



Canadian Fertility
and Andrology Society

The Launchpad

Levelling Up Your REI Game

September 16th, 2026

Calgary Marriott Downtown Hotel, Calgary, AB

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Canadian Fertility & Andrology Society

The CFAS is a multidisciplinary national non-profit society that serves as the voice of reproductive specialists, scientists, and allied health professionals working in the field of assisted reproduction in Canada. Celebrating its 72nd year, the mission of the CFAS is to responsibly advance reproductive science and medicine in Canada through leadership, research, and guidance.

Through its multidisciplinary membership of nearly 1000, the CFAS aims to promote excellence in the field of assisted reproduction to the benefit of Canadians and children born of this technology.



www.cfas.ca



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Our Team



Emily McIntosh
Executive Director



Lorinda Jakubonis
Executive Assistant



Tanya Thibault
Communications
Coordinator



Melissa Ujvari-Lebel
Events Coordinator



Message from CFAS President

Dear Participants,

On behalf of the Canadian Fertility & Andrology Society (CFAS), we are delighted to welcome you to The Launchpad: Levelling Up Your REI Game.

This program was born out of my personal mission and desire to support the new generation of rising REIs. During my time on the CFAS Board of Directors, as I reflect on my experience as a trainee in residency and fellowship, I look back at the moments that helped define my career. The ones that stand out involve mentorship, guidance, and practical advice. I was fortunate during my training in the US to be part of two similar retreats in Y1 and Y3 of fellowship that helped guide my decisions and choices throughout my career. I wanted to bring this guidance to Canadian fellows. You are among the brightest and most enthusiastic minds in the medical field, full of interesting

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... this program will support you in launching your careers with the right mindset to achieve success.

”

- Prati A. Sharma

and innovative ideas, and it is our hope that this program will support you in launching your career with the right mindset to achieve success. The mission of CFAS is to advance reproductive medicine in Canada through leadership, research and guidance. It is in this vein that we encourage you to attend and to ensure Canada's young leaders are its best future in fertility and andrology care. I wish I had more programs like this in my training, and I hope this encourages you to spearhead programs like this as you grow in your career for future generations of REIs.

This innovative program was created to support students, residents, fellows, and early-career Reproductive Endocrinology and Infertility (REI) professionals as they transition from training into practice.



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Throughout the program, you will have the opportunity to:

- **Learn from experienced leaders and experts in reproductive medicine**
- **Explore topics relevant to career development and professional growth**
- **Engage in meaningful discussions with peers and mentors**
- **Gain practical insights into navigating the evolving landscape of REI practice**
- **Build lasting connections within the fertility and reproductive health community**

We encourage you to actively participate, ask questions, and take full advantage of the opportunities this program offers. The connections and knowledge gained through The Launchpad are intended to support you throughout your professional journey. The future of fertility care is bright because you are in it!

Thank you for joining us and for being part of this exciting new initiative. We are thrilled to have you with us and look forward to an inspiring and impactful program.

Sincerely,

Prati A. Sharma

Dr. Prati A. Sharma
CFAS President 2025-2026



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**You are
among the
brightest
and most
enthusiastic
minds in
the medical
field.**

– Prati A. Sharma

Sponsorship Acknowledgment

The CFAS extends its sincere gratitude to our corporate sponsor for their generous support and commitment to advancing fertility care.

FERRING

PHARMACEUTICALS



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Schedule

MORNING

Ice Breaker Activity, Discussion And Questions ~ Mara Lucato	9:00 - 10:00 a.m.
How To Take On Leadership Roles While Building Your Practice ~ Dr. Katharine Smart, MD	10:15 - 11:00 a.m.
Health Break	11:00 - 11:15 a.m.
How To Build Your Brand On Social Media ~ Dr. Lucky Sekhon, MD	11:15 - 12:00 p.m.
Lunch	12:00 - 12:45 p.m.

AFTERNOON

Innovation And Clinical Research In REI ~ Dr. Vrunda Desai, MD, FACOG	12:45 - 1:30 p.m.
The Role of Private Equity in Fertility Care, Risks and Benefits of Privatization of Fertility Care ~ Dr. Peter Klatsky, MD	1:30 - 2:15 p.m.
What I Wish I Knew for My First Year As An REI Staff ~ Dr. Justin Tan, BEng, MD, MPH, FRCSC (REI) and Dr. Nickan Motamedi, BSc, MSc, MD, FRCSC (OB/GYN/REI)	2:15 - 3:00 p.m.
Health Break	3:00 - 3:15 p.m.
Academics Vs Private Practice: How To Choose The Best First REI Job ~ Dr. Crystal Chan, MD	3:15 - 4:00 p.m.
Panel: Dr. Justin Tan, BEng, MD, MPH, FRCSC (REI), Dr. Crystal Chan, MD, Dr. Peter Klatsky, MD and Dr. Lucky Sekhon, MD	4:00 - 4:45 p.m.
Closing Remarks ~ Dr. Prati A. Sharma, MD FACOG (OB/GYN, REI)	4:45 - 5:00 p.m.
Cocktail Reception	5:00 - 6:00 p.m.



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Wednesday, September 16

The Launchpad Program

9:00 - 10:00 a.m.

Ice Breaker Activity, Discussion & Questions

Mara Hartley Lucato has been a leader in reproductive medicine in Canada for more than 35 years. Beginning her career in embryology, she helped introduce many IVF innovations, including embryo freezing, donor egg programs, gestational surrogacy, and ICSI. She later transitioned into industry leadership with Organon and Ferring Canada, supporting the adoption of new reproductive technologies and advancing education across the fertility sector. In 2012, she founded Gravidia Consulting, where she continues to support fertility clinics, healthcare organizations, and industry partners through strategic planning, brand development, and patient-centered innovation.



Mara Lucato

President & CEO of GRAVIDA Consulting Inc.

10:15 - 11:00 a.m.

How To Take On Leadership Roles While Building Your Practice

Dr. Katharine Smart is an experienced medical leader and advocate who constantly challenges the status quo in medicine. A pediatrician in the Yukon and British Columbia, her work focuses on innovative and collaborative partnerships between community and government to serve marginalized children in rural and remote areas.



Dr. Katharine Smart, MD

Medical Leader and Pediatrician



The Launchpad: Levelling Up Your REI Game

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The Launchpad Program

11:15 - 12:00 p.m.

How To Build Your Brand On Social Media

Dr. Lucky Sekhon is a board-certified reproductive endocrinologist, infertility specialist, OB/GYN, and author of the national bestselling fertility guide, *The Lucky Egg*. She practices at RMA of New York and is an Assistant Clinical Professor at the Icahn School of Medicine at Mount Sinai. Through her clinical practice, research, and public advocacy, Dr. Lucky is dedicated to closing the fertility knowledge gap. She co-hosts the women's health podcast *Call Your Doctor* and is a regular contributor to NBC News and the Today Show.



Dr. Lucky Sekhon, MD

Fertility Doctor & Author

12:45 - 1:30 p.m.

Innovation & Clinical Research In REI

Dr. Vrunda Desai is a board-certified Obstetrician-Gynecologist with fellowship training in minimally invasive robotic gynecologic surgery. She has dedicated her career to advancing clinical strategy, medical affairs, and health outcomes research, leading enterprise-wide initiatives that integrate clinical insight with strategic innovation to improve patient-centered, value-based care. Dr. Desai also serves as an Adjunct Associate Professor at the Yale School of Medicine, where she co-directs a graduate-level course and conducts research in healthcare economics and clinical outcomes. She frequently speaks on clinical innovation, strategic transformation, and the future of healthcare delivery.



Dr. Vrunda Desai, MD, FACOG

Chief Medical Officer at CooperSurgical

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Wednesday, September 16

The Launchpad Program

1:30 - 2:15 p.m.

The Role of Private Equity in Fertility Care, Risks & Benefits of Privatization of Fertility Care

Dr. Peter Klatsky is dual board-certified in Reproductive Endocrinology & Infertility and Obstetrics & Gynecology. A graduate of the Mount Sinai School of Medicine, he completed his residency at UCSF, fellowship training at Brown University, and earned a Master of Public Health from Columbia University. Recognized as a Castle Connolly Top Doctor since 2017, Dr. Klatsky is dedicated to advancing fertility care through innovation and exceptional patient experience. In 2016, he co-founded Spring Fertility, helping build one of the leading fertility centers in the United States. He also founded Mama Rescue, a mobile health initiative supporting emergency maternal care in Uganda.



Dr. Peter Klatsky, MD

REI Specialist, Founder & President of Spring Fertility



The Launchpad: Levelling Up Your REI Game

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Wednesday, September 16

The Launchpad Program

2:15 - 3:00 p.m.

What I Wish I Knew for My First Year As An REI Staff



Dr. Justin Tan, BEng, MD, MPH, FRCSC (REI)

Clinical Physician at CReATe Fertility Centre

Dr. Justin H. Tan received his Bachelors in Engineering from the Massachusetts Institute of Technology (MIT), followed by a Masters in Epidemiology from the University of Cambridge. He received his medical degree from McGill University and completed his residency in Obstetrics and Gynecology at The University of British Columbia. Most recently, he completed his fellowship training in Reproductive Endocrinology & Infertility from the University of Toronto. Over the span of his young career, he has already published over 40 scientific articles, 7 book chapters, and presented at over 15 conferences.



Dr. Nickan Motamedi, BSc, MSc, MD, FRCSC (OBGYN/REI)

REI Specialist at TRIO Fertility

Dr. Motamedi is a Reproductive Endocrinologist and Infertility specialist at TRIO Fertility in Toronto. He completed medical school at the University of Ottawa, residency training at Western University, and fellowship training in Reproductive Endocrinology and Infertility at the University of Toronto. He holds a Master of Science in Surgery from Western University and has published and presented research nationally and internationally. Dr. Motamedi continues to conduct infertility research with the University of Toronto and serves as a reviewer for Fertility and Sterility. He is also the founder of EmbryoMetrics and is passionate about advancing fertility care through innovation, collaboration, and patient-centered decision making.



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The Launchpad Program

3:15 - 4:00 p.m.

Academics Vs Private Practice: How To Choose The Best First REI Job

Dr. Crystal Chan is the Scientific Director of Markham Fertility Centre and an Assistant Professor in the Departments of Obstetrics & Gynecology and Laboratory Medicine & Pathology at the University of Toronto. She completed her residency at the University of Toronto and fellowship training at Mount Sinai Fertility. After beginning her career as an academic reproductive endocrinologist at Mount Sinai Fertility, she transitioned to Markham Fertility, where she combines clinical practice with research. Her interests include uterine receptivity in IVF, preimplantation genetic testing, and reproductive immunology. Dr. Chan has received national and international recognition for her research, including awards from ASRM and CSCI.



Dr. Crystal Chan, MD

Scientific Director and Co-Owner at Markham Fertility



Wednesday, September 16

The Launchpad Program

PANEL

Title Coming Soon

Moderated by Dr. Prati A. Sharma

4:00 - 4:45 p.m.



*Dr. Justin Tan, BEng, MD,
MPH, FRCSC (REI)*

Clinical Physician at CReATe Fertility Centre

Dr. Justin H. Tan earned a Bachelor of Engineering from MIT and a Master of Epidemiology from the University of Cambridge before completing his medical degree at McGill University. He completed residency training in Obstetrics & Gynecology at the University of British Columbia and fellowship training in Reproductive Endocrinology & Infertility at the University of Toronto. He has authored more than 40 scientific publications and 7 book chapters.



Dr. Crystal Chan, MD

**Scientific Director and Co-Owner at
Markham Fertility**

Dr. Crystal Chan is the Scientific Director of Markham Fertility Centre and an Assistant Professor at the University of Toronto. She completed her residency at the University of Toronto and fellowship training at Mount Sinai Fertility. Her research focuses on uterine receptivity in IVF, preimplantation genetic testing, and reproductive immunology. Dr. Chan has received national and international recognition for her work, including awards from ASRM and CSCI.



Dr. Peter Klatsky, MD

**REI Specialist, Founder & President of
Spring Fertility**

Dr. Peter Klatsky is dual board-certified in Reproductive Endocrinology & Infertility and Obstetrics & Gynecology. He graduated from the Mount Sinai School of Medicine, completed residency at UCSF, fellowship training at Brown University, and earned a Master of Public Health from Columbia University. A Castle Connolly Top Doctor since 2017, he co-founded Spring Fertility in 2016 and is recognized for advancing fertility care through innovation and patient-centered care.



Dr. Lucky Sekhon, MD

Fertility Doctor & Author

Dr. Lucky Sekhon is a board-certified reproductive endocrinologist, infertility specialist, OB/GYN, and author of the national bestselling fertility guide, *The Lucky Egg*. She practices at RMA of New York and is an Assistant Clinical Professor at the Icahn School of Medicine at Mount Sinai. Through her clinical practice, research, and public advocacy, Dr. Lucky is dedicated to closing the fertility knowledge gap. She co-hosts the women's health podcast *Call Your Doctor* and is a regular contributor to NBC News and the Today Show.

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