

TOP 10 ONLINE INFLUENCERS

Making a difference in the world of INFERTILITY

The statistics around infertility come as a shock to most men and women trying to conceive. Studies have shown that around 7 percent of women ages 15 to 44 are infertile — defined as unable to become pregnant after trying for one year — and male issues cause about one-third of infertility cases. While infertility is often a silent struggle, the individuals identified in “SharecareNow 10: Infertility” have given a strong voice to this vital conversation. To get answers to your questions about infertility, visit Your Infertility Headquarters at www.sharecare.com/static/infertility-myths.

THE HEARTBREAKING PROBLEM OF INFERTILITY

1 IN 7 AMERICAN COUPLES HAS TROUBLE CONCEIVING



Source: American Society for Reproductive Medicine



#1 Melissa Ford, Stirrup Queens

<http://www.stirrup-queens.com>

Melissa Ford (a.k.a. Lollipop Goldstein) is the creator of the award-winning blog, *Stirrup Queens*, and the author of *Life from Scratch* and *Navigating the Land of If: Understanding Infertility and Exploring Your Options*. Ford also writes for *BlogHer* and runs the daily newsletter “Lost and Found Connections Abound,” which covers life in the infertility, pregnancy loss and adoption communities.

@stirrupqueen | Melissa Ford, Author | thetowncriers | Lollipop Goldstein

FERTILITY BUSTERS

Source: Womenshealth.gov

Factors that reduce a man's fertility



#2 Keiko Zoll, The Infertility Voice

<http://theinfertilityvoice.com>

Keiko Zoll is a leading infertility and women's health writer. Since 2009, she has chronicled her personal journey with infertility as she and her husband have sought to build their family through assisted reproductive technology. Her blog has been recognized as a *BlogHer.com* Voice of the Year in the 2011 Perspectives category for her piece, “Infertility Is Not a Social Condition.” Zoll also received the Health Impact Award in 2011 from *Wellsphere.com* for her writing and advocacy achievements in the infertility community.

@KeikoZoll | TheInfertilityVoice | keikozoll



#3 JM, Meier Madness

<http://meiermadness.blogspot.com>

JM is the author behind the *Meier Madness* blog, where she shares her experiences as an almost 30-year-old trying to conceive for three years. She covers numerous topics from her daily life, along with the struggles many women endure to become pregnant.

@meiermadness



#4 Laurie Pawlik-Kienlen, Quips and Tips for Couples Coping With Infertility

<http://theadventurouswriter.com/blogbaby>

Laurie Pawlik-Kienlen, also known as The Adventurous Writer, is the creator of the blog, *Quips and Tips for Couples Coping With Infertility*. As a freelance writer, Pawlik-Kienlen has written for publications such as *Reader's Digest*, *Woman's Day*, *MSN Health and Natural Health*.

@QuipsAndTips | Quips and Tips



#5 Bonnie Rochman, Healthland

<http://healthland.time.com/author/brochman>

Bonnie Rochman writes for *TIME's Healthland* about pregnancy, fertility, parenting and childhood. A former staff writer at *The News & Observer* in Raleigh, North Carolina, Rochman served as the paper's parenting blogger, chronicling the wacky yet universal idiosyncrasies of her three children.

@brochman

Factors that reduce a woman's fertility

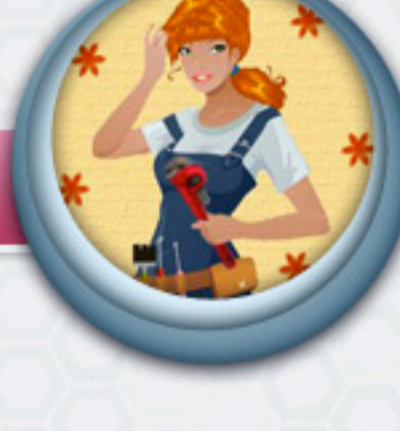


#6 Busted Kate, Busted Plumbing

<http://www.bustedplumbing.com>

Busted Kate is the creator of the blog, *Busted Plumbing*, in which she chronicles her experiences and frustrations trying to conceive (TTC) for about five years. She started the blog to share her story and more importantly, share a laugh — as she and her husband truly believe that humor heals. She also blogs at *TTC Happy Hour*.

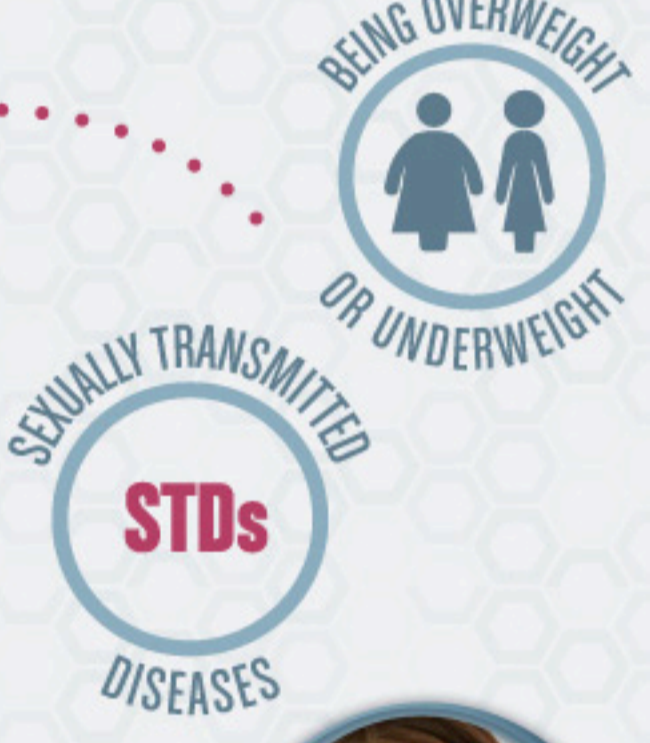
@BustedKate | Busted Plumbing



#7 Sandy Robertson, Infertility – Fertility over 40

<http://infertility-fertility.blogspot.com>

Sandy Robertson is a college professor who struggled with infertility. After trying the high-tech route (medications, inseminations and IVF twice), she researched natural methods of enhancing fertility and succeeded in having a normal pregnancy and delivery at age 44. Robertson published her book, *You Can Get Pregnant Over 40, Naturally*, and also writes the blog, *Miscarriage-Recurrent Miscarriage*.



AS FEW AS 10 CIGARETTES PER DAY CAN REDUCE FERTILITY

Source: RESOLVE

#8 Sarah Holland, Fertile Mindset

<http://fertilemindset.com>

Sarah Holland is a pioneer in the area of emotional wellbeing and its role in helping infertile women and couples build their families. At *Fertile Mindset*, Holland uses the cutting-edge methods of emotional freedom techniques (EFT) to help reduce stress and nurture a positive mindset for the often challenging journey through infertility.

@SarahEFT | Fertile Mindset | Fertile Mindset



#9 Dr. Frederick Licciardi, Infertility Blog

<http://infertilityblog.blogspot.com>

Dr. Frederick Licciardi is a founding partner of New York University Fertility Center, where he has been practicing for 19 years. His expertise covers basic infertility, reproductive surgery, ovulation induction, IVF and egg donation, which he addresses on his *Infertility Blog*.

EVERY 48 HOURS HOW OFTEN YOU SHOULD HAVE SEX IF YOU ARE TRYING TO GET PREGNANT

Source: RESOLVE

65% NUMBER OF WOMEN WHO GIVE BIRTH AFTER SEEKING MEDICAL HELP FOR INFERTILITY

Source: RESOLVE

#10 Naomi, 999 Reasons to Laugh at Infertility

<http://www.999reasonstolaugh.com>

Naomi and her husband went through several years of fertility treatments, but he has been practicing for 19 years. His expertise covers basic infertility, reproductive surgery, ovulation induction, IVF and egg donation, which he addresses on his *Infertility Blog*.

@InfertileNaomi | 999 Reasons to Laugh at Infertility



IN 30% OF COUPLES WITH INFERTILITY, BEING OVER (OR UNDER) WEIGHT IS THE MAIN CAUSE

Source: RESOLVE

\$15,000 TYPICAL COST OF ONE IN VITRO FERTILIZATION TREATMENT CYCLE FOR A 36-YEAR-OLD WOMAN

Source: ivfcalculator.com

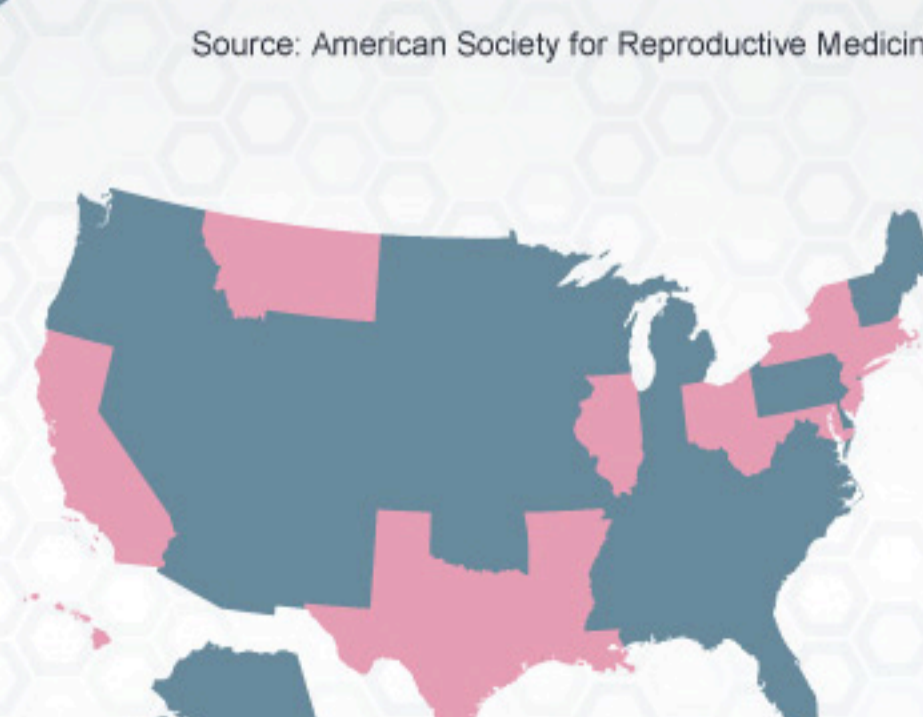
In 5 to 10% OF COUPLES TRYING TO CONCEIVE, ALL TESTS ARE NORMAL and there is no apparent cause for infertility.

Source: American Society for Reproductive Medicine

15 NUMBER OF STATES THAT HAVE PASSED LAWS REQUIRING THAT INSURANCE POLICIES COVER SOME INFERTILITY TREATMENTS

ARKANSAS, CALIFORNIA, CONNECTICUT, HAWAII, ILLINOIS, LOUISIANA, MARYLAND, MASSACHUSETTS, MONTANA, NEW JERSEY, NEW YORK, OHIO, RHODE ISLAND, TEXAS AND WEST VIRGINIA

Source: RESOLVE



Methodology: How is influence measured?

Influencers included in the “SharecareNow 10: Infertility” have demonstrated influence within infertility conversations online. Influence is calculated through a proprietary algorithm based on more than 40 individual metrics, including disease-area relevance and online syndication, presence and reach. All metrics are based on content produced over the past year (from the list's publish date) across multiple online channels, including Twitter, blogs, forums, mainstream news and video.

About sharecare | now powered by WCG

Sharecare Now, powered by WCG, is the healthcare industry's first and only digital platform offering real-time analytics on patient healthcare trends, conversations and influential authors. The service offers clients access to a suite of tools, research and social media analytics to identify the channels, conversations, authors, article sources, themes and terms most relevant to healthcare brands and organizations online and in real time.