

## Sunfish and Pacific Northwest Fertility Launch New IVF Success Program to Help Make the Journey to Parenthood Affordable



**Seattle, Washington May 15, 2025 ([Issuewire.com](https://www.issuewire.com))** - [Sunfish](#), the leading financial solutions platform for fertility and family building, has partnered with [Pacific Northwest Fertility \(PNWF\)](#) to launch an innovative IVF Success Program designed to help patients at PNWF reduce financial uncertainty during their fertility journey. PNWF's IVF Success Program provides clarity and support for patients undergoing fertility treatments, with an all-inclusive bundle, guaranteed refund protection, discounts on medication, and additional financial guidance.

PNWF is a world-class reproductive center committed to advancing the science of reproduction with the sole purpose of building families with compassion and individualized care. The collective experience of the physicians, embryologists, and the entire team at PNWF has solidified its position as a visionary in the field. Since 2005, PNWF has been a leader in all aspects of fertility care, including creating and growing SIMPLIFY, its own donor egg bank. Last month, the clinic was awarded the prestigious "Top Fertility Clinics in the Country" award by Newsweek.

"Our goal at PNWF is to continually innovate and find the most valuable solution to help our patients. We're excited to offer Sunfish to support this goal," says Danielle Call, Administrative Director at PNWF.

Sunfish's IVF Success Program provides patients with an all-inclusive, customized financial package for IVF, including unlimited transfers. This includes a partial refund for qualified patients if the patient does not achieve success during their membership, and discounts on medications and more, totaling thousands of dollars of savings per cycle for most patients. This bundle also includes expert guidance and support throughout the family-building journey.

"I don't want anyone to feel they are going through IVF alone. Our goal is to empower families with more clarity and peace of mind as they navigate this complex journey," said Angela Rastegar, Co-Founder and CEO of Sunfish. "We're thrilled to partner with PNWF, whose exceptional clinical team is already changing lives every day."

This collaboration is one of the clinic partnerships at which Sunfish offers the IVF Success Program to expand access to financial support programs for fertility care.

Patients can learn more about the IVF Success Program and check eligibility at [www.joinssunfish.com/pnwf](http://www.joinssunfish.com/pnwf)

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**About Sunfish:**

Sunfish provides financial, administrative, and emotional support to individuals and families navigating IVF and assisted reproduction. With a focus on clarity, transparency, and financial access, Sunfish helps patients make informed decisions while easing the financial burden of fertility treatments. Founded by a team with deep expertise in fertility and consumer technology, many of whom have been through their own IVF journeys, Sunfish understands the challenges of family building. The company partners with fertility clinics, surrogacy agencies, egg banks, and sperm banks throughout the country to offer a more seamless experience for patients. With office locations in New York and Los Angeles, Sunfish continues to expand its reach, supporting more people on their path to parenthood. For more information, visit [www.joinssunfish.com](http://www.joinssunfish.com).

**About Pacific Northwest Fertility (PNWF):**

Pacific Northwest Fertility is a nationally recognized fertility clinic with locations in Seattle and Bellevue, WA. PNWF is known for state-of-the-art reproductive care and for its commitment to personalized, compassionate care. The clinic has nine incredible female reproductive endocrinologists. For more information, visit <https://pnwfertility.com>.

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