

INTEGRAMED AMERICA INC  
Form 8-K  
October 29, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of  
the Securities and Exchange Act 1934

Date of Report (Date of earliest event reported): October 29, 2009

**IntegraMed America, Inc,**  
(Exact name of registrant as specified in charter)

**Delaware**  
(State of other jurisdiction of incorporation)

0-20260  
(Commission file Numbers)

6-1150326  
(IRS Employer Identification No.)

Two Manhattanville Road, Purchase, NY  
(Address of principal executive offices)

10577  
(Zip Code)

Registrant's telephone no. including area code: (914) 253-8000

(Former name or former address, if changed since last report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communication pursuant to Rule 14d-2(b) under the Exchange Act  
(17 CFR 240.14d-2(b))

Pre-commencement communication pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 2.02. Results of Operations and Financial Condition.**

On October 29, 2009, IntegraMed America, Inc. announced that it was reviewing its recognition of deferred revenue within its Consumer Services segment. The contemplated treatment is expected to reduce deferred revenue as of December 31, 2008 by approximately \$2.4 - \$3.0 million and will cause that amount to be recognized as revenue in 2008 and prior periods.

**Item 7.01. Regulation FD Disclosure**

See Item 2.02 above.

**Item 9.01. Financial Statements and Exhibits**

(d) Exhibits

99.1 Press Release Dated October 29, 2009

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

IntegraMed America, Inc.

(Registrant)

Date: October 29, 2009

By: /s/John W. Hlywak, Jr.

Name: John W. Hlywak, Jr.

Title: Executive Vice President and

Chief Financial Officer

(Principal Financial and

Accounting Officer)