

## Fertility lab under construction on Napoleon Avenue



*(From left toright)* Hyma Moore, Gee Lauder, New Orleans Business Alliance, Heidi Redmond Raines, Medical Executive Partners, Dr. Lindsay Wells, David Bradley, Vivere Health, Curry Smith, GNO Inc., and Chris Braud, Iberia Bank.

by [Jennifer Larino, Staff Writer](#), June 8<sup>th</sup> 2012

Vivere Health, a nationwide network of fertility centers, broke ground on a new fertilization lab and surgical center in New Orleans on Wednesday, a move the company says was prompted by investments in the area's biomedical industry.

The Franklin, Tenn.-based company plans to redevelop a 6,000-square-foot medical space at 2701 Napoleon Ave. left vacant from levee breaches and flooding after Hurricane Katrina. The center is set to open in early 2013 and will employ 20.

The company is partnering with Audubon Fertility and Reproductive Medicine, a full-service fertility clinic in New Orleans, and Medical Executive Partners, a biomedical project management firm, to open the health center, which will include an in-vitro fertilization laboratory, an andrology laboratory and two operating rooms.

Vivere's move to New Orleans comes as construction on the \$800 million Veterans Affairs medical complex in Mid-City moves forward and several biomedical startups based in the \$47 million New Orleans BioInnovation Center downtown generate interest from investors. The \$1.1 billion University Medical Center, the Mid-City successor to Charity Hospital, is slated to open in 2015.

Vivere Health also operates fertility labs and surgery centers in Houston, Dallas and Austin, Texas, and Winter Park, Fla.