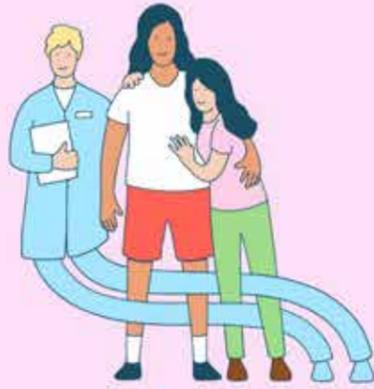
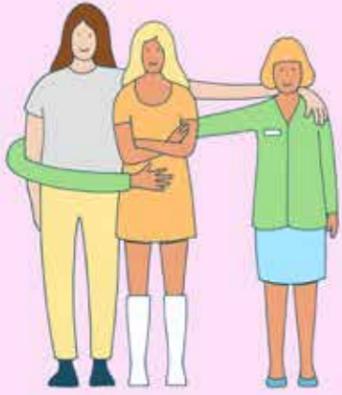


CHOOSING YOUR BABY-MAKING PARTNER

(THE FERTILITY CLINIC, NOT YOUR CO-PARENT)





You've probably got a lot on your mind right now, so let's make choosing the right fertility clinic a bit simpler. As you search for the right clinic, you're going to be weighing up things like the treatments on offer, the care you get from your specialist and the costs involved. There are a lot of factors to consider, and it can feel a bit overwhelming.

At Genea, we like to think we offer a unique combination of science, success and care from the heart.

8 OUT OF **10**

It's why 8 out of 10 people who started treatment with another clinic say they wish they came to us first.*

This guidebook is designed to give you a rundown of the info you need to make an informed decision about the right clinic for you. It's got tips about what to look for in a clinic - from lab tech to emotional support - and information about what you can expect from your journey.

A lot of what's to come is drawn from our more than 35 years of experience in baby making, but don't just take our word for it. We've also worked closely with those who've undertaken their fertility journey with Genea to discover what they wish they knew when they took their first baby step.



LET'S DIVE IN

Here are the 11 things you need to consider when choosing your baby-making partner.

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

1 BABY- MAKING BY THE NUMBERS

When you're looking for a baby-making partner, one of the first things you'll want to know is their clinic success rates.



This might seem straightforward - even obvious - but when you're weighing up your options, you'll want to make sure you're not comparing apples with oranges.



Fertility clinics will offer you stats to help you make up your mind about who's right for you. To get the clearest picture of success rates, look for the number of live births - not just clinical pregnancies.

After all, we're sure you'll agree that the real measure of success is a baby.

Recently, the Australian Government funded the launch of YourIVFSuccess.com.au, an initiative aimed at bringing more transparency to the way IVF results are presented. Now, everyone has access to consistently reported results from across Australia.

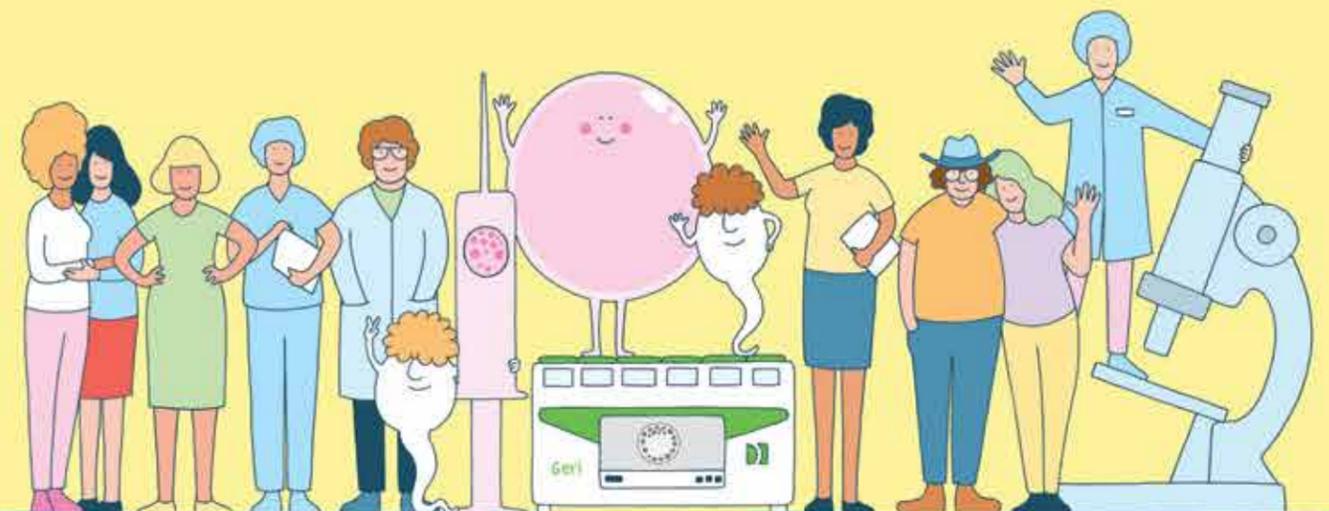
We've been advocating for a service like this for over a decade, so it's great to see it come to fruition.



See the full IVF success rates for all clinics across Australia at YourIVFSuccess.com.au - and if a clinic isn't reporting their success rate, ask why.

GENEA, HELPING MAKE MORE FAMILIES

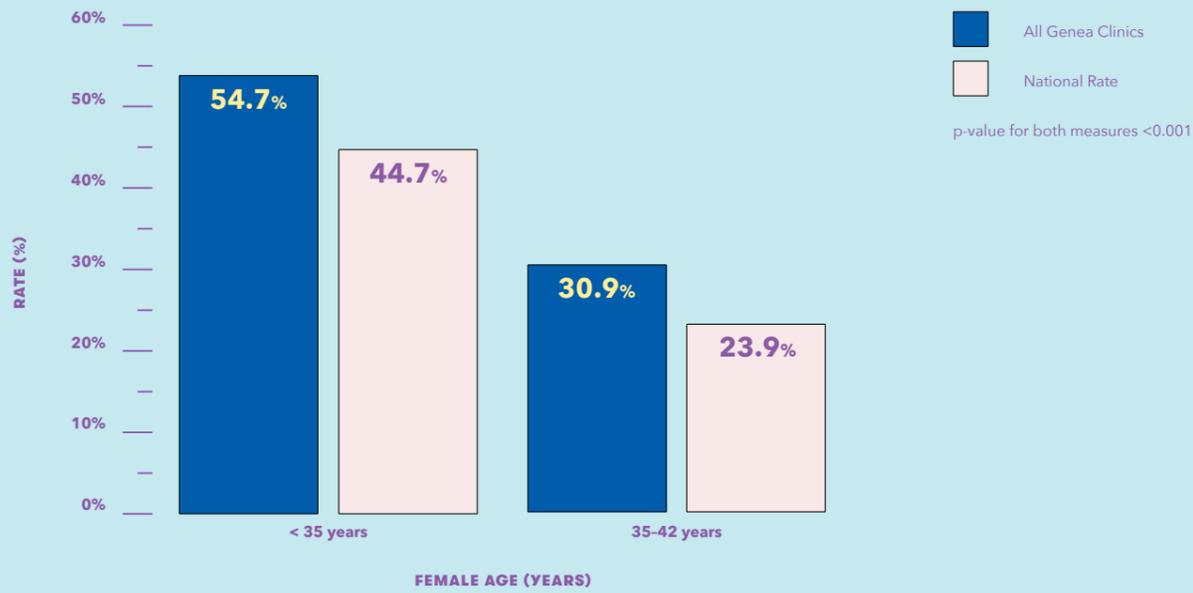
We're a passionate bunch, and it's so gratifying to see that pay off. The latest independent data shows that our success rates are consistently above the national average in every metric and age group. That means reassurance in your clinic choice, and (most importantly) more new families. Take a look for yourself overleaf.



IVF SUCCESS RATES

MEASURE 1

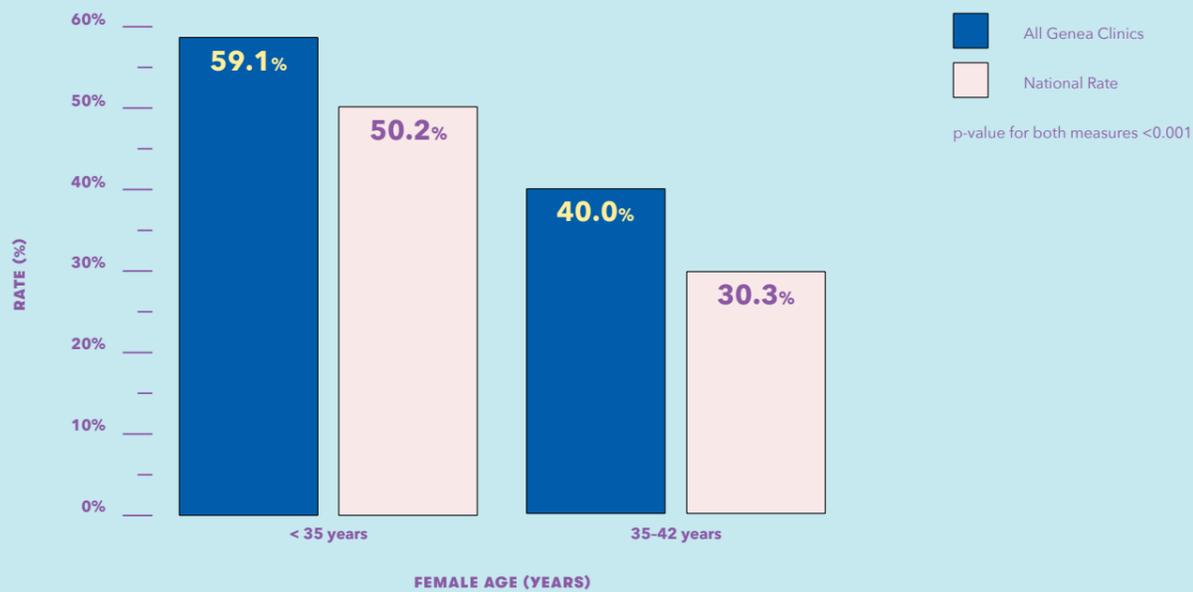
Births per complete egg retrieval cycle (including the later transfer of resulting embryos).



This measure shows the chance of a live birth from fresh and frozen embryo transfer procedures resulting from each complete egg retrieval cycle performed in one year at all Genea Clinics. Starting cohort year (2017): Cycles initiated in 2017 calendar year where an egg retrieval procedure took place. Follow-up period (2017-2018): Subsequent embryo transfers performed in 2017 and 2018 resulting from the egg retrieval procedures in 2017 and 2018. Age is female age at time the cycle was initiated (based on cycle date). Includes autologous cycles only (where a woman intended to, or used her own eggs).

MEASURE 2

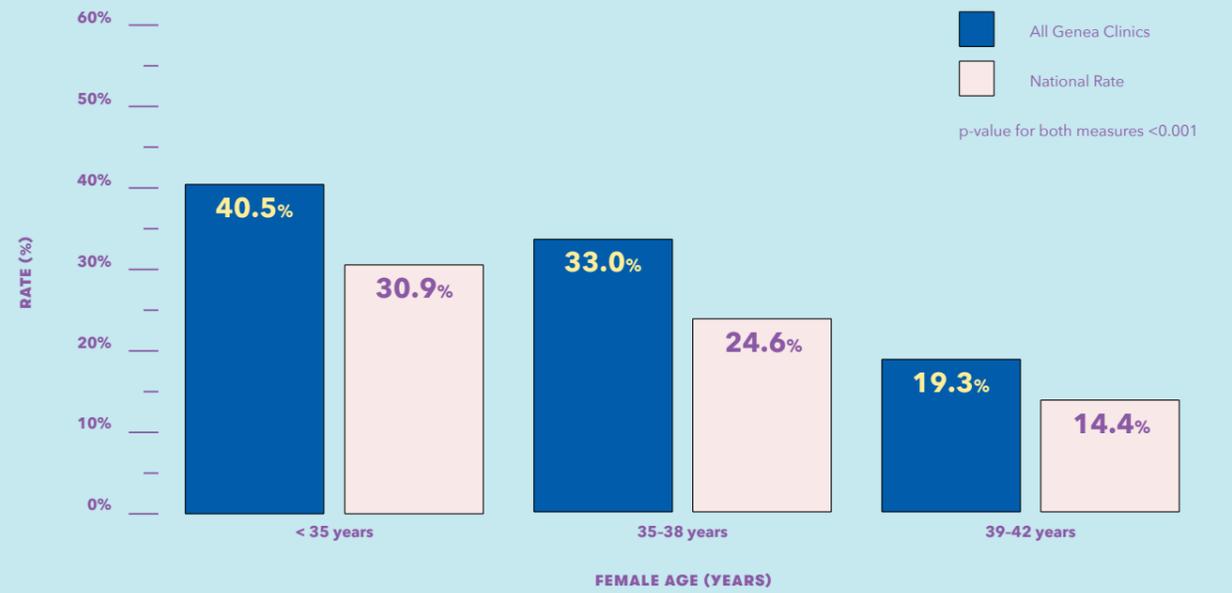
Births per complete egg retrieval cycle (including the later transfer of resulting embryos) for women having their first ever egg retrieval.



This measure shows the chance of a live birth from fresh and frozen embryo transfer procedures resulting from each complete egg retrieval cycle for women having their first ever egg retrieval in one year, at all Genea Clinics. Starting cohort year (2017): Cycles initiated in 2017 calendar year where an ART naïve woman's first-ever egg retrieval procedure took place. Follow-up period (2017-2018): Subsequent embryo transfers performed in 2017 and 2018 resulting from the ART naïve woman's first-ever egg retrieval procedure in 2017 and 2018. Age is female age at time the cycle was initiated (based on cycle date). Includes autologous cycles only (where a woman intended to, or used her own eggs).

MEASURE 3

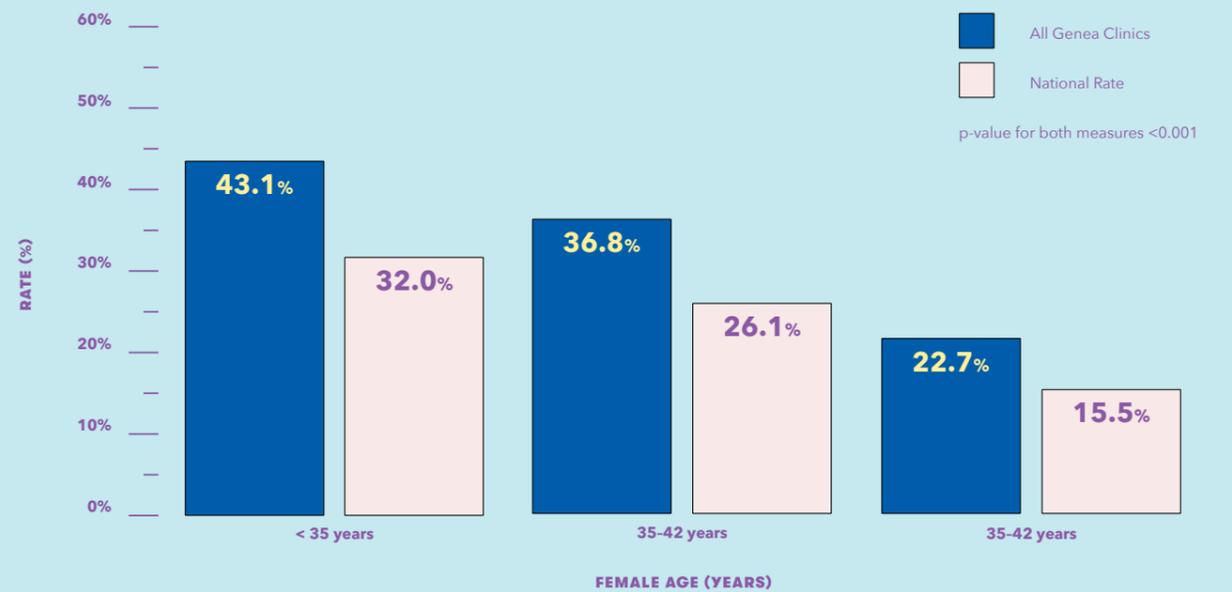
Births per individual treatment attempt.



This measure shows the chance of a live birth from each individual treatment attempt involving an intended embryo transfer that was started in one year at all Genea Clinics. Cycles initiated in the most recent calendar year where live birth data is nationally reported (2018). Age is female age at time the cycle was initiated (based on cycle date). Includes autologous cycles only (where a woman intended to, or used her own eggs).

MEASURE 4

Births per embryo that is transferred.



This measure shows the chance of a live birth from each individual fresh or frozen embryo that was transferred in one year at all Genea Clinics. Cycles initiated in the most recent calendar year where live birth data is nationally reported (2018). Age is female age at time the cycle was initiated (based on cycle date). Includes autologous cycles only (where a woman intended to, or used her own eggs).

2 EXPLORE YOUR OPTIONS

Fertility treatment at Genea doesn't begin and end with in vitro fertilisation (IVF). In fact, half of the people who see one of our Fertility Specialists don't actually need IVF treatment to meet their babies. Instead, we offer less invasive options like ovulation tracking, ovulation induction and intrauterine insemination - just to name a few. These treatments can be less expensive and may be a better path for you.

When you're comparing clinics, ask what they do and don't offer. The wider the spectrum of treatment options, the more likely you'll be receiving treatment that's right for you and your baby-making journey.



IN VITRO FERTILISATION (IVF)

In vitro fertilisation is the process where eggs and sperm are collected, fertilised outside of the body, cultured (aka cared for in a way that mimics the body's natural process) for several days, and then transferred into the uterus as an embryo.

CHECK IN FOR A CHECK UP

We offer our patients a Bulk-Billed Fertility Assessment* in our Sydney CBD clinic to help work out the best treatment options for you. If your natural conception timing is just a little out of sync, we also offer three free cycles of ovulation tracking. They are both great first baby steps.



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

3 CONSIDER YOUR COSTS

When you're exploring fertility clinics, you'll likely be thinking of the costs involved with treatment. Unfortunately, the total overall figure can be hard to estimate.

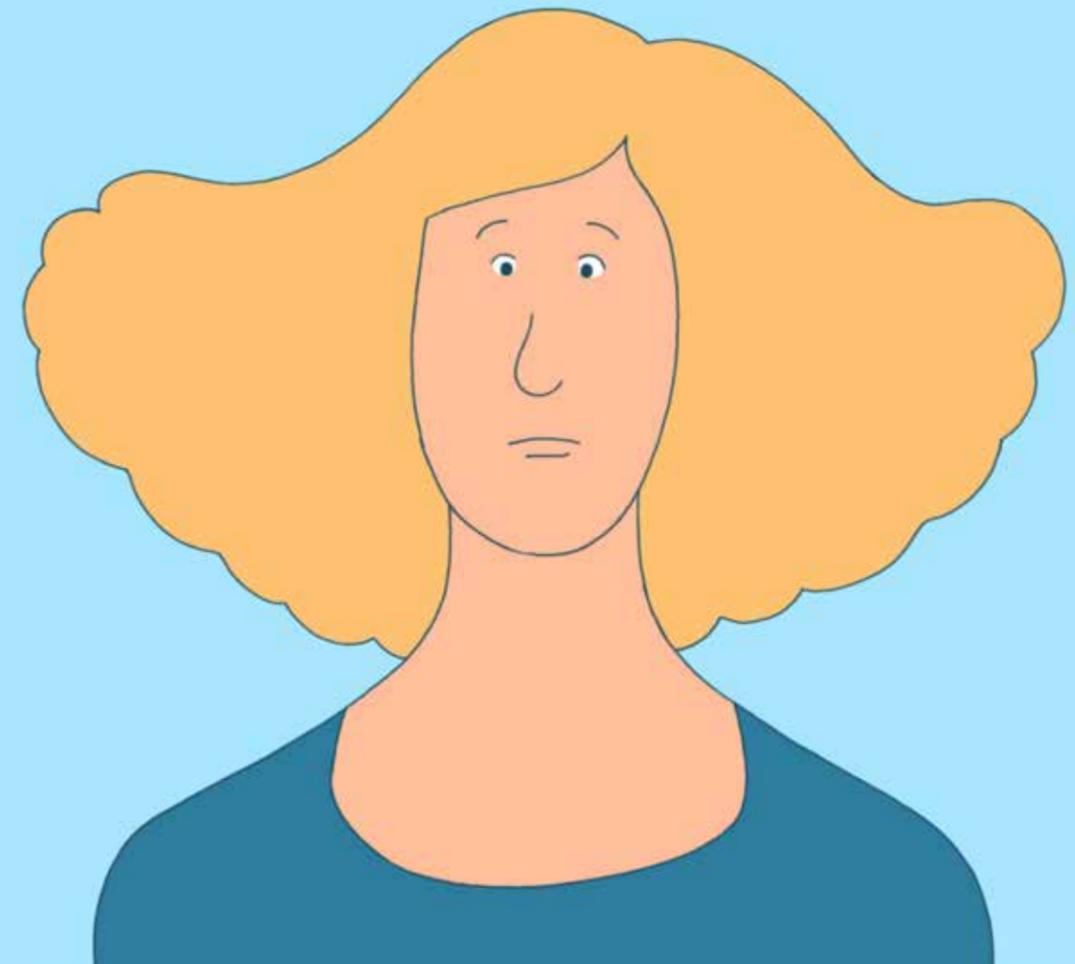
For example, some people may become pregnant after a single cycle of IVF treatment - while it can be more than that for other people. Talk to prospective clinics about their fees, as well as payment schedules, to find a solution that meets your needs. Getting a clear picture of the costs involved means you're less likely to get a nasty surprise from expenses that might be billed separately (things like day surgery, medications and testing).

WE'RE IN THIS TOGETHER

We don't want finances to stand in the way of your family. To give you peace of mind, we offer our In This Together cycle fee program. If you've been through three cycles of IVF treatment at Genea and you don't have a baby, we'll provide you with two more cycles at no out-of-pocket cost.*



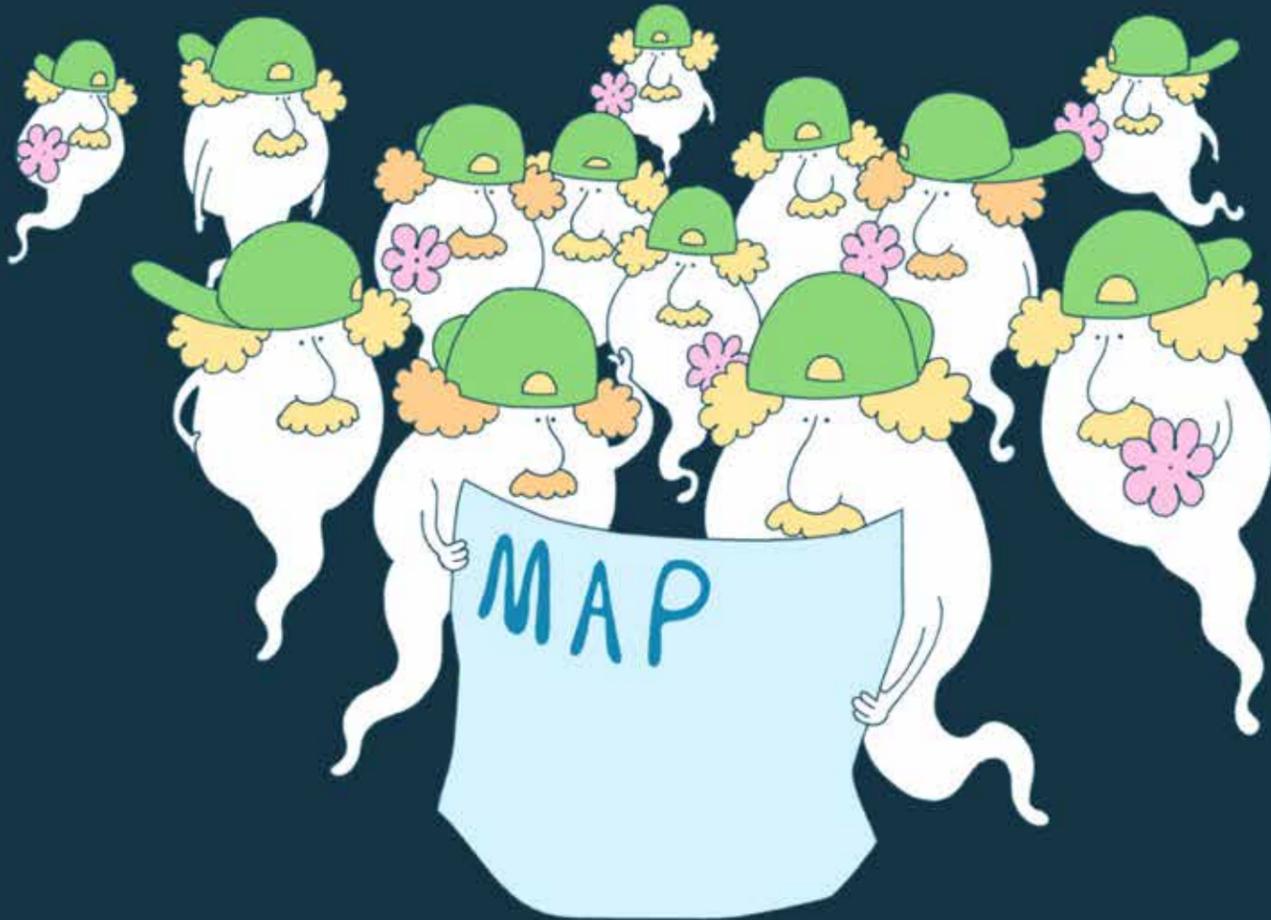
For the full details of our cycle fee offer, visit: [genea.com.au/costs/in-this-together](https://www.genea.com.au/costs/in-this-together).



* Terms and conditions and eligibility criteria apply. No out-of-pocket applies to the cycle. Some exclusions apply such as day surgery, anaesthetist, PGS/PGD costs.

4 THERE'S NO 'I' IN 'TEAM'

Okay, there's an 'I' in IVF and two in 'IUI'. But no matter whether you're making a baby solo or with a partner, you'll want a team around you that you can count on.



When we speak to the people we've helped, they often mention how important personalised care is. That means having a tight-knit squad – including your doctor, nurses, scientists, patient support staff and counsellors – who are up to speed with your specific journey.

Ask potential clinics how they'll find the right fertility team for you, like whether you can choose your own doctor and whether you'll be working with the same people for your entire journey. And behind the scenes in the lab, it's best to check on how much training they invest in. After all, looking after your embryos is a pretty important role.



Genea's scientists all go through up to 1.5 years of training – that's around 3,000 hours!

IT'S A MATCH!

We don't have an app to match you with potential fertility specialists (yet). But we do have over 45 doctors who cover a whole range of locations and specialties, so the odds of finding Dr Right are pretty high. And once you do find the perfect match, they'll work alongside you every baby step of the way. You can always speak with a Fertility Advisor who can help you choose a specialist, just give us a call on **1300 361 795**.

5 CONSIDER YOUR SUPPORT NETWORK

We're going to get real for a second. Your fertility treatment journey is likely to stir up some big emotions. In those moments, it's not just about medical care - it's about emotional and mental support, too.

When you're considering a fertility clinic, make a note about how each clinic supports patients through the ups and downs (and remember, those feelings are completely natural).

WE'VE GOT YOUR BACK

Our professional and community support system is designed to help you deal with the stress, anxiety and uncertainty that can often come along with fertility treatment. At Genea, we have counsellors who are there for you when you need them.



We also run programs that bring together patients who are at the same stage of their fertility journeys - for example, a program for people who've had at least one round of IVF and don't have any children - because there's no one better positioned to understand what you're going through.



We also partner with The Pink Elephants Support Network, a not-for-profit charity that offers support for miscarriage, pregnancy loss and beyond.



♂ 6 KEEP AN EYE OUT FOR THE BEST TECH



A lot of the time, fertility treatments are at the cutting edge of technology. That's why it's so important to choose a clinic that invests in itself and its lab equipment - so you can have the highest chance of success.

Working out whether a clinic is using world-leading technology and processes can be tricky, but transparency around numbers is a good indicator that you're on the right track.



For example, we have invested on average 10% of our revenue back into research and development over the years.



In fact, the tech we have developed (and the science it's based on) is used in more than 600 clinics across 60 countries. But here in Australia, you'll only find it at Genea clinics.



MEET OUR SISTER, THE OVERACHIEVER

Oh, how rude of us. We haven't introduced you to Genea Biomedx yet. They're our sister company, and we work closely with them to create and implement new lab tech and processes like Gavi®, Geri® and Grow by Genea™ (more on these in a moment).

7 CULTURE MATTERS

No, we're not talking about whether the clinic has a karaoke machine in the breakroom (although the clinic's atmosphere is important). If you do need IVF treatment, there's a couple of terms that you'll need to learn:



CULTURE MEDIUM

This is the solution that your embryo sits in and gives it all the nutrients to help it grow outside of the womb.



CONTINUOUS CULTURE SYSTEM

This refers to how closely the lab can mimic what happens in the human body after sperm fertilises an egg.

During IVF, the five to six days after fertilisation are crucial for the embryo's development. A continuous culture system nurtures them in the best possible environment and plays a big part in your chances of that embryo becoming a baby.



ENTER, GERI®

Geri® is our state-of-the-art incubator. It houses your embryos in a dedicated chamber with our Geri® culture media for true continuous culture that is closer than ever before to mimicking the undisturbed natural environments of a woman's body. Thanks to time-lapse technology, embryologists get an insider's view to help select the best embryo to transfer or freeze without opening a chamber during the development phase.

Wondering if all this makes a difference? Well, the results speak for themselves.

12.2%

Our Geri® incubator has delivered a 12.2% increase in the number of live births compared with traditional systems.*

Oh, and we offer this technology to every single patient at no extra cost.

* When compared to the MINC incubator and Gems sequential media. Study performed in Genea's Canberra, Wollongong, Liverpool, North West, RPA and Kent St laboratories, 2015-2019. The Geri incubation system was utilised in all Genea clinics by 2018. Published in a peer reviewed journal Fertility and Sterility and presented at the American Society of Reproductive Medicine (ASRM) congress in 2020, official reference being: Peura T, Murray A, Hesketh N, Dalati S, Bowman M, McArthur S (2020): Is the biggest impact on clinical IVF outcomes obtained by implementation of continuous media, time-lapse incubator or both? Fertil Steril 114 (3) Suppl., e129. DOI: <https://doi.org/10.1016/j.fertnstert.2020.08.383>

8 READY, SET, FREEZE

While you might be focusing on your first IVF cycle and the likelihood of having a baby on that first go, a good clinic will be thinking ahead for you and maximising your chances of success within the least number of cycles possible (as well as considering any potential siblings for bub). If you do end up having IVF, frozen embryo transfer success rates can help shed a little light on your prospective baby-making collaborator.

In a fresh IVF cycle, many patients produce more than one embryo. While clinics will focus their attention on one, the remainder can be frozen for future use. This is called 'vitrification'. A clinic's ability to complete this process successfully depends on the expertise of those running and working in the lab.



Now, making a baby with a frozen embryo needs a lot of advanced technology and smart scientists - and not all clinics are equipped to do this successfully.



Ask for details about each clinic's vitrification process, like the day that they freeze (remember, Day 5 is the gold standard) - and if they don't offer to keep your embryos on ice at all, ask why.

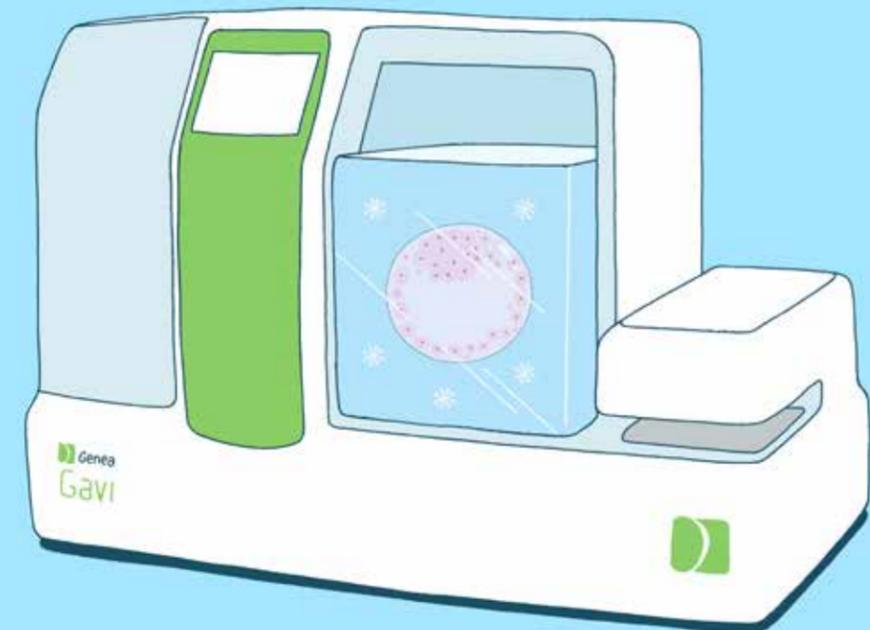
MEET GAVI®

We've been using vitrification since 2006, but Genea's own Gavi® system is the latest technological leap in the field. In fact, this tech is so special that Genea's clinics are the only place in Australia you'll find it.

Gavi® automates and standardises key parts of the vitrification process to preserve eggs and embryos consistently. After freezing, your embryos will hang out in their own Gavi® Pod until you need them.

58%

58% of our patients who've achieved a live birth and returned for a frozen transfer have had a second child from their initial IVF cycle.* We like those odds.



* 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.

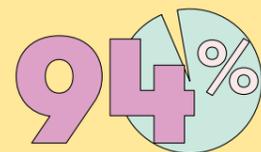
9 STAYING CONNECTED

IVF treatment is deeply personal, and we know you probably want to feel connected and involved in this process every step of the way.

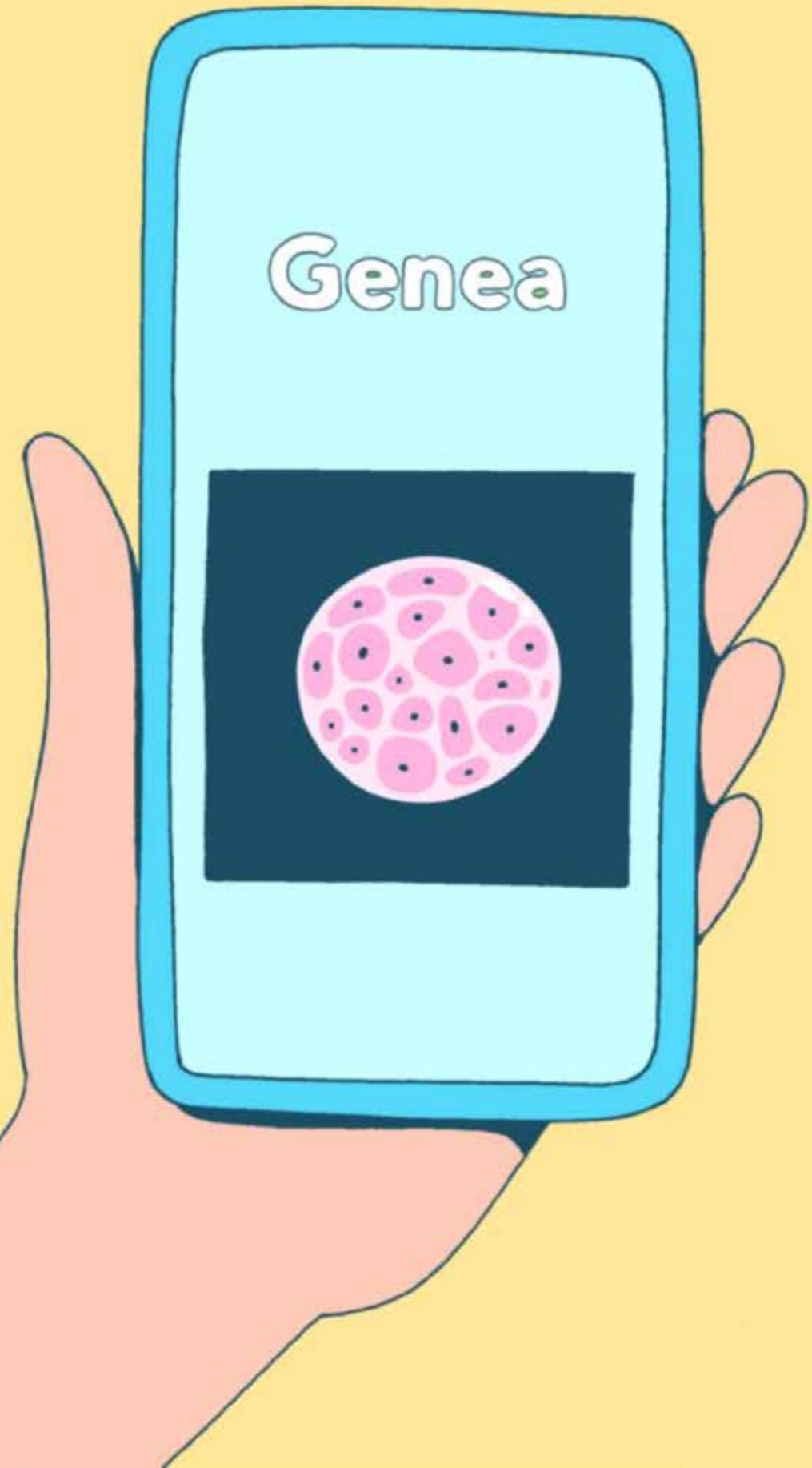
Ask potential clinics how they keep you informed when your embryos are growing in the lab. That might mean updates from your embryologist, or photos of your embryo's development - anything that keeps you in the loop for this exciting phase.

WE'VE GOT AN APP FOR THAT

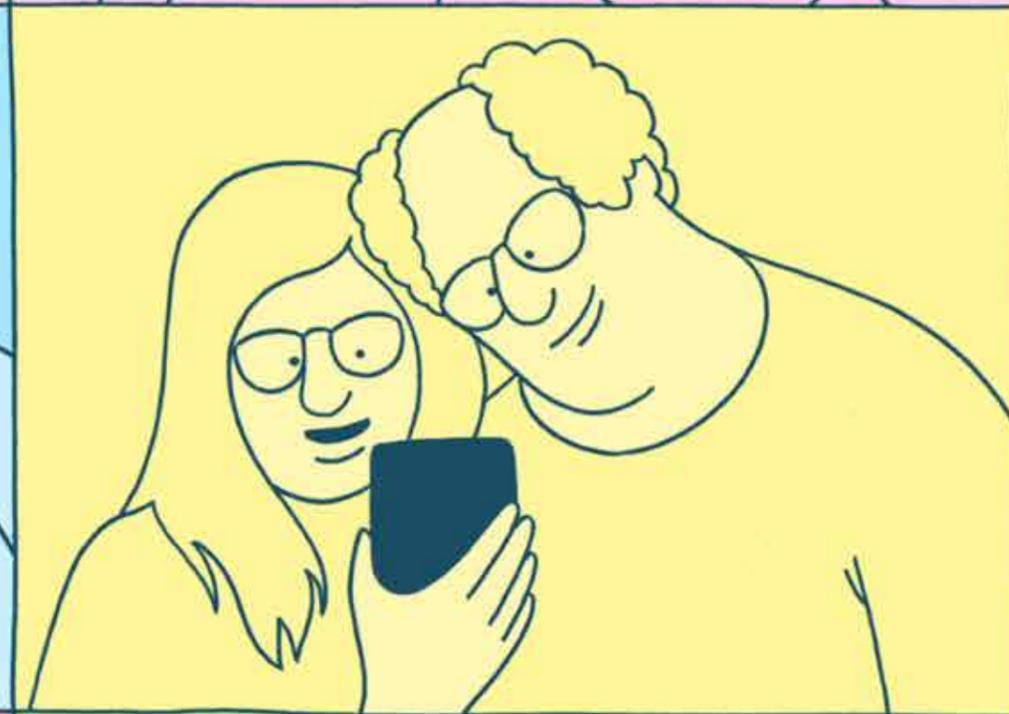
Our Grow by Genea™ app - the first of its kind in Australia - is something we're especially proud of. It gives you 24/7 access to photos and videos of your embryos growing in their Geri® incubators.



When we surveyed people who've had IVF treatment with us, 94% said Grow by Genea™ improved their IVF experience* - and that's what it's all about.



* Based on responses to Grow patient survey between May-October 2017 (91 patients)



10 TIMING MATTERS

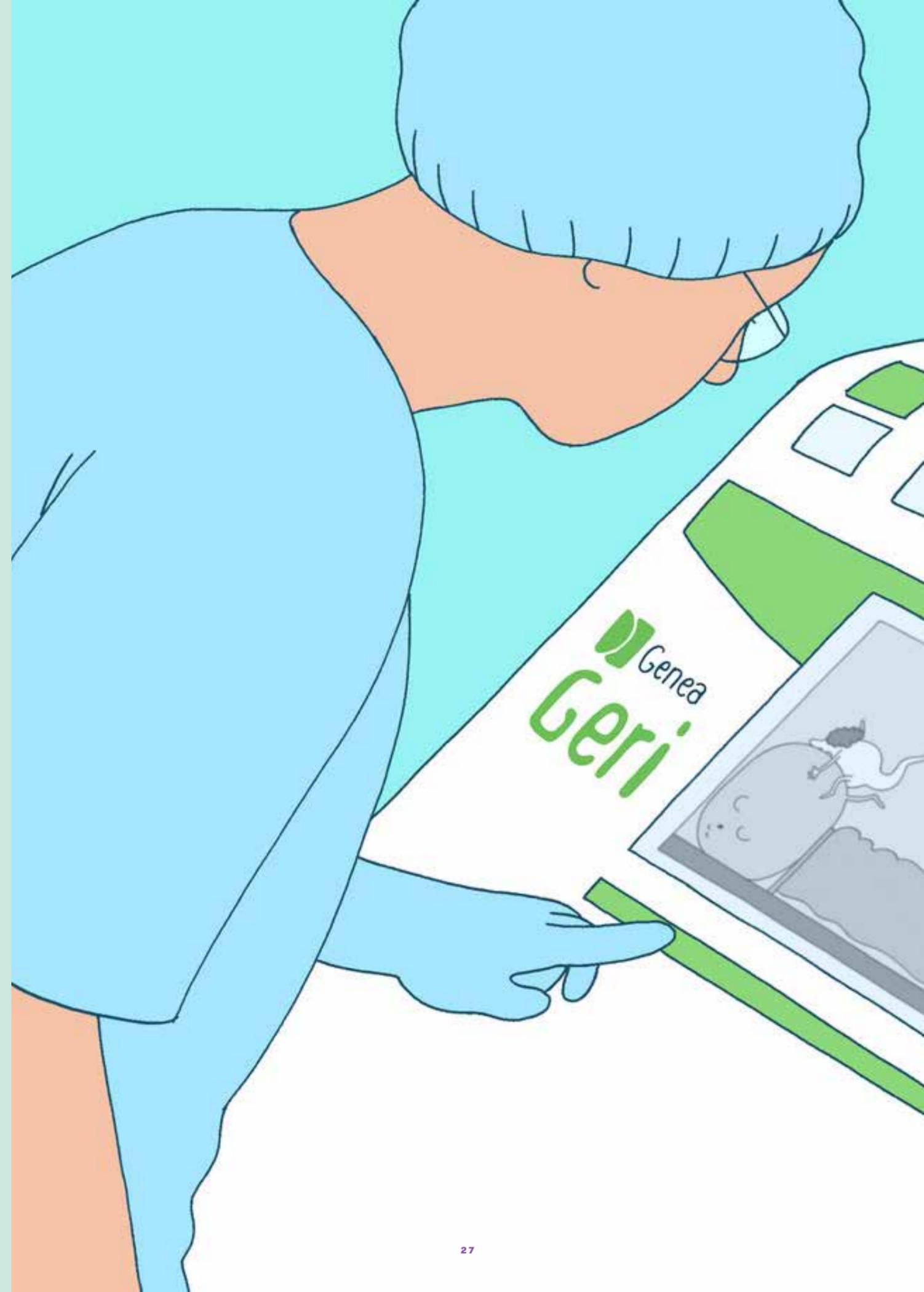
In both life and conception, timing is everything. When developing embryos in a culture medium, Days 3-5 are the most crucial. This is when an embryo switches genetic control from the female's genome to shared control between female and male.

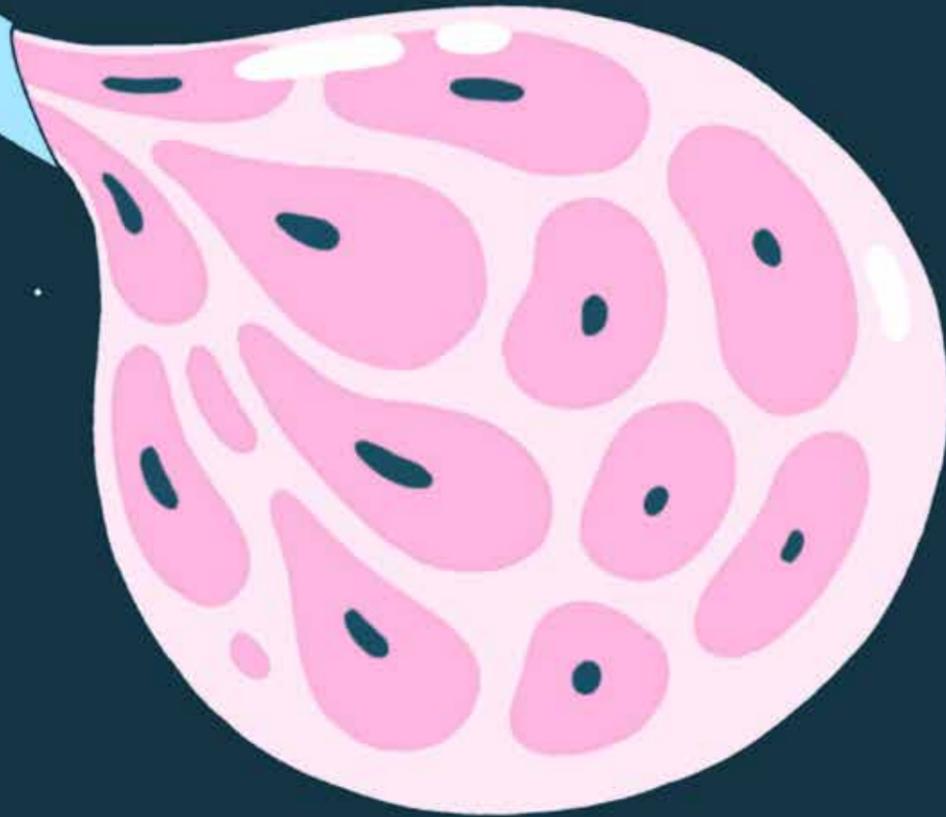
However, not all embryos have what it takes to make it past this point. Waiting until an embryo is five days old (when it's known as a blastocyst) before transferring it gives it the best chance at success. Not all clinics have the ability, experience and resources to successfully culture embryos to Day 5 - so it's an important question to ask.



PAGING GERI®

We were the first clinic in the country to introduce routine Day 5 embryo transfers. Now, with the help of the state-of-the-art Geri® incubator and continuous culture system, this milestone is even more accessible for more patients.





11 THE ABCs OF IVF

Let's take a moment to talk about some science-y terms that will help you better understand what a clinic can offer you. We totally understand that if you have a family history of genetic conditions, have experienced recurrent miscarriages or are trying for a baby later in life, you might be a bit nervous about going through IVF.

This is where PGS (pre-implantation genetic screening) and PGD (pre-implantation genetic diagnosis) can help. These are advanced genetic tests that are conducted on embryos to give you peace of mind that your embryo has the best chance of developing into a healthy bub.

Ask any clinic you're looking at if they offer these tests. If they do, find out whether they're conducted on Day 5 or earlier and whether they conduct them locally or send the samples off overseas. Keep in mind not all fertility clinics are able to do these tests at this stage.

GENSURE® HAS A PROVEN RECORD

We try to stay humble, but we think these stats are a pretty big deal.



Our GeneSure® PGS doubles the chance of live birth for every embryo transfer and halves the miscarriage rate for women over 38 years.*

And when it comes to PGD, Genea has created tests for over 350 genetic conditions, and counting! In fact we can personalise a test for any single gene disorder.

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

Ready to speak to the experts?

Contact us on 1300 361 795 to chat about your options or find a Genea Fertility Specialist near you at [genea.com.au/doctors](https://www.genea.com.au/doctors)



WHERE BABIES COME FROM

[genea.com.au](https://www.genea.com.au)

The information in this brochure does not replace medical advice. Medical and scientific information from Genea may or may not be relevant to your own circumstances and should always be discussed with your own doctor before you act on it.