

WOMEN LEAD NC

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Hilary Friedlander, MD, FACOG
Ob/Gyn, Reproductive Endocrinology and Infertility
Atlantic Fertility



Dr. Hilary Friedlander was born and raised in New York in a medical family — her father is a retired internal medicine physician, and her mother worked as a school nurse. Her interest in human reproduction began as early as high school, where she chose pregnancy for her AP 3D Art focus and won best-in-show at a county wide competition for one of her ceramic pregnant busts. She moved to Atlanta for her undergraduate education at Emory University, where she received her Bachelor of Business Administration from Goizueta Business School. While she originally intended to pursue a path outside of medicine, Dr. Friedlander soon realized her greatest sense of purpose would be to follow in her parents' footsteps in a career in healthcare. With that clarity, prior to graduating, she designed a novel Healthcare Administration focus to integrate her foundation in business into her future in medicine.

She returned to New York to continue her medical education, graduating from the Albert Einstein College of Medicine with a Distinction in Research. Her innate passion for women's health combined with her background in business formally materialized during medical school, where she served in multiple local, regional, and national leadership positions of the Student Division of the American Medical Women's Association.

Dr. Friedlander completed her residency in Obstetrics and Gynecology at New York University, where, early on, she developed a strong interest in Reproductive Endocrinology and Infertility. During her residency she presented her research at multiple local and national conferences focusing on reproductive outcomes following fertility-sparing treatment for endometrial cancer and the impacts of different frozen embryo transfer protocols on maternal and neonatal outcomes. She then returned to the Southeast to complete her fellowship in Reproductive Endocrinology and Infertility at Duke University. Her fellowship research focused on safe fertility preservation management in the setting of cancer treatment, differences in IVF stimulation characteristics by intended transfer type, and comparing live birth outcomes by embryo grading. During fellowship she completed two SART research studies, authored two textbook chapters, published several peer-reviewed articles, and presented her research at multiple national conferences including ASRM, PCRS, and SRI.

Dr. Friedlander is calm and compassionate, with a warmth that immediately puts patients at ease. She believes deeply in meeting patients where they are in their journey — offering all available options and helping them navigate their individual journey in the context of their lived experiences and family building goals. Her clinical interests include fertility preservation, IVF, and third-party reproduction - with the ultimate goal of building unique families in the right way, at the right time.