

During the Fall, 2017 Semester, graduate students from the Master of Arts in Communication Studies program at UNC Charlotte conducted ethnographic research led by Johnson & Quinlan, which had been inspired by Johnson & Quinlan's publications. Across 16 interviews, individuals discussed their positive and negative experiences with infertility and fertility treatments (e.g., social support, practitioner-patient communication). Practitioners discussed challenges and rewards of treating and supporting patients while patients discussed support desired versus received and other challenges they faced during treatment (obstacles with coordination of care and the healthcare system in general). Patients discussed ways to support individuals going through treatment (e.g., infertility-specific greeting cards), debunked longstanding myths about infertility and gave advice for those striving to become fertility allies (e.g., friends, family co-workers, acquaintances).

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