

A guide to choosing the right fertility clinic

12 questions to ask when researching your options



8 out of 10

patients who started treatment elsewhere wish they came to Genea first¹

Selecting the right fertility clinic can be overwhelming. There is a lot of information to understand and it can be hard to compare what clinics offer and what elements matter most. But, it's one of the most important decisions you'll make for your family because selecting the right clinic can impact your chance of success.

With the range of clinics available it can be easy to compare on cost alone however there are a number of other factors that are equally, if not

more important and that ultimately impact the final cost it takes to create a family.

That's why we have put together this handy guide to help you navigate some of the more detailed ways to compare. It's based on feedback from our patients on what mattered to them the most when they looked back after having gone through treatment.

You can use this as a guide when reviewing websites or speaking with clinics.

Genea's Fertility Advisor is also available to discuss Genea's treatment options on 1300 361 795 or visit genea.com.au for more information on the Genea difference.

1. Of those patients who responded to the Genea patient survey conducted between 1 January 2017 and 31 December 2017 (223 patients)

Success rates

One of the most obvious factors you'd want to look at but surprisingly, one of the most difficult to compare. Here's some things to look out for:

Q1

Do they provide success rates on live births, not just clinical pregnancies?

When you embark on a fertility journey, there is only one true measure of success – having a baby. Despite this, many clinics focus on their clinical pregnancy rates which don't provide the full picture on the success rates that you care about. It's not just about getting pregnant, it's about having a baby. Ask the clinic to provide live birth success rates using the following criteria which meets industry guidelines to help compare as accurately as possible:

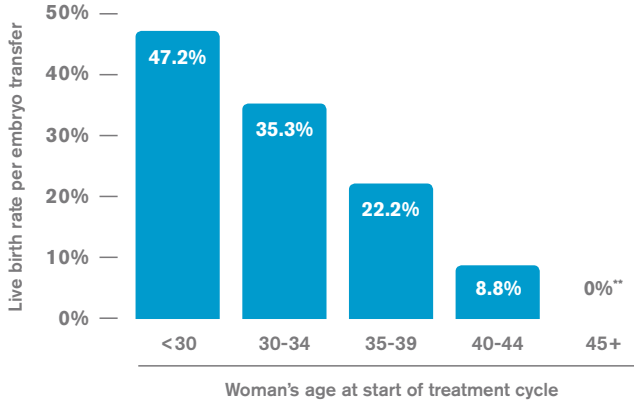
1. Calendar year 2015 **fresh embryo transfers** including IVF and ICSI for women using their own eggs in the following age groups: <30, 30-34, 35-39, 40-44, 45+

2. Calendar year 2015 **frozen embryo transfers** including PGD & PGS tested embryos for women using their own eggs in the following age groups: <30, 30-34, 35-39, 40-44, 45+ (for this group, the age group must reflect the woman's age at which the embryos were transferred not created).

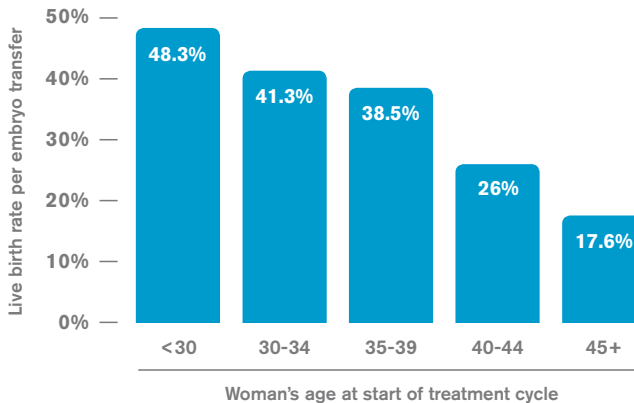
Notes:

Genea's IVF Success rates:

Fresh embryo transfer live birth success rates^{*1}



Frozen embryo transfer live birth success rates^{*2}



^{*}Genea's 2015 treatment cycles presented in accordance with the Reproductive Technology Accreditation Committee (RTAC) Code of Practice. Based on live births per embryo transfer for women using own eggs.

1. Fresh embryo transfers include IVF, ICSI and some PGD tested embryos.

2. Frozen embryo transfers include PGD and PGS tested embryos.

** Age significantly impacts fertility. Very few women over the age of 45 conceive using their own eggs, unless they freeze their eggs or embryos when they are younger, this is represented in the frozen embryo transfer live birth success rates.

For further information on understanding success rates, please refer to the Fertility Society of Australia's "Interpreting pregnancy rates: a consumer guide". When comparing clinic success rates you should ask if their publicly available success rates are compliant with RTAC guidelines.

Note: Many factors can contribute to the likelihood of achieving a pregnancy or a live birth such as the cause of infertility, lifestyle (such as weight and smoking) and age.

It's important to note that unfortunately not every treatment cycle will result in an egg collection, embryo transfer or having embryos to freeze.

Q2

Do they offer vitrification (freezing) as part of their IVF program?

Looking at fresh embryo transfer success rates is one thing however comparing frozen embryo transfer success rates provides a much more comprehensive view of your chance of success. Generally, patients create more than one embryo in a fresh IVF cycle, with the remainder frozen for future use. Some clinics have poor success rates with frozen transfers because they don't have leading vitrification technology and processes. If you create more than one embryo, you want to be able to return and use it in the future. Not all clinics freeze either, and you should be asking if they don't - why not?

Genea's philosophy is all about helping more patients complete their family within one fresh, stimulated IVF cycle and to achieve this, a successful vitrification method is crucial. We are well on the way to making this a reality for more patients every day. In fact already, 59% of patients who achieved a live birth and returned for a frozen transfer have had a second child from that one fresh IVF cycle².



The quality of the vitrification process is key as it's a highly technical skill for scientists to master. At Genea we've been using it routinely since 2006 and have now created the world's first automated vitrification instrument Gavi[®], which helps by standardising key stages of the process, providing embryos with the most stable environment. Following vitrification of your embryos they are stored in their own Gavi[®] Pod until you need them.

Notes:

2.1st Stim Cycle between 01Jan12-31Dec13 (3573 patients). Following subsequent Cryos through to 31Dec15. Autologous patients only (no donor oocytes or surrogates). Sites from Kent St, Liverpool, Canberra, NW, Illawarra. Oocyte Vitrification patients excluded.

Support and personalised care

Often the most overlooked part when considering an IVF clinic, it's recalled as one of the most vital aspects by patients after they have been through the process.

Q3

Will you see the same Fertility Specialist throughout your entire journey and not just the doctor rostered on for the day?

Choosing the right Fertility Specialist is a big and important decision. You have to quickly build rapport and develop a trusting relationship as they offer advice on your diagnosis and options. Having one doctor throughout treatment provides a solid base for you to rely on as you make important decisions at each stage of your fertility journey.

It's important to ask if a Fertility Specialist is conducting all of your procedures. At Genea, your Fertility Specialist is the one who

investigates, diagnoses, plans and conducts your procedures every step of the way³.

Genea believes it's important for you to choose the doctor that's right for you and offer over 55 doctors across a range of locations and specialties.

Our Fertility Advisor is available to discuss doctor options with you in more detail on **1300 361 795**, alternatively you can get to know them and request an appointment on our website by visiting [genea.com.au/doctors](https://www.genea.com.au/doctors)

Notes:

3. There may be some extraordinary circumstances where your Specialist will need to engage another doctor.

Q4

Will you have your own dedicated fertility team?

Just like having your own doctor, having access to a team who is familiar with your journey provides great comfort as you move through treatment. Ideally your team should include your doctor, nurses, scientists, patient support and counselling as each of these enable a comprehensive, supportive and personalised experience.

At Genea we pride ourselves on the care that we deliver and hearing from patients that it makes such a big difference is reason to consider how much support you will be experiencing at each clinic you talk to.

Consider asking the clinic's patient satisfaction rating as this is often linked to their care offering. Genea's is consistently over 84%⁴.

Having regular contact with your fertility team will help during treatment. Something as simple as do they look after all of your

medicare rebates, through to something as important as if you'll have personal contact with your scientists to directly discuss the quality and development of your embryos. These and many others are offered at Genea because patients have told us they matter.

Notes:

4. Of those patients who responded to the Genea patient survey conducted between 1 January 2017 - 31 December 2017 (1642 patients)

Q5

Do they offer tailored programs for emotional support?

The feeling of isolation is often raised by patients who have been diagnosed with infertility. When looking at fertility clinic options, the support offered particularly around times of increased anxiety can make all the difference.

Our counsellors offer a supportive environment while going through treatment and are easily accessible when you need them. Genea also runs support programs and an example of this the 5-week Mind Your Own Body program bringing women together in a supportive environment with patients at the same stage of the fertility journey,

helping to better manage stress, anxiety and depression that can often accompany infertility. The program is designed for those who have had at least one round of IVF and don't have any children.

If clinics don't spend the time to offer programs to support their patients through treatment it's a good indication of their limited care focus.

Notes:

Q6

Do they offer a range of fertility treatments?

When you're referred to a fertility clinic, it's important to know what they do and don't offer because that may be the limiting factor of your treatment with them. Having access to a range of treatments means your journey will be tailored specifically to your needs and in response to your diagnosed fertility issue - it will therefore increase your chance of success in the least amount of time possible.

As a first step, Genea offers a Free Fertility Assessment⁵ with an in-house Fertility GP in their Sydney CBD clinic to make sure you're getting off on the right foot. Or Ovulation Tracking for 3 cycles at no out-of-pocket cost if your natural conception timing is a little off. However, if you've already been through a range of tests with your own GP without any success we recommend meeting with a Fertility Specialist as your next step.

At Genea 50% of patients who see a Genea Fertility Specialist actually don't require IVF. Ovulation tracking,

ovulation induction and intrauterine insemination are just three minimally invasive options that your specialist may recommend before embarking on treatment like IVF. These options are less financially, physically and emotionally draining.

If IVF is required, the clinic's ability to freeze embryos at the right stage of development (Day 5) and perform genetic testing on those embryos (PGD or PGS) can significantly maximise your potential of having a baby. We talk more about this important treatment option in the next section.

Notes:

5. No-out-of-pocket initial consultation available for Medicare eligible patients at our Sydney CBD clinic.

Science and technologies

Your embryos spend six days behind the scenes in an IVF lab so what happens in this environment is crucial and should never be underestimated. There is a difference in the technologies used in clinics. Here we help you understand what matters most:



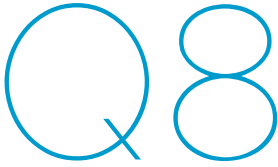
Do they use world leading laboratory techniques and technologies?

Possibly one of the harder ones to get an answer to but will be one of the biggest factors in your treatment success. Clinics who continually invest in scientific training, research and development of lab techniques and implementation of new technologies that improve success rates will provide you the best chance of success.

Genea is the only clinic in Australia to invest on average 10% of its revenue back into R&D. Our science and technology is used in 600 clinics and 60 countries around the globe and we work with our sister company Genea Biomedx every day to quickly test and implement

new and improved processes and technologies, such as Geri[®], Gems[®], Gavi[®] and Grow by Genea[™].

Notes:



Do they offer the latest in culture media?

Culture media is the vital solution used to nurture and support the embryo to grow and develop outside your body. It plays a critical role in maximising the success of treatment because it is responsible for helping to create an environment that closely mimics what happens inside the woman's body.

Our next generation culture medium Gems[®] is available exclusively to all Genea patients following a highly successful trial involving 15,000 eggs and 1200 patients.

Notes:



Do they offer a continuous culture system?

Having a continuous culture system means that the lab can mimic as close as possible what happens in the human body in a natural pregnancy following fertilisation of the egg. The 5-6 days following fertilisation are absolutely crucial for the development of the embryo. Having a system in place that nurtures them in the best possible environment will play a big part in your chance of success.

Genea's Geri[®] incubator has individual chambers for each patient, together with our Geri[®] culture media for true continuous culture. Many other systems house a number of patients in the one chamber so when scientists need to remove embryos they are exposing other patients' unnecessarily to the elements. In addition, not all clinics offer this to all patients or if they do, charge extra for this essential option.

Time-lapse technology further enhances the ability for embryologists to select the best embryo for transfer or freeze without opening a chamber during the development phase.

Latest results published on Geri® in combination with our specially formulated Geri® continuous culture media have shown a 46.7% increase in high-grade embryos per cycle⁶ compared to the conventional MINC incubator and culture system. That's why we use our advanced technology in all clinics and with all patients who have an IVF cycle with us – at no extra cost.

Notes:

6. When compared to the traditional incubator and culture medium system. Study performed at Genea's flagship Kent Street, Sydney CBD laboratory. Data presented at Fertility Society of Australia Conference, October 2017, Adelaide.

Q10

Do you have access to view your embryo development from home?

Patients often tell us that during the five to six days their embryos are growing in the lab they can feel quite detached from the process. Having access to these images in conjunction with contact from your embryologist can help you feel more involved in the process. It also gives you a chance to share the experience with those trusted loved ones as they go on this journey with you.

Grow by Genea™ is the first app of its kind in Australia that gives you 24/7 access to photos and video of your embryos growing in the Geri® incubators.

Notes:

Q11

Do they do Day 5 embryo transfers?

Growing the embryos in the lab to Day 5 (blastocyst) assists in determining which embryos have the highest development potential and also increases success rates.

The time between Day 3 and Day 5 in an embryo's life is critical because it's when an embryo switches genetic control from the female's genome to shared control between the female and male. This can be a point in the development of the embryo where problems occur and waiting to transfer embryos beyond it is far more successful.

It's important to note that not all clinics have extensive experience or success in culturing embryos to Day 5.

Genea was the first clinic in Australia to introduce routine Day 5 embryo transfers and continues to lead the way. Having the Geri® continuous culture system has further enhanced success in this area as they are now developing with minimal to no disruption.

Notes:

Q12

Do they offer preimplantation genetic screening / diagnosis (PGS / PGD)?

If you have a known genetic condition in the family, have experienced recurrent miscarriage or repeated IVF failures, these two advanced scientific techniques could be the key to maximising your potential of having a baby.

Choosing a clinic that gives you the option of undertaking PGS or PGD is important however knowing if that clinic performs the process at Day 5 is the main question you need to get the answer to. Research has shown that Day 5 biopsies improve both implantation and live birth rates compared to Day 3 biopsies which some other clinics may perform.

Genea is one of the few clinics in Australia with the vital combination of IVF and genetics facilities to perform these advanced tests successfully. In fact Genea's GeneSure™ PGS doubles the chance of a live birth per embryo transfer and halves the miscarriage rate for women over 38 years⁸.

Notes:

8. Compared to standard IVF for women 38 years and over where the embryos are not tested for chromosome abnormalities



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ORANGE COFFS HARBOUR PORT MACQUARIE GOSFORD MELBOURNE PERTH CHRISTCHURCH

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