive surgery, providing the most advanced training and education in the treatment of infertility, endometriosis, miscarriage and other reproductive disorders.