

Michelle McKoy, MSc, CHW

SUMMARY

Michelle McKoy, MSc. CHW is a Fertility Navigator, infertility awareness advocate, researcher and founder of Yes To Fertility and the Florida Fertility Expo. Drawing from her personal journey through infertility and family building, Michelle works to make fertility education, navigation and resources more accessible—particularly for underserved communities. Her work focuses on fertility equity, community health, integrative reproductive health, FemTech and the development of community-based fertility navigation models.

EDUCATION

Nova Southeastern University

Master of Science in Human Resources Management

University of Westminster

Bachelor's Degree in Contemporary Media Practices

TECHNICAL SKILLS

Fertility education
Reproductive-health advocacy
Community engagement
Event production
Public education
Marketing and communications
Health-resource navigation
Partnership development
Community-based programming
Integrative fertility education
FemTech awareness
Fertility equity



FOUNDER STORY

Michelle McKoy's work in fertility advocacy was born from personal experience. After being diagnosed with endometriosis and chronic pelvic pain, Michelle spent approximately two decades navigating the physical, emotional and informational challenges associated with reproductive health. That vision led to the creation of the Florida Fertility Expo and ultimately the broader mission of Yes To Fertility. The Florida Fertility Expo was founded by Michelle in 2017 and has evolved into a platform connecting individuals and families with fertility specialists, clinicians, integrative practitioners, nonprofits, legal professionals, maternal-health advocates and FemTech innovators.

SPEAKING TOPICS

From Infertility to Fertility Navigation: Why Everyone Needs a Reproductive Health Roadmap; Bridging the Fertility Equity Gap; What Nobody Tells You About Your Fertility; The Fertility Conversation Black Women Deserve; Where Science Meets Whole-Person Fertility; The Future of Fertility Is Digital; Your Fertility Has a Timeline—But Your Options Are Bigger Than You Think; The Financial Side of Fertility Nobody Prepares You For; Infertility Is More Than a Private Problem

MEDIA APPEARANCES & THOUGHT LEADERSHIP

Michelle has already been featured in interview-based media discussing her infertility and IVF journey, including an Authority Magazine interview addressing how individuals can better navigate infertility and IVF. Her public speaking experience also includes leading and moderating programming through the Florida Fertility Expo, including opening remarks, wellness programming, panels and closing sessions in the 2025 program.

COMMUNITY WORK

Michelle's community work focuses on making fertility education more accessible and creating spaces where people can discuss reproductive health without shame or isolation through the Florida Fertility Expo and Yes To Fertility ecosystem.

ACADEMIC & RESEARCH INTERESTS

Core research question: Can community-based fertility education and navigation improve fertility knowledge, healthcare engagement and reproductive-health decision-making among underserved populations? Potential research areas include fertility equity, fertility navigation, community health workers, Black women's fertility, Caribbean reproductive health, fertility education, FemTech, integrative medicine, and fertility financial navigation.
