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*****MEDIA RELEASE*****

Prince George Sparks An Heir of Royal Baby Blues

From the birth of a royal bundle of joy to new arrivals for royally over-exposed celebrity couples like Kim Kardashian and Kanye West, the world media is going gaga for the latest baby news.

But the pitter-patter of these famous little feet has become a deafening reminder for thousands and thousands of women struggling with infertility.

One woman posted her 'royal baby envy' on Australia's largest female blog Mammamia saying the news has left many "secretly feeling sad or inadequate or envious or a complex cocktail of melancholy they don't even know how to articulate."

"They may also be feeling quietly and profoundly ashamed. Ashamed that their bodies have not been able to make a baby or sustain a baby or successfully deliver a baby," she posted.

Another sufferer posted "when I go AWOL on 24 July it will be because I cannot tell the world that I'm desperate for that child. Wouldn't it be easier to shout and tell the universe? And not have to look away with tears in eyes when I see the reports."

With one in six Australian couples struggling to conceive, a case of the 'Royal Baby Blues' is sweeping the nation and **one Queensland IVF specialist** is now working to establish a movement empowering women to take control of their fertility futures.

Based at the **Allamanda Medical Centre** on the **Gold Coast**, Dr Kee Ong is one of the best medical minds in the country specialising in the field of reproductive medicine and infertility and is a passionate advocate of preventative medicine and pre-planning.

"Fertility starts to drop off from the age of 35 and the reproductive reality is that realising your dream to start a family and the ability to conceive is not always a given," Dr Ong said.

“Most people don’t know they have fertility issues until they try to have a baby and too many women simply leave it too late. Every woman should have a fertility check by the time they reach 30 years of age,” Dr Ong said.

“This isn’t about pressuring women to have babies younger, it’s about letting women know there are simple tests and checks that will give them crucial information about their fertility health and give them timelines and options to make informed choices about their future.”

Qualified as a doctor and specialist gynaecologist, Dr Ong chooses to practice solely in the field of reproductive medicine and infertility, with interests in all associated disorders including male factor infertility, recurrent IVF failures, recurrent miscarriages and reproductive surgery.

Dr Ong works closely with infertility pioneer, Monash IVF who boast 40 years experience, 25,000 babies including the first IVF baby in Australia and one of the best success rates in the world.

“Having a baby is the ultimate success but I base my personal success on the time it takes to get the desired result, what drives me is my passion to help women realise their dream in the fastest possible time frame,” Dr Ong said.

Dr Ong is focused on increasing awareness and educating hopeful parents – whether the hope is immediate or a dream for the future – about the biggest determining factor when it comes to starting a family...TIME.

“In today’s society, women aren’t necessarily in a rush to start a family and we continually read about famous first-time Mums in their forties like Halle Berry and Kelly Preston,” Dr Ong said.

“But the truth is, it doesn’t matter if you’re fit and healthy or if you have a regular menstrual cycle, age is the most common cause of infertility and a woman’s eggs have an expiry date.”

Many women are unaware that a simple blood test can reveal the quantity of eggs in their ovaries and give them a realistic time-line on their ability to conceive.

“Having a baby is without a doubt, one the biggest life-changing decisions you will ever make and I want to encourage people to be more pro-active about planning for their family future,” he said.

“Whether it’s delaying babies for a successful business career, or if Mr Right is in the wrong place, women in their late 20’s and early 30’s should be planning NOW.”

Recent advances in technology, including egg freezing currently trending as ‘the big fertility freeze’ has many women putting their baby hopes on ice and is just one option providing an insurance policy against possible heartbreak later in life.

While the science is still emerging, Dr Ong says late 20s early 30s is the best time to think about egg freezing, especially if you're not planning to have children anytime soon.

"The key is to freeze them before their quality diminishes, roughly around the age of 33," he said.

Dr Ong says egg freezing does not guarantee pregnancy later on and is not right for everyone but it is certainly something to consider.

The technique of vitrification (snap freezing) is yielding a higher egg survival rate. Freezing 12 eggs before the age of 35 will give you more than 50 per cent chance of having a baby, however, freezing your eggs after the age of 40 will only give you a 7 per cent chance of success.

Since 2000, women aged 30 to 34 have been the age group having the most babies in Australia. The number of women aged 35 to 39 having babies has also risen, with more mothers in that age group than those aged 20 to 24.

"The fertility journey is different for everyone, the important thing is that we start the dialogue with younger women now and at the very least, encourage women and couples to talk openly to their doctors about their fertility."

"We should not be afraid to talk about this – it's your reproductive right to know your options and the more prepared you are, the more power you have to plan your path," he said.

For those experiencing fertility struggles, Dr Ong says finding the right doctor is crucial.

Dr Ong has a unique holistic approach to individual treatment plans where modern medicine embraces alternate health treatments and he works closely with acupuncturists and herbalists to provide the highest quality of care.

"The fertility journey can be a tough road; the right specialist needs to make it as smooth as possible for you and your partner. You should never 'feel like a number'," Dr Ong said.

Dr Ong's clinic is located in Spendelove Street in Southport and his website at www.goldcoastfertilityspecialist.com.au is filled with educational information to help you get informed.

It's time to get the nation talking about fertility and for woman to take control of their life plan.

ENDS

For interview and photo opportunities with Dr Kee Ong;

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