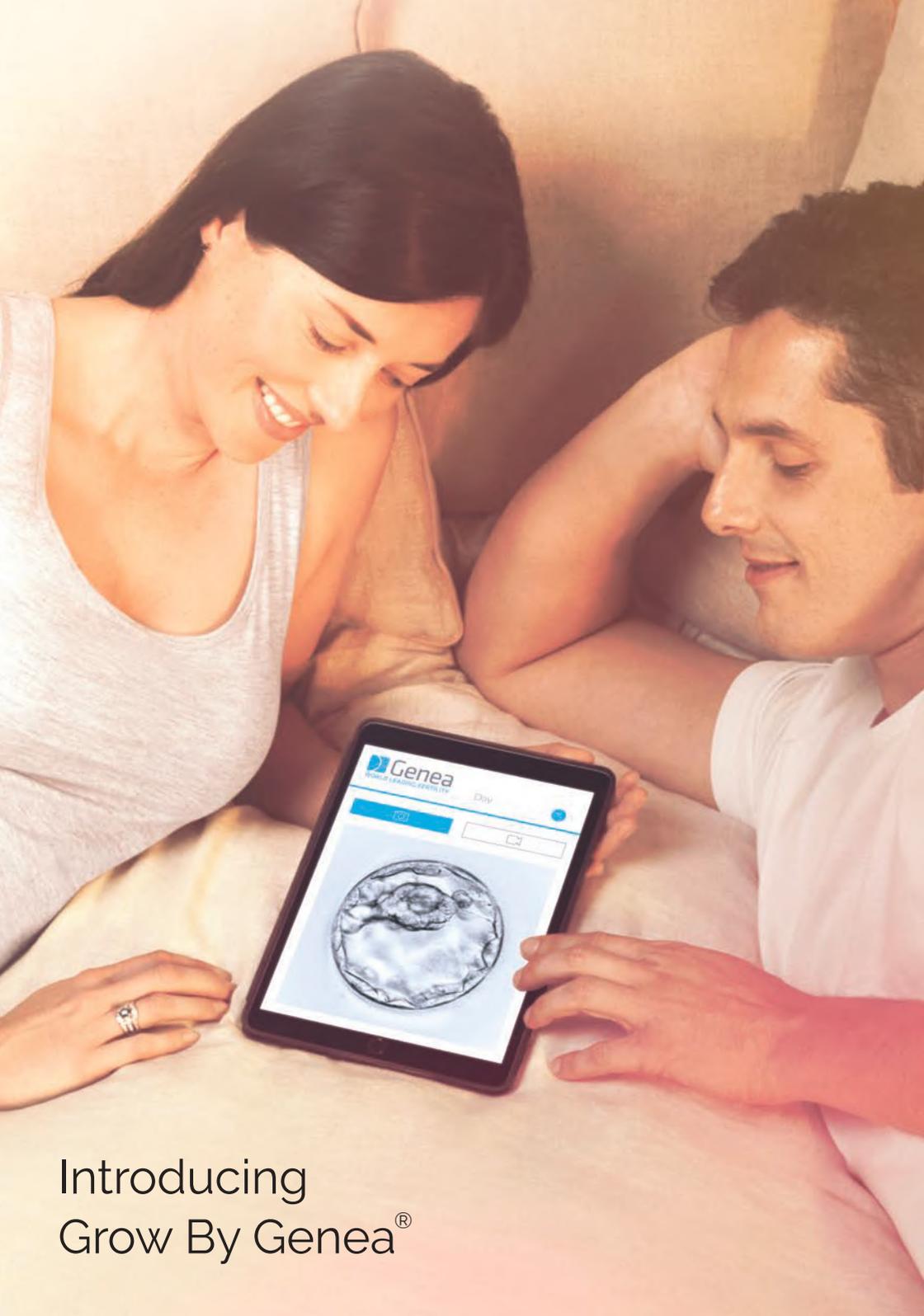


# Grow by Genea<sup>®</sup>

The revolutionary embryo viewing app  
designed for you by Genea





Introducing  
Grow By Genea<sup>®</sup>

## Keeping you in touch with every moment.

Genea's science and technology have played a part in bringing over 800,000 babies into the world. In our labs, Gavi® and Geri® are new family members already helping to create yours. And now with the arrival of our next new family member, Grow by Genea®, your experience is more personalised than ever before.

Designed around you, Genea's personalised approach to fertility treatment and revolutionary embryo viewing app technology mean that for the first time you can have 24/7 access to those precious moments, every step of the way.

Available exclusively at Genea, Grow is a world first app for your smartphone or tablet that gives you access to photos and videos of your embryo as it grows and develops in the Genea lab making it easier for you to share these amazing photos and videos with your family and friends.

## How does it work?

The introduction of Genea-designed Geri® incubators means we are capturing time lapse footage of every single embryo that develops in Genea's labs.

Each Geri® has six individual chambers so your developing embryo will have its own personalised space. Each of those six chambers has its own camera, working continuously to capture incremental development without disruption to the embryos.

Developed by embryologists, Geri® is a state of the art incubator, designed to be the optimal environment for growing embryos outside the womb.

Once you've had your egg collection and your eggs have fertilised in the Genea lab, the resulting embryos will be placed into Geri® and your embryologist will let you know when the photos and videos are ready to be sent to Grow.

On Days 1, 3, 5 & 6 of development, you will receive photos and time lapse footage that will be available 24/7 for you to access. This gives you a wonderful chance to be closer than ever to this important phase and share the experience with loved ones.





## How do I get Grow by Genea<sup>®</sup>?

Every Genea patient can access Grow as part of a fresh IVF or ICSI cycle. There are no extra costs involved, it's simply a case of making the decision that you would like to see photos of your embryos as it develops.

It's a good idea to have a think about whether seeing these images is the right decision for you. Everybody is comfortable with receiving different levels of detail and information during their fertility treatment.

In fact, some people feel differently about the level of information they want to receive from cycle to cycle.

All patients will automatically receive registration details for Grow once their cycle begins. If you don't receive the information by email or if you have any questions, please contact us on 1800 MY GENEa (1800 694 363) or [grow@genea.com.au](mailto:grow@genea.com.au) between the hours of 8:00am-4:30pm (Mon-Fri) and 10:00am-2:00pm (Sat-Sun).

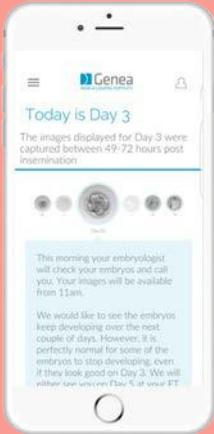
# A quick tour



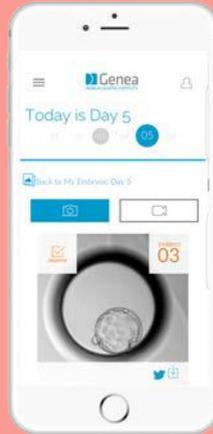
Once you're in you'll see a welcome screen - click on Let's get started.



You'll see four menu options at the top - Dashboard, My Embryos, FAQs and Contact.



The Dashboard is always the best place to start as it gives you insight into where you are in your cycle and what you should expect on that day.



Clicking on My Embryos will take you directly to the Day you're up to and this is where you can see your embryo in more detail as well as see your embryo development in time lapse. You can search between Days as well as download and share.

# Get started

## Step 1

Look out for the Grow registration email once your cycle has begun.

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## Step 2

Click through on the registration email and activate your sign on.

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## Step 3

Download the app (App store or Play store) or access via your browser at [mygenea.com.au](http://mygenea.com.au)



## Step 4

Log in so you're ready to access your embryo images. Visit [genea.com.au/grow](http://genea.com.au/grow) to get familiar with the functions of Grow.

# Enhancing your patient experience

Grow is not intended to replace communications with the lab, your Embryologist or Nurse. You'll still be getting regular phone calls with information about the development of your embryo. Accessing Grow will simply enhance the experience, giving you a greater connection to your developing embryo.

## You can expect an update regarding your embryo on the following days:

### DAY 1

The day after egg collection or egg thaw, your Nurse will call to inform you of how many eggs fertilised. A photo and video will be loaded to Grow.

### DAY 3

A Scientist will call with an update regarding the number of cell divisions each embryo has undergone. A photo and video will be loaded to Grow.

### DAY 5

A Scientist will either speak to you before embryo transfer along with your Doctor or, if you are not having a transfer, we will be in touch by phone during the day. A photo and video will be loaded to Grow.

### DAY 6

This is the final day the embryo is in culture. A Scientist will call during the day with an embryo update. A photo and video will be loaded to Grow.

You'll see a brief and generalised explanation of the development happening to your embryo at that point and you'll be able to click through to the images and video captured for that Day.

Each of those images is clickable and once you do so, you will be given options for sharing on social or downloading.

## Creating keepsakes

You can access your photo and video on any day by opening the app. However, once your cycle has completed your access to Grow and all the images and videos will end in three weeks (you will receive an email letting you know the exact timing).

If you think you will want to see the embryo images and videos again or save them as keepsakes then we recommend you download the files. We will not be able to provide the images or videos to you after this time.



My embryo captured by Geri®

**Genea**  
WORLD LEADING FERTILITY



1800 MY GENE (1800 694 363)  
[grow@genea.com.au](mailto:grow@genea.com.au)