



# The brand in action: A portfolio of brand exhibits

A guide to communicating the Duke Medicine brand





The brand in action:  
A portfolio of brand exhibits

<b>Print Exhibits</b> .....	<b>219</b>
Event Posters .....	219
Physician Advertising .....	221
Local Advertising .....	223
Publications .....	225
Community Communications .....	229
Brochures .....	233
Physician Referral Directory .....	237
Practice Profile Sheet .....	237
Educational Sponsorship .....	239
<b>Environmental</b> .....	<b>243</b>
Signage .....	245
Uniforms .....	251
Web Sites .....	253
Television .....	257
<b>Glossary</b> .....	<b>259</b>
<b>Sustainability</b> .....	<b>261</b>

Print Exhibits

Event Posters

DEC 13  
2006



**Mandel Center for Hypertension  
and Atherosclerosis**

## The Inaugural Mandel Center Seminar

Wednesday, December 13, 4:00 p.m.  
School of Nursing Auditorium  
Trent Drive, Durham

Robert J. Lefkowitz, MD, Inaugural Speaker  
A short reception will follow the seminar.

We invite you to celebrate the establishment of the Mandel Center for Hypertension and Atherosclerosis at Duke, supported by the Edna and Fred L. Mandel, Jr. Foundation.

The kickoff seminar will formally introduce the Mandel Center and begin a yearlong series of seminars on topics related to hypertension and atherosclerosis. We also will officially open the two competitive Requests for Proposals (one for a senior investigator and one for a junior investigator) that will be supported through the Mandel Center. Parking for the seminar is available in the parking deck located on Trent Drive across from the School of Nursing.

Call Robin Fowler at 919.667.2555 or email [robin.fowler@duke.edu](mailto:robin.fowler@duke.edu) to RSVP or for more information.



24 X 36 Event Poster

Be a part of the

# Duke Medicine Race for the Cure Team

Help raise awareness and funds for breast cancer research



Saturday, June 14, 2008  
Meredith College



### You can participate in 3 ways:

- Join the Duke Medicine Team by signing up to walk/run at [komeenntriangle.org](http://komeenntriangle.org)
- Be a team captain and recruit a minimum of 10 walkers/runners
- Join us at the race

### For more information contact:

*Duke University Hospital*  
Tina Piccirilli, [picci003@mc.duke.edu](mailto:picci003@mc.duke.edu)

*Duke Raleigh Hospital*  
Paige Humble, [p.humble@duke.edu](mailto:p.humble@duke.edu)

*Durham Regional Hospital*  
Kellie Peacock, [kellie.peacock@duke.edu](mailto:kellie.peacock@duke.edu)

Duke Medicine is the local presenting sponsor of the 2008 Komen NC Triangle Race for the Cure®







## Myth buster, heart mender

Duke cardiologist Kristin Newby, MD, wants women to know that their number one health risk is not what they think.

**What do you think would surprise women about heart disease?**  
Most women believe breast cancer is the biggest threat to their health. It's not. Heart disease is the number one killer of women. Despite all the efforts, women still underestimate the threat of heart disease. Also, the gender gap that exists in regard to heart disease can be very surprising.

**What sort of gender gap?**  
Studies show that women are less likely to receive evidence-based therapies than men. We need to better understand what is underlying that phenomenon so we can be sure women are receiving treatments that we know work today. Women are less likely to receive intensive treatments for heart attack, even though they are more likely than men to die within a year of a first recognized heart attack. Women also develop heart disease later in life than men, so they may not worry about it as much as men do. Even the symptoms of heart attack in a woman are often not the classic ones. Instead, they may experience nausea, fatigue, or neck or shoulder pain.

**What risk factors should women be aware of?**  
The risk factors include high blood pressure, high cholesterol, smoking, obesity, poor diet, lack of exercise, family history, and diabetes. But metabolic syndrome may be the most important marker for early detection of coronary disease in women. Metabolic syndrome often precedes type 2 diabetes. It is a collection of health risks that includes obesity, high blood pressure, high blood sugar, and other abnormal blood work results that your doctor can measure.

The Duke Center for Women's Heart Care is dedicated to raising awareness about women's risk of heart disease and delivering multidisciplinary care.

Duke is the only heart center in the Southeast ranked in the top ten by *U.S. News & World Report*.

### Duke Heart Center

[dukehealth.org/heart](http://dukehealth.org/heart) 1-888-ASK-DUKE

6002



What's new in orthopaedics

## Joint Chief of Staff

Duke's James Nunley, MD, chief of orthopaedic surgery, leads an elite team of bone, muscle, and joint specialists.

**You specialize in foot and ankle surgery. Are ankle replacements common?**

Ankle replacements are actually extremely uncommon, with less than 3,000 done per year, compared to about 250,000 hip replacements each year. Not many doctors are trained in this kind of surgery. At Duke, we have three leaders in the field, and we've probably done more ankle replacements in the last year than any other place in the United States. We were also instrumental in developing the techniques used for ankle replacement.

**Why has it taken so long for ankle replacements to take off?**

New prostheses developed in recent years are making ankle replacements a better option. In 1975, we fused hip joints to treat arthritis. Eventually, artificial hips were developed, which are now quite effective. The same thing is happening with the ankle. We started off fusing the ankle joint, but new and better prostheses mean we can do replacements for more patients. Today, we can do things we couldn't do three years ago.

**When should a person consider an ankle replacement?**

When the pain interferes with lifestyle, you should consider an ankle replacement to improve function and to relieve pain—just as for the hip. Many people live with the pain because they don't know what's possible.

**What research is happening at Duke in orthopaedic surgery?**


One of our main research labs focused on translational medicine is studying methods of replacing cartilage through the use of stem cells. Another is studying the biomechanics of joints—how they function, particularly the knee and ankle. And in the lab known as the Coach K lab, we're studying problems such as stress fractures in the lower extremities, and how athletes and others can reduce injury and improve performance. All of our labs have a clinical focus, but come at it from different angles. All our research is focused on better patient care.

Duke Orthopaedics is ranked #7 in the nation by *U.S. News & World Report*.


### Duke Orthopaedics

[dukemedicine.org](http://dukemedicine.org)

[dukehealth.org](http://dukehealth.org) | Visit our Web site to learn more about these and future events or to register online.



## DukeMedicine June Events




**RACE FOR THE CURE** 14 JUNE

**RALEIGH / CARY**  
Scoliosis and Kyphosis: It's Not Just for Kids!  
Tuesday, June 3, 6:30 p.m.  
Presented by Lloyd Hey, MD  
Duke Raleigh Cancer Center  
3404 Wake Forest Road, Lower Level  
Registration Required: 1-888-ASK-DUKE

**2008 Komen NC Triangle**  
Race for the Cure  
Saturday, June 14, 7:00 – 11:00 a.m.  
Duke Medicine is proud to be the local presenting sponsor.  
Meredith College  
Registration and Fee Details: [komennctriangle.org](http://komennctriangle.org)

**North Hills Farmers' Market**  
Saturdays through October, 8:00 a.m. – noon  
Sponsored by Duke Raleigh Hospital  
The Commons at North Hills  
(Across from the theater, around Ben & Jerry's)  
Details: [northhillsraleigh.com](http://northhillsraleigh.com)

Join Duke health experts at our events throughout the Triangle to learn how to improve your health and your life. All events are FREE unless otherwise noted.




**HEART HEALTH** 7&14 JUNE

**DURHAM**  
Women: Your Body Type and Heart Health Risks  
Saturday, June 7, 10:00 a.m. – 12:30 p.m.  
Free blood pressure and body composition screenings, education, and counseling.  
Presented by the Duke Heart Center.  
Durham County Library Southwest Branch  
3605 Shannon Road  
Registration Required: 1-888-ASK-DUKE

**American Red Cross Blood Drive**  
Wednesday, June 11, 10:00 a.m. – 2:30 p.m.  
Durham Regional Hospital  
3643 North Roxboro Road  
Registration Required: 919-470-6524

**Free Community Eye Screenings**  
Wednesday, June 11, 2:00 – 6:00 p.m.  
First-come, first-served. Cosponsored by the Duke Eye Center and the Lions Club.  
Kroger, 3825 South Roxboro Street  
Details: 1-888-ASK-DUKE

**Heart Disease and Depression**  
Saturday, June 14, 10:00 – 11:00 a.m.  
Presented by Wei Jiang, MD  
Duke Clinic, Purple Zone Room 3031  
Trent Drive  
Registration Required: 1-888-ASK-DUKE




**HEALTHY HIGHLIGHT** 21 JUNE

**Breast Cancer is Personal: A Symposium for Survivors**  
Saturday, June 21  
8:00 a.m. – 1:00 p.m.  
Get the newest facts about treatment options such as chemotherapy, surgery, radiation, reconstruction, and complementary alternative medicine. Also learn the latest about genetic counseling, diet and nutrition, and exercise, as well as integrative approaches to breast cancer care.

Registration Required: 1-888-ASK-DUKE  
Registration Fee: \$10 before June 18 \$15 at the door  
Brier Creek Country Club  
10404 Lumley Road  
Raleigh, North Carolina

Sponsored by the Duke Center for Cancer Survivorship



**"At Duke we believe that individuals become cancer survivors at the moment of diagnosis and continue to be survivors for the rest of their lives."**

—Tina Piccirilli  
Director, Duke Center for Cancer Survivorship

**2008 National Cancer Survivor's Day Celebration**  
Sunday, June 8, 11:00 a.m. – 3:30 p.m.  
Join featured speaker Beverly Kirkhart, cancer survivor and coauthor of *Chicken Soup for the Surviving Soul*, for a daylong family celebration of survivorship. You'll hear messages of hope and inspiration, interact with health care experts at educational displays, and enjoy a fun-filled day. Children's activities and lunch will be provided.

For a full schedule of events, parking information, and registration details, visit [dukehealth.org/events/cancersurvivorsday](http://dukehealth.org/events/cancersurvivorsday) or call 1-888-ASK-DUKE.





**Aaron Woofler, MD** Gastroenterology



**David White, MD** Thoracic Surgery



**Peter Grossi, MD** Neurosurgery



Now I can see a Duke Specialist without leaving Wake County.

**THE NEW DUKE MEDICINE PLAZA IN RALEIGH** fulfills the promise to bring Duke Medicine closer to you. Today Duke urology, pulmonary, neurology, cardiology, gastroenterology, ophthalmology, thoracic surgery, neurosurgery, and state-of-the-art imaging are all on the Duke Raleigh Hospital campus on Wake Forest Road. You no longer have to leave Wake County to be treated by a Duke specialist. This is Duke Medicine. Closer to you.





For more information or an appointment call  
**1-888-ASK-DUKE** or visit [Dukeraleighhospital.org](http://Dukeraleighhospital.org).

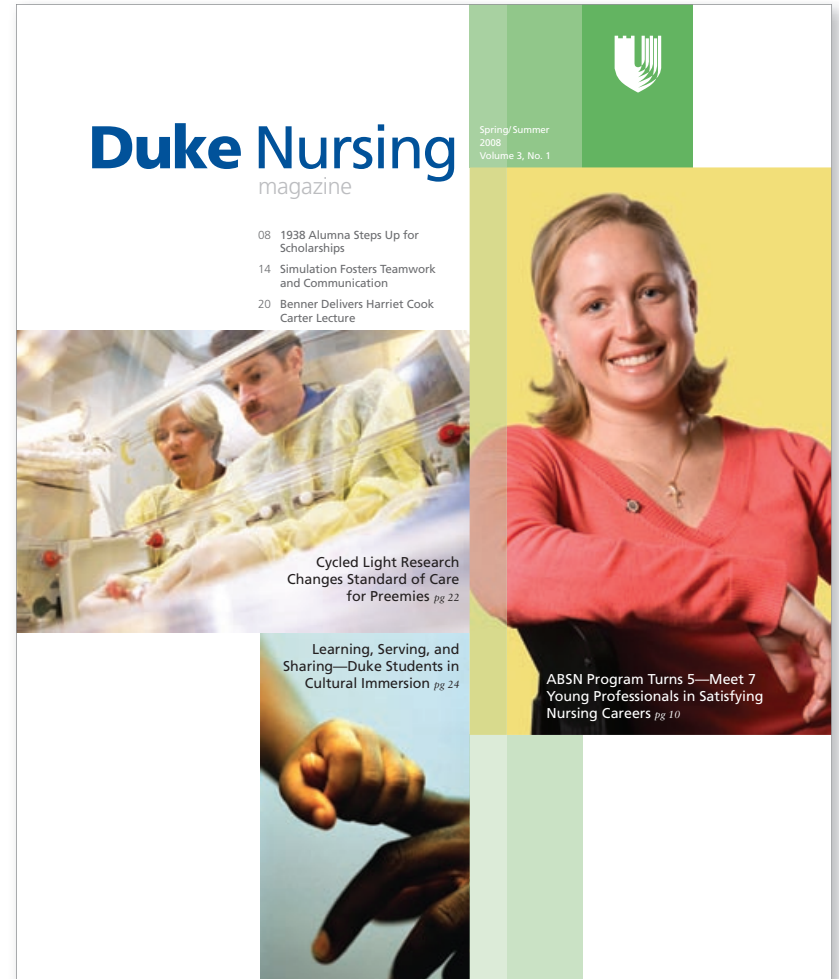
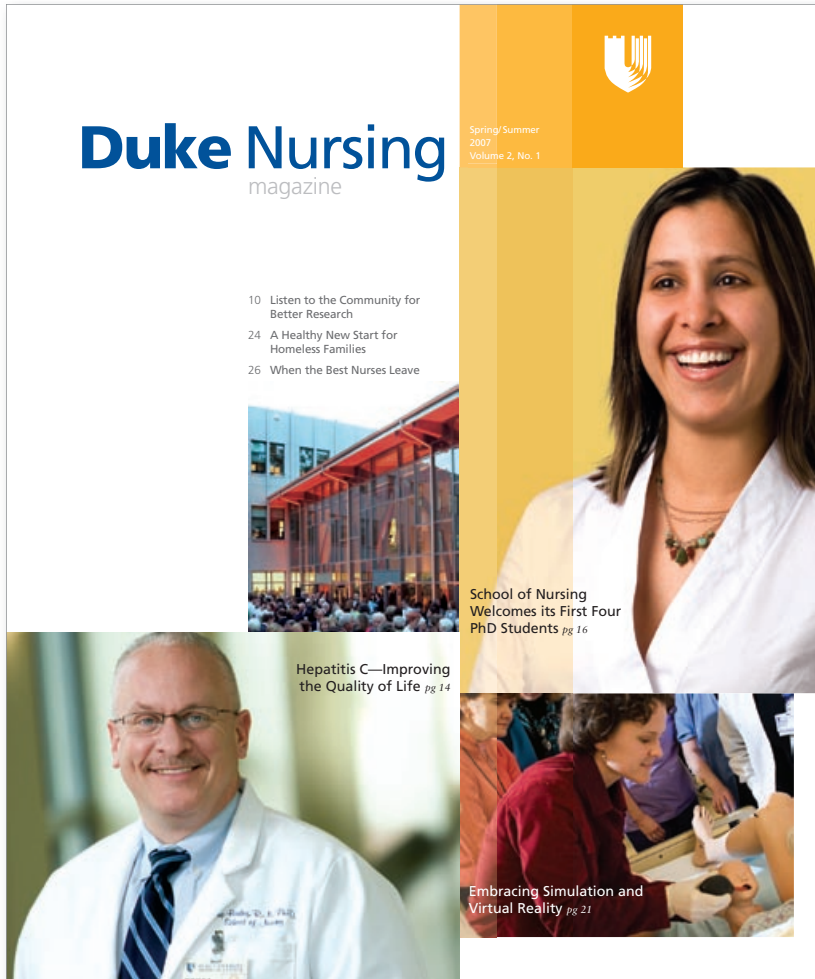
5301

Print Exhibits

Publications



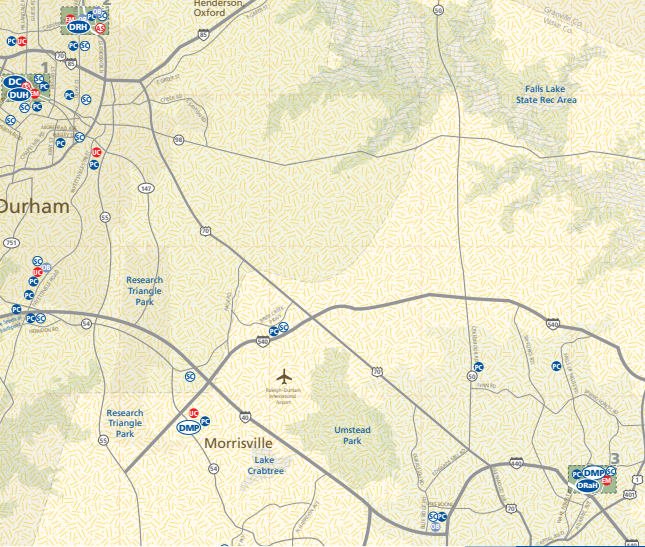




07 The plastic-poison debate 08 How to protect your memory 10 Cancer care gets genetic 12 Heart-helping drugs 16 Put the breaks on osteoporosis 19 Kid sleep woes





DukeMedicine  
**connect**  
Medicine's future brought home to you  
FALL 2008



**Duke Medicine Closer to You**  
Location Map

**YOUR INTRODUCTION** to Duke services, including a location map of Durham and Wake counties





## Community Communications

### A Wide Range of Specialties

We offer comprehensive health care services, including:

#### Ambulatory Surgery

Duke's full-service ambulatory surgery facilities provide outpatient surgery in a warm, caring environment.

#### Primary Care

Our primary care physicians are here to take care of your family's day-to-day health concerns.

#### Urgent Care and Emergency Medicine

For quick medical attention when your primary care physician is not available, turn to Duke Urgent Care. Emergency care for life-threatening conditions and late-night trauma is available at all Duke hospitals.

#### Cancer

Consistently ranked among the nation's top 10 cancer centers, Duke offers outstanding multidisciplinary programs for all types of cancer. Duke Raleigh Cancer Center offers convenient access to care for patients in Wake County. Duke Oncology Network extends access even farther beyond the Triangle with locations throughout North Carolina and southern Virginia, providing Duke-quality care for patients in their local communities.

#### Heart

Duke has one of the world's leading programs in heart care, backed by one of the most respected cardiovascular research programs.

### Patient Care Quality

We pledge to provide you with the highest quality health care. Each hospital, home health service, hospice, and physician group has at least one team that focuses on clinical quality and patient safety.

Duke uses evidence-based medicine to ensure quality patient care. Our researchers are conducting hundreds of clinical trials and outcomes studies each year to determine which medications, procedures, and devices are most effective and to make sure you have access to the very best care available.

#### Health and Wellness Services

We offer a range of personal health programs designed to give you the individualized support you need to enhance your well-being. These offerings include the world-renowned Duke Diet & Fitness Center, Duke Integrative Medicine, and the Executive Health Program.

#### Medical Plazas

Medical plazas bring a variety of patient services and specialties under one roof—and closer to you.

#### Obstetrics and Gynecology

Duke Obstetrics and Gynecology provides the primary care services women need at every stage of their lives. Specialty services include gynecologic oncology, urogynecology, and fertility care.

#### Pediatrics

We provide comprehensive care for newborns, children, and adolescents, from primary care to specialty services. Duke Children's Hospital & Health Center provides diagnostic, medical, surgical, and emergency care in a child-friendly environment.

#### Orthopaedics

Duke Orthopaedics cares for all your body's bones and joints. Specialized services include joint replacement, sports medicine, foot and ankle, spine, and elbow and hand programs.

### Locations

Use the following key to find a Duke physician near you.

#### Durham

- Hospitals / ● Emergency Medicine
- Duke University Hospital *Inset 1*
- Duke Stroke Center *Inset 1*
- Duke Children's Hospital & Health Center
- Durham Regional Hospital *Inset 2*

#### Ambulatory Surgery

- Davis Ambulatory Surgical Center *Inset 1*
- Duke Ambulatory Surgery Center *Inset 1*
- Duke Mohs Micrographic Surgery
- Duke Oral Surgery

#### Primary Care (Family Medicine)

- Duke Children's Primary Care
- Duke Family Medicine Center
- Duke Health Center at Pickett Road
- Duke Health Center at Roxboro St
- Duke Health Center at Southpoint
- Duke Outpatient Clinic *Inset 2*
- Durham Medical Center *Inset 2*
- Durham Pediatrics (N. Duke St)

#### Specialty Care

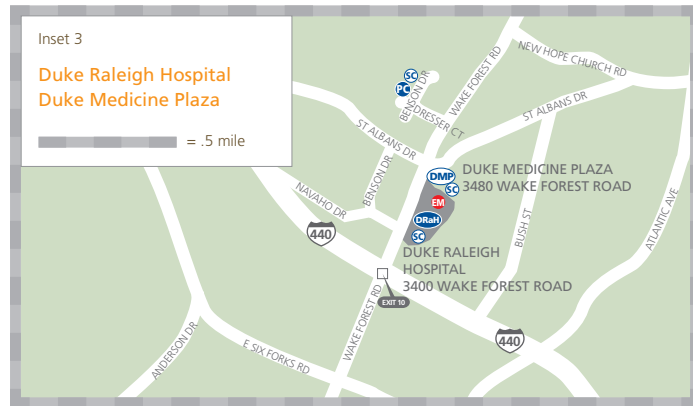
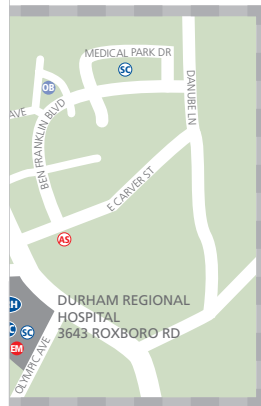
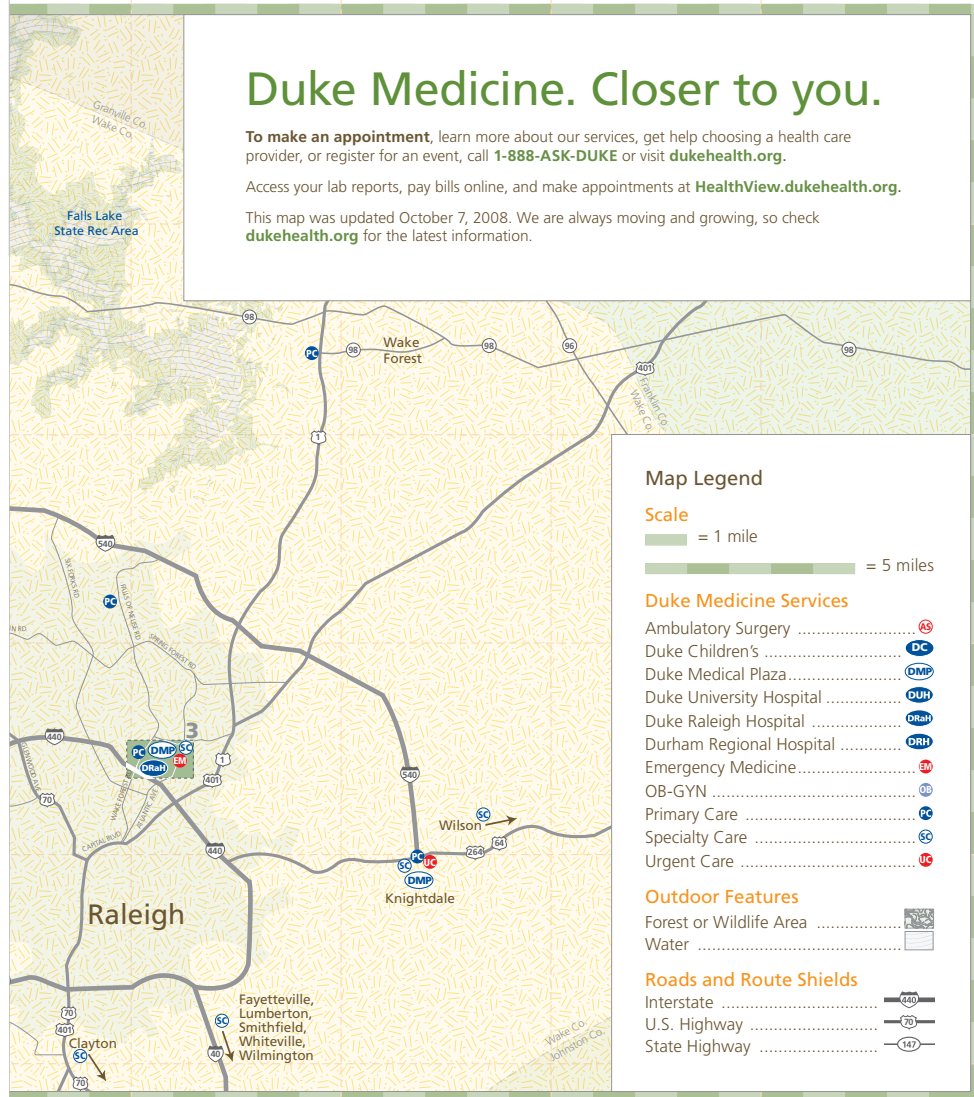
- Adult Bone Marrow Transplant Outpatient Clinic *Inset 1*
- Duke Aesthetics Center
- Duke Asthma, Allergy, and Center *Inset 2*
- Duke Center for Living Center
- Duke Center for Vision Center
- Duke Child Development Health Clinic *Inset 1*
- Duke Clinic *Inset 1*
- AIDS Research and Treatment
- Allergy
- Bone and Metabolic
- Cardiology
- Cardiothoracic Surgery
- Dermatology
- Laser Dermatology
- Diagnostic/Comp
- Electroconvulsive
- Employee Occu
- Endocrinology
- Fetal Diagnosti
- Gastroenterolo
- Hemostasis and
- Hyperbaric Me
- Lupus
- Mammography
- Neurosciences
- OB-GYN
- Oncology—Med
- Oncology—Surg
- Orthopaedics
- Otolaryngology
- Physical Therapy
- Preoperative Ser
- The Preston Robe
- Prostate Center
- Pulmonary Medic
- Renal Medicine
- Rheumatology
- Speech Pathology and Surgery

# Duke Medicine. Closer to you.

To make an appointment, learn more about our services, get help choosing a health care provider, or register for an event, call 1-888-ASK-DUKE or visit [dukehealth.org](http://dukehealth.org).

Access your lab reports, pay bills online, and make appointments at [HealthView.dukehealth.org](http://HealthView.dukehealth.org).

This map was updated October 7, 2008. We are always moving and growing, so check [dukehealth.org](http://dukehealth.org) for the latest information.

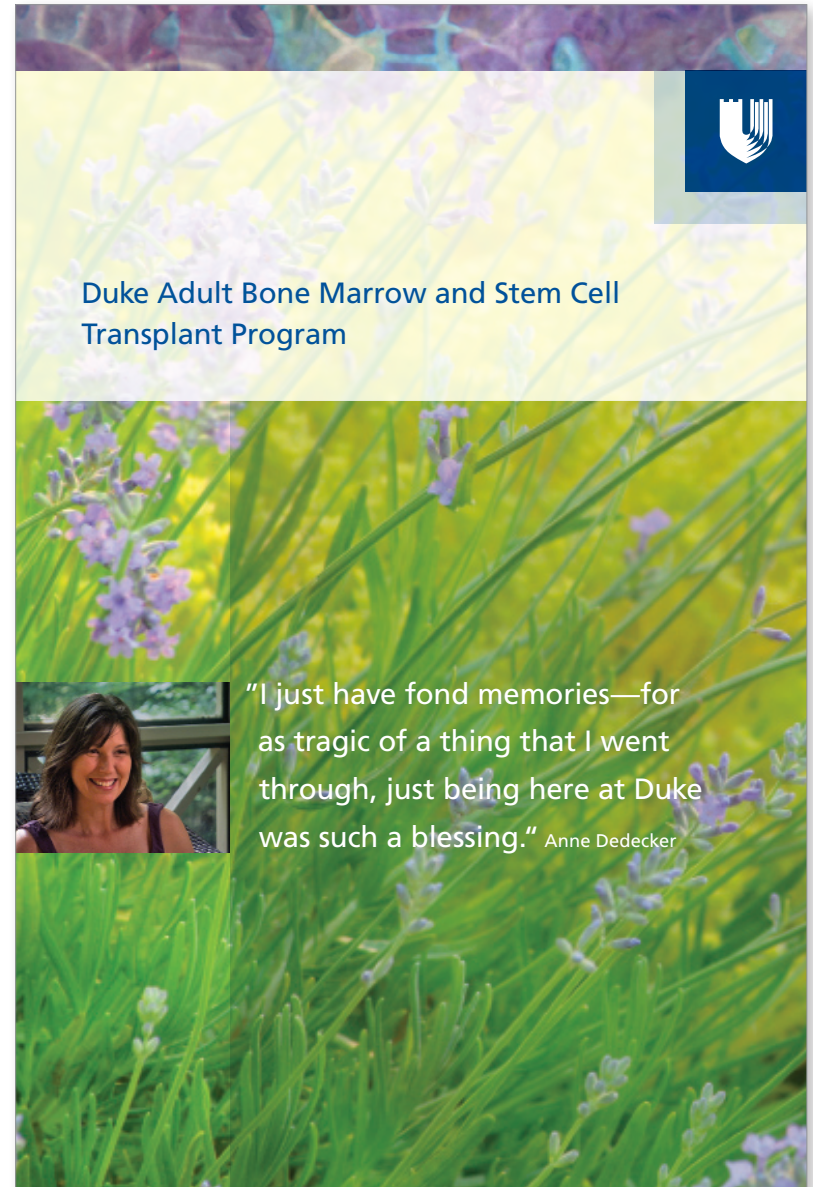




Accelerated Bachelor of Science  
in Nursing Program  
Duke University School of Nursing

With a bachelor's degree, a  
Duke nursing degree could be within  
your reach in four semesters

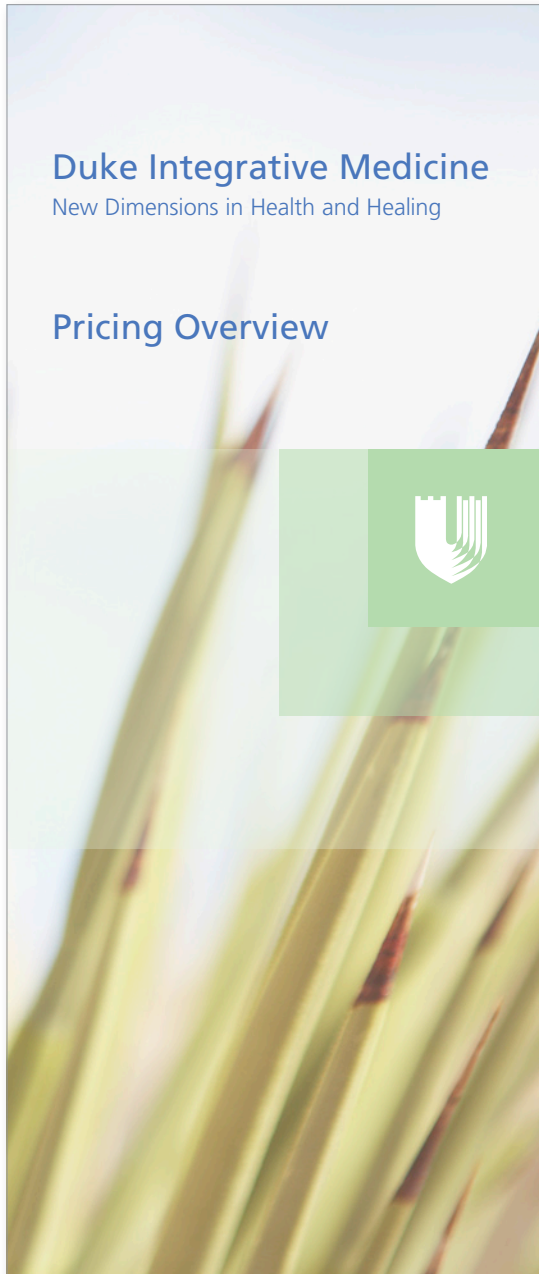
**START OVER.**  
Without starting over.



Duke Adult Bone Marrow and Stem Cell  
Transplant Program

"I just have fond memories—for  
as tragic of a thing that I went  
through, just being here at Duke  
was such a blessing." Anne Dedecker

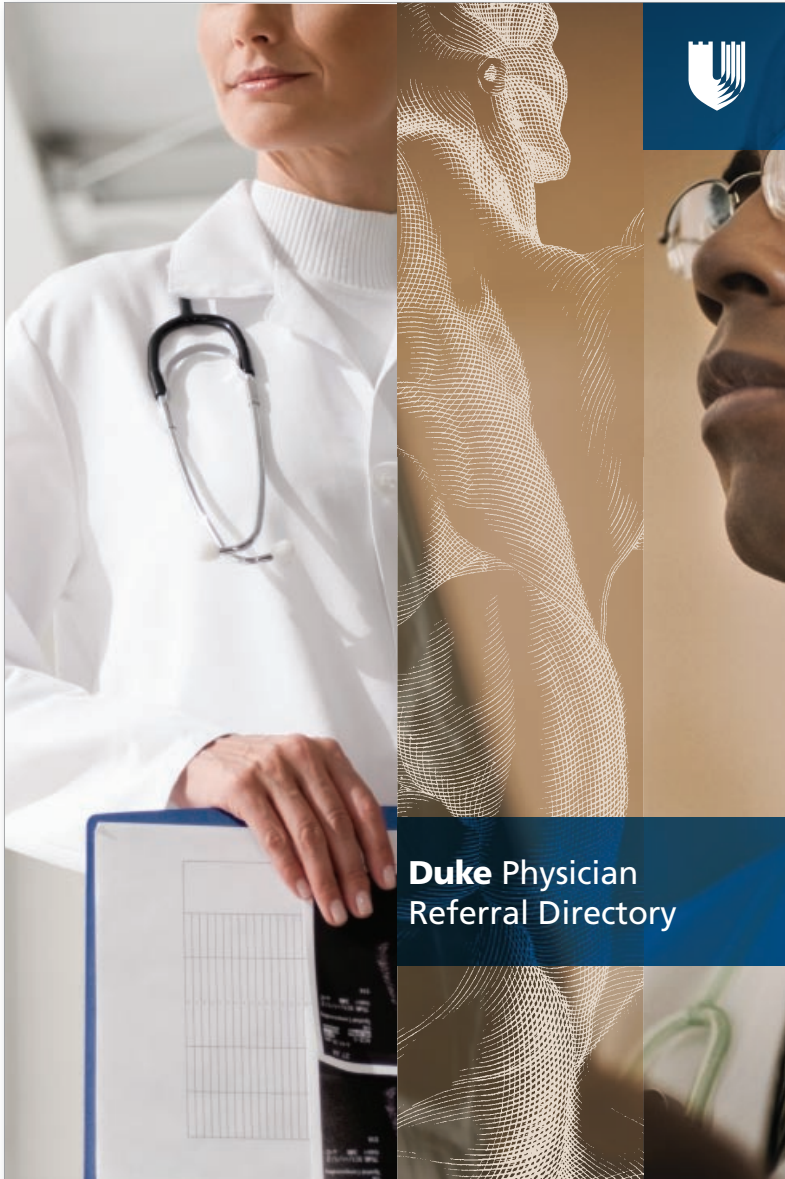






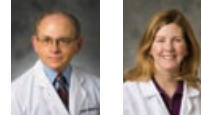
## Physician Information

Physician Referral Directory  
Practice Profile Sheet



## DukeMedicine

### Duke Primary Care Creedmor Road



Richard Schneider, MD

Catherine Del Buono,  
MSN, RN, ANP-C, CDE

The experienced staff of Duke Primary Care Creedmor Road offers primary care services for adults age 18 and up in North Raleigh. Our internal medicine specialists focus on preventive health measures and the treatment of acute and chronic medical conditions, such as heart disease, diabetes, high blood pressure, and other health concerns.

#### Payment and Insurance

Please bring your insurance card to each appointment. We ask that patients pay their co-payments, coinsurance, and deductible payments at the time of service. We accept Medicare as primary insurance. Patients without insurance or proof of insurance will be responsible for payment at the time of services. We offer a discount for self-pay patients and accept cash, checks, and credit cards.

#### Prescriptions and Refills

To provide the best possible service for filling your prescriptions, please contact your pharmacy and have them fax your request to our office. Please allow 48 hours for the refill process to be completed. All other prescription requests, such as for controlled substances, can be made by calling us during normal business hours.



#### Scope of Care

Internal Medicine

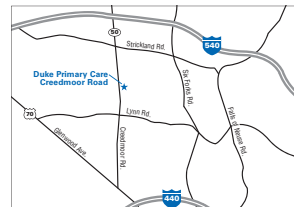
#### Practice location

**Duke Primary Care Creedmor Road**  
7200 Creedmor Road  
Suite 208  
Raleigh, NC 27613

Phone 919-327-1650

Fax 919-382-8791

Office Hours Monday–Friday 8:00 a.m. – 5:00 p.m.



Produced by the Office of Creative Services and Marketing Communications. Copyright © DUHS, 2008. MCOC-5619

Print Exhibits

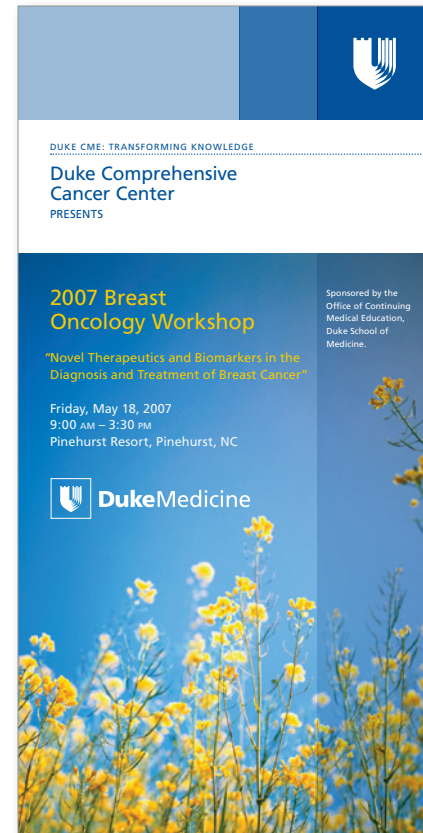
Educational Sponsorship

Continuing Medical Education (CME)

Direct sponsorship branding

9"x 6" Announcement postcard

4"x 9" Brochure cover, opposite



### Educational Sponsorship

Co-branded sponsorships use the Duke Medicine logo.

Continuing Medical Education (CME)

8.5"x 11" Posters



Hosted by Duke Comprehensive Cancer Center

National Comprehensive Cancer Network®  
Clinical Practice Guidelines in Oncology Symposium™

## Colon, Rectal, & Anal Cancers

**Thursday, September 14, 2006**

Searle Conference Center  
Searle G. Mudd Building  
Duke University Medical Center Campus

**Faculty**

Christopher E. Dech, MD  
National Comprehensive Cancer Network

Paul F. Engstrom, MD  
Fox Chase Cancer Center

Krystyna Kiel, MD  
Robert H. Lurie Comprehensive Cancer Center of Northwestern University

Kirk A. Ludwig, MD  
Duke Comprehensive Cancer Center

Leonard Saltz, MD  
Memorial Sloan-Kettering Cancer Center

**TRANSFORMING KNOWLEDGE**



**Agenda**

**Registration**  
7:30–8:00am

**NCCN Guidelines Overview and Update on CMS Oncology Demonstration Program**  
8:00–8:25

**Management of Anal Cancer**  
8:30–9:10

**Surgical Approaches**  
9:15–10:00

**Break**  
10:05–10:20

**Locoregional Colon Cancer**  
10:20–11:05

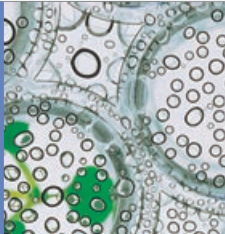
**Therapy for Advanced Disease**  
11:10–11:55

**Closing Remarks**  
12:00

Lunch will immediately follow the program.  
Agenda and faculty subject to change.

Supported by educational grants from:

**Amgen Oncology**  
**Genentech Biooncology**  
**ROCHE**  
**Bristol-Myers Squibb Oncology**  
**ImClone Systems Incorporated**  
**Sanofi Aventis**



**TRANSFORMING KNOWLEDGE**

Hosted by Duke Comprehensive Cancer Center

National Comprehensive Cancer Network®  
Clinical Practice Guidelines in Oncology Symposium™

## Colon, Rectal, & Anal Cancers

**Thursday, September 14, 2006**

Searle Conference Center  
Searle G. Mudd Building  
Duke University Medical Center Campus

**Faculty**

Christopher E. Dech, MD  
National Comprehensive Cancer Network


Paul F. Engstrom, MD  
Fox Chase Cancer Center

Krystyna Kiel, MD  
Robert H. Lurie Comprehensive Cancer Center of Northwestern University

Kirk A. Ludwig, MD  
Duke Comprehensive Cancer Center

Leonard Saltz, MD  
Memorial Sloan-Kettering Cancer Center

**TRANSFORMING KNOWLEDGE**



**Agenda**

**Registration**  
7:30–8:00am

**NCCN Guidelines Overview and Update on CMS Oncology Demonstration Program**  
8:00–8:25

**Management of Anal Cancer**  
8:30–9:10

**Surgical Approaches**  
9:15–10:00

**Break**  
10:05–10:20

**Locoregional Colon Cancer**  
10:20–11:05

**Therapy for Advanced Disease**  
11:10–11:55

**Closing Remarks**  
12:00

Lunch will immediately follow the program.  
Agenda and faculty subject to change.

Supported by educational grants from:

**Amgen Oncology**  
**Genentech Biooncology**  
**ROCHE**  
**Bristol-Myers Squibb Oncology**  
**ImClone Systems Incorporated**  
**Sanofi Aventis**



Environmental





Environmental  
Signage





Environmental  
Signage





Environmental  
Signage



Duke Primary Care

 DukeMedicine

RESERVED PARKING  
  
HEALTHY PEOPLE

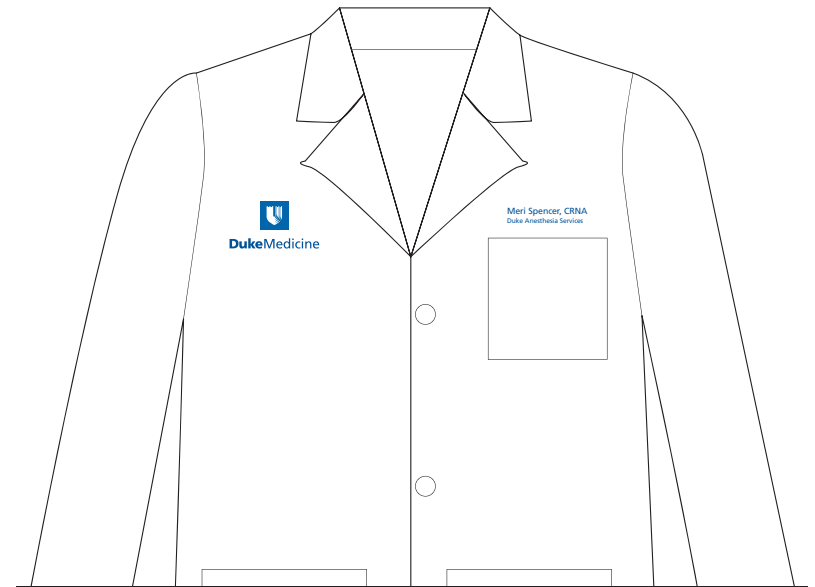
101

SEEKING  
HEALTHY PEOPLE

Uniforms



Nursing Scrubs



Lab Coats



**DukeMedicine** Search Web site Search

About Us Leadership News & Publications Initiatives Giving to Duke

**A world-class academic and health care system**  
As a world-class academic and health care system, Duke Medicine strives to transform medicine and health locally and globally through innovative scientific research, rapid translation of breakthrough discoveries, educating future clinical and scientific leaders, advocating and practicing evidence-based medicine to improve community health, and leading efforts to eliminate health inequalities.

Visit Our Web Sites

- DukeHealth.org**  
For Patients  
DukeHealth.org  
Learn more about patient care
- Duke University School of Medicine**  
For Medical Students  
medschool.duke.edu  
Learn more about the School of Medicine
- Duke University School of Nursing**  
For Nursing Students  
nursing.duke.edu  
Learn more about the School of Nursing

**Noteworthy**  
Duke University Hospital was named one of the top 10 U.S. hospitals by U.S. News & World Report. Details at DukeHealth.org

**News From Duke**  
Nov. 1: Protein Signature May Predict Who Responds to Hepatitis C Treatment...  
Oct. 30: Scientists Identify Machinery that Helps Make Memories

Contact Us | Careers | Privacy | Make a Gift | Site Map  
DukeHealth.org | Duke School of Medicine | Duke School of Nursing | Duke University  
Copyright © 2004-2008 Duke University Health System

**DukeMedicine** Search Web site Search

About Us Leadership News & Publications Initiatives Giving to Duke

**Giving to Duke**

Home > Giving to Duke

Duke Medicine Development and Alumni Affairs is a team of professionals dedicated to cultivating philanthropic partnerships in support of Duke Medicine's mission. [Learn more about us.](#)

Read about the latest Duke Medicine research in [DukeMed Magazine](#).

**Recent Gifts and Development News**

- Medicine Made Personal Event a Success
- \$60 Million Gift is Largest Ever to Duke Medicine
- Duke Featured in Several NBC News Videos

**Duke Medical Alumni Association**

- School of Medicine [medschool@duke.edu](mailto:medschool@duke.edu)
- School of Nursing [nursing@duke.edu](mailto:nursing@duke.edu)
- Find a Duke Trained Physician

**Noteworthy**  
Pediatric Brain Tumor Foundation Gives \$6 Million to Further Childhood Brain Tumor Research at Duke

**Duke Medicine Surpasses \$12M Financial Aid Initiative Goal**

**S.C. Patients... Everything About Duke is Better**

**A Leap for Duke Medical Learning**  
A new medical student education center, made possible by The Duke Endowment's recent gift of \$50 million to Duke Medicine, will change medical education at Duke.

**Duke Researcher Awarded Hartwell Fellowship**  
Teri N. Ellis, PhD, is researching how to stimulate the immune system against pediatric pneumonia and infections associated with cystic fibrosis.

**Duke Medicine Receives \$35M from David H. Murdoch**

**Funding Personalized Cancer Treatment**  
Summer Brown establishes The Emilene Brown Genomic Cancer Research Fund to fund research of Anil Potti, MD.

[See all recent gifts >>](#)

Contact Us | Careers | Privacy | Make a Gift | Site Map  
DukeHealth.org | Duke School of Medicine | Duke School of Nursing | Duke University  
Copyright © 2004-2008 Duke University Health System



**DukeHealth.org**  
Connect with your health care at Duke Medicine

Search this site  Search

- Home
- Services
- Locations
- Physicians
- Request an Appointment
- Patient & Visitor Info
- Clinical Trials
- Event Calendar
- Health Library
- About Duke Medicine

**What do you want to do?**

- Find a physician  
Enter a last name to search for information about a Duke doctor.  
 Search  
Browse by name or specialty
- Get directions to a location
- Explore patient care services
- Make an appointment

**In the Spotlight**

**The Real Deal On Omega-3 Fatty Acids**  
Elisabetta Politi, RD, nutrition manager of the Duke Diet & Fitness Center, discusses the benefits of and best sources for omega-3 fatty acids.  
[Osteoporosis: Relate Your Defenses](#)  
[Genomic and Personalized Medicine: A Primer](#)  
[See more articles](#)

**News from Duke**

- Nov. 1: [Protein Signature May Predict Who Responds to Hepatitis C Treatment](#)
- Oct. 30: [Scientists Identify Machinery that Helix Make Memories](#)
- Sep. 23: [Seniors with Vocal Problems Want Treatment but Aren't Getting It](#)

[See all news](#)

**Events and Opportunities**

**When Kids Sleep (or Non-):** Explore the impacts pediatric sleep provision and when parents reach to further investigate source and treatment

**Coming Up**

- Nov. 1: [Living with Epilepsy: Summit](#)
- Nov. 1: [Infant and Child Pediatric Asthma Support](#)
- Nov. 1: [Prepared Childbirth from Women's Health Associate/Maternal Fetal Clinic](#)
- Nov. 1: [Baby Care Class](#)

[See all events](#)

[Contact Us](#) | [Careers](#) | [Privacy Policy](#) | [Make a Gift](#) | [Site Map](#) | [RSS](#) | [In Español](#)  
[Duke Medicine](#) | [Duke School of Medicine](#) | [Duke University](#)  
 Toll-Free: 888-ASK-DUKE (888-275-3853)  
 Copyright © 2004-2008 Duke University Health System



**Duke Fertility Center**  
Hope for your family

Search this site  Search

- Home
- About the Center
- Physicians and Staff
- Costs
- Tests
- Treatments
- Learning Resources
- Patient Tools

**life: BEGINS WITH A STEP**

You're ready to start a family. But having a baby sometimes requires the help and support of others, including a caring staff of professionals who can increase your chances of conceiving. When the journey to parenthood becomes difficult, the Duke Fertility Center can help in *your next steps*.

**Get Started**  
Read answers to frequently asked questions about infertility.  
[When should I seek fertility treatment?](#)  
[What should I avoid if I want to increase my chances of becoming pregnant?](#)  
[What are my chances of becoming pregnant?](#)

**Stress Reduction**  
Acupuncture can help you reduce stress during fertility treatments.  
[Stress reduction services](#)

**In the News**  
We give you our take on the latest news about fertility.  
[Assurance Relieves Stress of Infertility](#)  
[Sex Chromosome Gene Link to Infertility](#)  
[Ultrasound Eases Fibroid Agony](#)

**In Vitro Fertilization**  
Learn about our IVF process.  
[IVF process](#)

**Egg Donors**  
If you'd like to become an egg donor, learn about donating at Duke Fertility Center.  
[Egg donor info](#)

**Referring Physicians**  
Get information about referring your patient to Duke Fertility Center.  
[Referring physician info](#)

[Contact Us](#) | [Appointments](#) | [Referring Physicians](#) | [Privacy Policy](#) | [Duke Medicine](#)



Television

