

FERTILITY DECODED

FERTILITY SUPPORT

Turning Confusion into Clarity using
Science, Experience & Intuition

How We Work & Price List



Essex Fertility & Women's Health
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Who We Are and How We Work

We are lovely ladies who are passionate about supporting people struggling with fertility issues, we offer physical and emotional support, guidance and a listening ear. We blend our extensive knowledge of infertility from a Western medical perspective with the ancient knowledge about how to support fertility from a Chinese medicine perspective. We offer support for the mind, body and soul and will walk with you as expert guides through this difficult landscape.

We specialise in supporting people who are struggling with unexplained infertility. Most of our clients come to us having been struggling with unexplained infertility for years, many have had one or more unsuccessful IVF cycles.

We gather in all the information we need to unravel the puzzle - blood tests, scans, semen analysis and a whole host of information that we can gather from signs and symptoms of how your system rolls through life. All too often we find that some simple things have been missed or overlooked, often things that are readily resolvable either by us or through our network of medical and holistic fertility experts. Sometimes we find all is in order and all that we need to do is to gently encourage the magic to work.

We have an unusually integrated approach to working in this field, combining our extensive knowledge and experience of resolving infertility through holistic support, with up-to-date, research-driven knowledge about fertility investigations and treatment from a Western medicine perspective. We are two very gentle, supportive women who really do get what you are going through and we offer a safe space to talk about everything.

Unexplained Infertility

- If you have been told that you need IVF, but have a deeply rooted conviction that you don't but you just don't know what else to do, we should talk!
- If IVF is not on the cards for you on account of budget or principle, and you want to get stuck in to see if you can make this work without IVF, we should talk.
- If you know you need IVF and want to prep for it really thoroughly, working from a holistic support perspective with someone who can also help you to investigate things that come up that might impact your chances of success, we are here for that too.
- If you are very proactive about your fertility, maybe just starting out but you want to approach it seriously, let me guide and support you.

Low AMH in Women Under 40

There are a lot of misconceptions about the impact of low AMH on fertility for women under 40. If you are under 40 with low AMH and have been told that you need IVF 'because low AMH means your eggs are running out', or been told that you 'need to use donor eggs because low AMH means your egg quality is poor' - we need to talk.

IVF is often not an easy or obvious choice for women with Low AMH on account of the small number of follicles that are likely to be available on any particular month. The majority of our clients with Low AMH go on to achieve natural pregnancy, especially women with low AMH under the age of 40.

"I wish I didn't waste 2 years of my life and went to Alex before a fertility clinic, I would have gotten pregnant a lot sooner! [She] made me feel a lot less anxious about my low AMH rather than being told I was running out of eggs!"

Previous Client

Research has shown that women are more likely to conceive quickly and easily with low AMH - yet too many people are being told that the reason they are not conceiving is Low AMH! If you have Low AMH and are not conceiving easily, it is usually an indicator that there are issues in play that are having a negative impact on the ovarian environment, or an indicator that male fertility issues are in the picture. In neither of those scenarios would it be sensible to race into IVF.

When unexplained infertility and low AMH coincide, we consider if there are any factors that are artificially lowering AMH - factors such as inflammation, poor hormone regulation, infection, autoimmune system issues, poor circulation and nutrient deficiencies. Many of these factors can lower AMH and will also make it more difficult to have a successful IVF cycle without taking a holistic approach to preconception support. If we don't find anything of significance, I will usually find a sperm issue is in the picture.

The experience of working with you exceeded all expectations - it's like getting the all round holistic help and support you'd always dreamt of from the medical profession. Acupuncture is magical and I'd highly recommend everyone does it to heal any low level ailments and to support your conception journey."

— Previous client

Endometriosis

We work exceptionally well with cases where endometriosis is part of the picture. The combination of acupuncture and visceral osteopathy has a powerful impact on endometriosis, and in most cases, that is all we need to transform a menstrual cycle. If we feel a case warrants an additional layer of support, we reach out to a Chinese Herbalist who specialises in working with endometriosis, and/or reach out to our network of incredible functional nutritionists for additional support.

- In some cases, we help endometriosis clients achieve a healthy, natural pregnancy after many years of trying to conceive.
- In some cases, we help endometriosis clients to achieve a healthy, natural pregnancy after multiple rounds of unsuccessful IVF before they came to us.
- In virtually all cases, we help people who have a painful, difficult menstrual cycle to achieve a much easier, healthier menstrual cycle (which has a knock on impact on the quality of eggs they can produce).
- In many cases, we find that endometriosis has been blamed for the fertility issues, and signs and symptoms of male infertility have been overlooked or ignored.

Male Fertility

Sperm health is incredibly important. Signs of male fertility issues are all too frequently ignored by IVF clinics, and most GPs don't know enough about male fertility to know what the options are. I pay as much attention to signs and symptoms of male infertility as I do to signs and symptoms of female infertility - and very often we uncover some readily fixable or improvable issues.

I have undertaken some incredible training in male fertility and have a strong referral network for tests and further investigations. Essentially, a good semen analysis should be the place to start when investigating male fertility, not the place to end. Too many IVF clinics are shockingly poor at assessing male fertility, they fail to point out signs and symptoms that suggest the presence of infection, the presence of a varicocele or other easily treatable cause of male infertility. Often the first thing we need to do is to organise a full diagnostic level semen analysis from a lab independent of an IVF clinic. Once we have a fully comprehensive semen analysis, we can start to work out what other tests might be appropriate.

Difficult & Unusual Cases

There are always some tricky cases that come our way and we love this work. Using a blended Western/Eastern medicine approach we have been able to crack some really difficult cases that have evaded success for many years and many unsuccessful IVF cycles.

Sometimes with these complicated cases we are looking at hidden infections, sometimes we are looking at the long term impact of reactivated viral infections, environmental toxins, cancer treatment etc. In these cases there is usually a history of multiple failed IVF cycles, often with euploid embryos failing to make it through.

To turn these cases around we usually need a team, one that works well together with mutual respect and knowledge sharing. Depending on the case in front of me, I may recommend inviting a functional nutritionist, Chinese herbalist, Western medical herbalist, reproductive immunology consultant, or urologist or other holistic or medical expert to the team. I need you to understand that there are limitations to my scope of practice, and be prepared to trust me if I say we need to invite in specific expertise. Sometimes it really does take a village!

It is difficult to work within the constraints of evidence based practice when confronted with complex unexplained infertility so my approach to these cases is led by a combination of science, experience and intuition. A strictly evidence based approach fails to account for the fact that there are usually two people involved with complex health histories and that often means there are multiple factors in play. When working with complex cases, we already know we are outside the realms of what is expected, we know that to solve these cases, we often need to think outside of the box.

CURRENT PRICE LIST (Sept 2025)

A 360° Fertility Review (Online or In Clinic)

360° Fertility Review with written summary and list of recommendations £250

A 360° Fertility Review is the place to start for anyone considering working with us. This also works really well as a standalone option for someone who simply wants to talk everything through with someone who really understands this stuff.

When I prepare for a Fertility Review, I look for areas where there are indications that further investigation is warranted. I also look for areas that simply need a bit of support and improvement to increase your fertility potential.

I look at things that influence egg quality and your ability to carry a pregnancy ...

- **Your Menstrual Cycle.** So much useful information can be gleaned from the fine details of your menstrual cycle and your body's response to menstrual hormones.
- **Digestion.** This plays a far more important role than many people realise as it influences the whole of our internal environment, our egg quality, hormone regulation, our immune system function, systemic inflammation levels and mood.
- **Sleep.** How you sleep, the quality of your sleep and your underlying energy as you move through the day can all influence your fertility.
- **Infection, inflammation, immune system dysregulation.** I look for signs of all of these things as they can all play a part in infertility and pregnancy loss. This can include bacterial infections and hidden viral infections.
- **Underlying health issues.** I help people to avoid IVF if possible and prepare well for it if they really need it. Underlying health issues cannot be ignored.

“Just do it, and go all in - you will be pleasantly surprised. It's worth the time and financial investment to prepare yourself for a successful pregnancy.”

— Previous client

I also look at the information you have about sperm health, and pay attention to aspects of diet and lifestyle that can influence male fertility.

- **Semen Analysis.** We start with this. Far too often signs of potentially resolvable male fertility issues can be found in a semen analysis and are often overlooked by people who assume IVF will fix everything (top tip - it often won't, and even if it does, it may not be necessary).
- **Semen Microbiome.** This is an increasingly important test that has been a game-changing test for many of my clients.
- **Sperm DNA Fragmentation Test.** A semen analysis is not sufficient evidence of male fertility, sometimes we need to look at the DNA fragmentation to see that there is an issue with the fertility of the sperm.
- **Testicular health.** I look out for any sign that there may be a need for further investigation (testicular aches and pains, heaviness or heat, erectile issues)
- **Sleep patterns.** The quality and length of sleep can have a significant impact on sperm health.
- **Digestion.** This plays a surprisingly important role in sperm health as it has such a strong influence on the internal environment, inflammation, hormone balance etc.
- **Environmental and lifestyle issues.** Sperm are incredibly sensitive to toxicity so I look for anything that can help minimise the impact of toxins on sperm health.

I ask you to send me through previous test results, scan reports and a potted history of your journey so far. The more information I can gather in, the clearer the picture I can build as I am looking for patterns and threads through the information to give me a clue about what to prioritise.

"Alex is really passionate and knowledgeable about what she does. She will leave no stone unturned to get to the bottom of why you aren't getting pregnant, rather than blindly push you down the IVF route. You may not need IVF, please, save your money and go through further testing with Alex first."

— Previous client

Then, once all the information is in, we hold a consultation to discuss it all in depth . . .

We talk. We get stuck in. We talk about all the detail, what you have been through, what signs and symptoms stand out for me, what your plans are and how we can help you to move forward.

- In some cases we have all the information we need to get going with holistic support, but often we identify tests that ought to be run.
- In some cases we find nothing worryingly significant and are able to turn things around with a combination of acupuncture with me, and visceral osteopathy with my colleague Gill.
- In some cases we find things that require an onward medical referral, and we will help you to find the best route through.
- In some cases we find there are holistic health issues that would benefit from additional support through functional nutrition, through Chinese herbs, talking therapy. If so, we help you to find a good practitioner to work with.

After the consultation I send you my recommendations for what to focus on, what investigations to prioritise.

As part of the Fertility Review process, I include email support for the following 2 weeks so we have time to follow up on anything that still needed to be discussed or explained, and you have time to ask any of those questions that you forgot in the heat of the moment. Beyond that window, I offer support via email, phone or Zoom at a rate of £60/30mins.

"A huge thank you to you Alex and Gill for your expertise. You went above and beyond, were dogged in your digging of what could be preventing us from conceiving and it worked! I don't think there are words that sufficiently describe how grateful we are to you. The work you do is so, so valuable and positively life changing!"

— Previous Client

Fertility Support & Mentoring (Online)

This is only available for clients who have had a full 360` Fertility Review.

I offer a Fertility Support service over email, phone or zoom. You can book ad hoc sessions or regular sessions for support, guidance, mentoring and cheerleading via email, phone or zoom. This gives you the opportunity to ask all those burning questions, to feel seen, heard and supported through your journey. This time can be put towards Fertility Support can be used to cover my time to write a report to you, write referrals and to communicate with other practitioners.

Ad Hoc Fertility Support

£60 per 30 mins

(30 mins = £60, 45mins = £90, 1hr = £120)

Essex Fertility Support with Acupuncture (in Clinic)

It takes 12 weeks to have a significant positive impact on fertility. It takes this length of time for follicles to grow, improvements to the ovarian environment and to follicle development can influence egg quality, and it takes around 9 weeks for sperm to develop. Be prepared to stick it out for 12 weeks to get the most out of what we are doing.

Fertility Support & Fertility Acupuncture with ALEX

£160 for 1hr appointment in Scrutton Street, Shoreditch

£115 for a 1hr appointment in Danbury, Essex

This is with me, so you have me on your case with my full attention. This allows us the space and time we need to discuss everything, and still have time for a relaxing, nourishing acupuncture treatment session. We are able to talk in depth about your situation, go through test results, discuss options and make plans. If your partner would like to come with you, I can treat both of you within the same hour for no additional charge. If you are seeing me regularly for Fertility Support & Fertility Acupuncture sessions, you have access to additional Fertility Support (1hr per month) via zoom , phone or email in between appointments. I can also use this time to write referral letters, interpret test results for you and communicate with other practitioners on your team.

Once we are past the initial information gathering and investigation organising phase and have less to discuss, it is possible to reduce appointments to 45mins with the price reduced pro-rata.

Fertility Acupuncture with Erika or Leonie (City Only)

£120 for 1 hour appointment in Scrutton Street, Shoreditch

£90 for a 45 minute appointment in Scrutton Street, Essex

When we have completed a Fertility Review and the detective work is in hand, you may opt to see Erika or Leonie for regular acupuncture sessions, or see whichever one of us fits best with your diary each week. Both Erika and Leonie are wonderfully kind, gentle acupuncturists with a special interest in fertility acupuncture and women's health.

I am available via zoom, phone and email at a rate of £60/30mins if you would like further input from me, but Erika and Leonie have me on tap for internal case discussions and to review any test results that come in.

Fertility Osteopathy with Gill Hind

In which situations is visceral osteopathy especially useful?

There are certain issues that crop up in a client's history that flag that there are issues that would benefit from some sessions with Gill.

- Previous surgery (abdominal, keyhole, investigative or traumatic).
- History of pelvic pain (are these signs of endometriosis, fibroids, cysts, pelvic tension or issues with circulation or tissue fluid movement through the pelvic region).
- History of trauma, illness or an event in your past after which 'nothing has ever felt the same since'.
- Bladder and bowel issues (irritable bladder, UTIs, long term constipation, IBS etc)
- Irregular periods.
- Unusually light periods.
- Unusually heavy periods.
- Periods that stop mid bleed for a day or two before the bleed resumes.
- Pain with sex, discomfort from using a mooncup or tampon, extreme pain during a HyCosy procedure.
- Previous pregnancy, especially if followed by a difficult or protracted labour or a Cesarean section.
- If one ovary is always considerably more active than the other.

The benefits of treatment are cumulative, so it is best to be prepared to attend treatment once or twice a month over a few months in order to give enough opportunity for significant change.

£90 for 1hr in Danbury & Burnham on Crouch, Essex

£130 for 1hr in Scrutton Street, Shoreditch

“Alex was so supportive in the process of us exploring our fertility. Whenever I felt unsure or scared I could reach out to her for a comforting and pragmatic chat. That was so invaluable. I felt so reassured that Alex has a strong network of experts that she can refer you to should anything out of her expertise pop-up.”

— Previous client

What are the costs of some of the additional tests that we work with?

We will recommend additional tests if signs and symptoms suggest to us that tests have been overlooked, if we feel the data from existing tests is unreliable or if the results are out of date (blood tests, microbiome tests, ultrasounds and advanced male fertility tests, viral testing etc).

Here is a list of some of the tests we frequently refer clients for and guide prices you can expect to pay for these. We use some of these very frequently, and some much less often, we assess the potential value of tests on a case-by-case basis. The tests written in bold are nearly always run, unless a recent test has been done.

£195	Comprehensive Semen Analysis
£450	COMET Sperm DNA Fragmentation Test
£230	Vaginal Microbiome Test
£230	Uterine Microbiome Test via Menstrual Blood
£230	Semen Microbiome Test
£79	Medichecks Male Hormone Panel (great for female day 2/3 test)
£79	Medichecks Advanced Thyroid Test
£325	Trans Vaginal Pelvic Ultrasound of ovaries, uterus & pelvic cavity
£545	HyCosy with Saline 3D Ultrasound of uterus
£900+	NK Cell testing
£1200+	Testing for hidden viral pathogens (EBV, CMV, Coxsackie etc)

These prices are guide prices, these tests are provided by 3rd party companies.

How Long Does It Take To See Results

Supporting fertility with acupuncture can be quite straightforward. If there is nothing much standing in our way, it should take around 12 weeks to make a significant impact on your underlying health and fertility and for that to filter through to improving the quality of the eggs and sperm produced, and improve your ability to conceive.

However, with the nature of the clients we usually work with, it is often not that simple.

- If you start with no cycle, have a very irregular cycle or an incredibly painful cycle it takes time to restart or to stabilise the cycle before we can really start polishing fertility in the way that we need to. You should start to see cycle symptoms shift after the first menstrual cycle, bleed symptoms and pain symptoms can be very quick to change, and things should continue to improve from there.
- When it comes to cycle length, the follicular phase can be relatively quick to change, but changing the luteal phase length can sometimes take 2-3 months if we need to wait for improvements to follicle development to filter through.
- If the semen analysis is poor, and there are no issues with infection or varicocele, we would usually see the semen analysis improve within 2-3 months.

When you get to a point where the cycle is running well, and the BBT chart is great, fertility would continue to improve for the next 12 weeks so you may need to consider extending regular treatment beyond 12 weeks (but once the cycle looks good, we would reduce the frequency of treatment).

But it can take much longer than 12 weeks

12 treatments can be enough time to turn things around and to lift fertility in a simple case, but often we find things take longer because we tend to work with complex cases. We work with clients who have been through unsuccessful IVF cycles, with clients with extensive endometriosis, low AMH or significant male factor infertility. If we need to run investigations to work out what the problem is first, if we need to clear infections, if there is a call for surgery or varicocele embolism etc, then it can take considerably longer than 12 weeks to see the full extent of the improvements we are looking for. For example, if we find that someone has underlying pathogens such as Lyme Disease or reactivated viral pathogens, it can take 3-6 months to identify and clear the infections before we even start trying to seriously work on egg and sperm quality.

It is important to realise that while we can promise you commitment and effort, we cannot promise a successful pregnancy. We can, however, promise to support and encourage you as you navigate this journey, and that along the way you will feel empowered and well informed about your situation and your options.

Complex cases often roll on beyond the 12/15 week point. When we work on more complex cases, these are usually in conjunction with a multidisciplinary team (including Functional Medicine Practitioners, Chinese Medicine Herbalists, Urologists and IVF Clinics). With this work, we follow the signs and symptoms to determine the best course, to decide which investigations are most appropriate and which other fertility expertise to draw onto the team. With this work, it is important to be open minded as we often find ourselves in territory that is well off the beaten path. With our open minded, science led, experience guided approach, we have the potential to solve the unsolvable.

How To Get The Most Out Of Treatment

- Be prepared to attend treatment weekly - especially at the beginning of our time working together - it really makes such a difference to rate of response to treatment.
- Partners are welcome to attend on any 1hr acupuncture sessions for no extra charge.
- If possible, pick a regular time and day so we can block it off in the diary for weeks in advance. Alterations can be made as we go along if the diary permits.
- We are very likely to recommend additional tests and investigations which will be organised through third party companies at additional cost.
- If we feel it would significantly improve your prospects, we will recommend you consider working with a Functional Nutritionist or Chinese Herbalist, other holistic practitioner or medical doctor. In some cases, if we feel that ought to be your priority but your budget is tight, we will recommend you step away from working with us to free up budget to use elsewhere for a while.
- If you are one of the more complex cases, be prepared for me to suggest unusual avenues of investigation - in these more difficult cases, we often need to think outside of the box. We are likely to present you with information and opinions that are contrary to those you have received from your doctor, but we will have research papers and experience from previous cases to draw on to help guide us through and to help explain to you what we are recommending and why.

Qualifications & Training

Alex O'Connor MBAcC, LicAc, Fertility Support Trained

Degree in Acupuncture BSc(Hons)

Advanced Diploma in Fertility Support Acupuncture

Member of the British Acupuncture Council & the Acupuncture Fertility Network

Additional training includes:

- Vagiversity (a deep dive into the vaginal microbiome with Moira Bradfield)
- Spermageddon (male factor infertility with Olivia Krammer-Pojer)
- - Female Ecology Mastercourse (vaginal microbiome with Moira Bradfield)

Alex writes a blog, regular instagram posts and some Ebooks on interesting fertility issues (including one on Low AMH), she is often invited to speak on podcasts and insta-lives, and to speak at conference about her approach to the low AMH client.

Erika Fodor

Degree in Acupuncture and post graduate diploma in Fertility, Obstetrics & Gynaecology

Cognitive Hypnotherapist & NLP Practitioner

Leonie Profit

Acupuncturist specialising in Fertility & Women's Health

Gill Hind M.Ost

Degree in Osteopathy M.Ost, Post Graduate Diploma in Paediatric Osteopathy

Registered with the General Osteopathic Council

ScarWork®, MommyMot®

Disclaimer

We do not claim to be able to 'cure' infertility, but we are both experienced holistic practitioners who know how to recognise many of the things that can impede natural fertility. We are able to support you holistically, and to help you to navigate through the complex world of medical fertility investigations and assisted fertility interventions.

Our knowledge of unexplained infertility comes from experience of working in this field and not through any specific qualification. Alex has had extensive training in how to investigate infertility and support fertility in a more East/West integrated manner through the Advanced Diploma in Fertility Acupuncture and through her active engagement with the Fertility Support Trained Practitioner network. She is supported in her acupuncture clinic by Erika and Leonie, both excellent acupuncturists. Gill has spent years deepening her knowledge and skills of women's pelvic health assessment and treatment specifically with regard to fertility and pregnancy support.

We cannot promise success, even for clients that fully commit to working with us. We can promise to try our best, and for more difficult cases we will work with our network of fertility experts to try to help you to reach a satisfactory outcome.

None of us are medically trained doctors and if we notice anything that we feel warrants medical input we will ask you to contact your doctor and explain why so that you can advocate for yourself.

FERTILITY DECODED

Unexplained infertility is not a diagnosis, it is a label often applied as a result of a lack of investigation and poor understanding of the causes of infertility. Infertility is a huge industry, with a strong emphasis on funnelling people into IVF, which is often presented as the only solution - though this is not the case for the majority of people.

- Alex is a puzzle solver, her puzzle of choice is unexplained infertility and she tackles this with her unique blend of scientific knowledge, clinical experience and intuition. She has the most incredible network of experts to call on to help her to get to the bottom of things.
- In the clinic Alex, Erika and Leonie bring their expert knowledge of fertility from a Chinese Acupuncture perspective
- In the clinic Gill brings her expert knowledge and understanding of how to assess and treat tensions in the body that can impact fertility

They work to support and guide people through the maze of unexplained infertility, through the anxious weeks of early pregnancy, through birth preparation and post natal recovery. Blending science with experience, guided by intuition, they help to resolve unexplained infertility naturally, or give people a realistic chance of having a successful IVF cycle.

