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Rinovum inks deals with Target, large pharma firm

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A Pittsburgh-based company that offers those hoping to conceive an inexpensive over-the-counter product has expanded into Target stores nationwide and has inked an agreement with one of the world's largest pharmaceutical companies to bring its wares to dozens of European countries.

Rinovum Women's Health LLC, founded in 2009, is the maker of The Stork OTC, a "supported natural conception" device that increases a couple's chances of conception in a way similar to intrauterine insemination, an in-office medical procedure that can cost thousands of dollars, according to Rinovum founder and CEO Stephen Bollinger.



SANDRACHILE

Steve Bollinger, founder and CEO of Rinovum Women's Health, LLC.

"In the fertility space, what makes us unique is that we're bridging the gap between natural intercourse and those more aggressive treatments, like IUI and (in-vitro fertilization)," Bollinger said.

Customers have been able to purchase The Stork, which retails for around \$80, at CVS and Walgreen's stores, and last week, the product was introduced to more than 1,500 Target stores across the country. Bollinger said The Stork is currently sold in the U.S., the United Kingdom and Australia, and the company has plans to launch in a new country later this summer — Germany.

While Rinovum could not disclose the name of the pharmaceutical company involved with its launch in Germany, Bollinger said The Stork will be on shelves there in July, adding that the company plans to expand into more countries in the near future.

"We have a scaled contract that gives us distribution not only beginning in Germany, but ... we have about 26 countries we'll be expanding into," he said. "We are constantly looking at new countries every day. The Middle East has a very large interest in The Stork, so we're looking at those areas. There are about six countries in Europe that we'll be expanding into in 2018."

Bollinger said the design of The Stork is centered around bringing "sperm and egg as close as possible," and that the device has proven effective in that regard — a local study conducted at Forbes Hospital and published in Surgical Technology International XXVII found that a majority of couples who used The Stork experienced more than three times the score value of sperm concentration compared to natural intercourse.

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Reporter

Pittsburgh Business Times

