

Deirdre Corcoran

First Options Fertility



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FIRST OPTIONS
FERTILITY

Dr. Deirdre Corcoran set up First Options Fertility in Gorey, Co. Wexford, after noticing a lack of adequate fertility services around the South East region. A PhD in Developmental Biology with more than 13 years' experience working in IVF laboratories, Deirdre went into business in June 2020, offering semen analysis services in laboratories that match the rigorous standards of the World Health Organisation.

First Options Fertility is solely focused on the male aspect of fertility care, offering a range of test and assessment options – from semen oxidative stress tests to tests for DNA fragmentation – for men with concerns about the health of their sperm.

Recent expansion sees a clinic now in Limerick. Both the Wexford and Limerick clinics offer appointments outside of regular office hours to accommodate clients and their busy schedules. Deirdre believes that Saturday and evening openings offer a unique selling point as many clients don't wish to take time off work. First Options Fertility strives to break down barriers and make the processes of fertility assessment as easy as possible for men.

First Options has one other employee, an embryologist who runs one of the semen assessment clinics. Another service that has become particularly busy is the offering of post-op assessments for men who have undergone vasectomies. The company is the exclusive provider of assessments for a number of vasectomy clinics since May 2022.

Deirdre is thankful to ACORNS for bringing together likeminded people from different sectors to discuss problems common to entrepreneurs. "There are always issues to overcome in any business and the ACORNS group discussions helped with finding solutions and a way forward," she says.

She is targeting continued growth across Ireland in the next 12 months by building on First Option Fertility's reputation for high quality testing coupled with compassionate and clear consultations with clients. "We know we offer a great service. We must continue to get our name out there. One of the key goals of our business is to become the first choice destination for male fertility assessment and advice for couples beginning their fertility journey " she adds.

