

genea
WORLD LEADING
FERTILITY

Choosing
Genea





Why Genea?

If you've been having trouble conceiving and decided it's time to seek help, finding the right fertility clinic may seem overwhelming. So, it's important to know from the start what you need to consider when making one of the biggest decisions of your life.

As you search for the right clinic to help you realise your dream of starting or adding to your family, you should weigh up things such as treatments on offer, the care you will receive from your Fertility Specialist, nurses, embryologists, counsellors, and the all-important success rates of the clinic.

At Genea, we offer a unique combination of science, care and success. We will be there with you every step of the way.

It's why

8 out of 10

people who started treatment with another clinic say they wish they came to us first.*

This guidebook gives you an overview of what you need to know to make an informed decision about finding the right clinic for you. It includes tips on what to look for in a clinic – from laboratory technology to emotional support – and information about what you can expect along the way.

We draw on our 37-plus years of experience in fertility treatment to help you realise your dream. But don't just take our word for it. We've worked closely with those patients who have undertaken their fertility journey with Genea to discover what they wish they knew before they took their first step.

Here are some things you need to consider when choosing a fertility clinic.

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

Give yourself
the best chance
of achieving your
dream of a family
by partnering
with Genea



When looking for a fertility clinic, one of the first things you will want to know is the clinic's success rates.

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

Fertility clinics will show you statistics to help you make up your mind about the right one for you. But to get the clearest picture of success rates, you need to look at the number of live births achieved - not just clinical pregnancies.

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

Genea helps more people achieve their dreams of a family

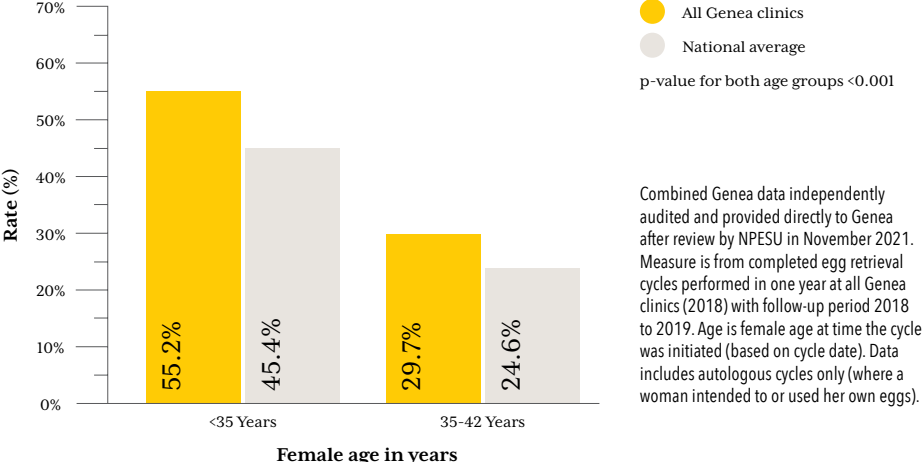
At Genea, we are experts in fertility and are passionate about what we do. It is so gratifying to help people achieve their dreams of a family. The latest independent data shows that Genea's success rates are consistently higher than the national average in every metric and age group.

That means you can rest assured that Genea is the right clinic for you, and more importantly, we will help you achieve your dream sooner.

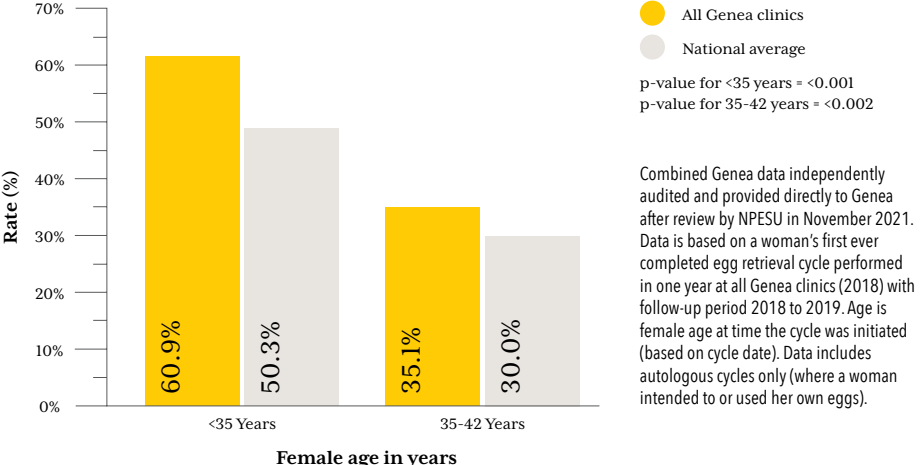
But don't take our word for it. Have a look at the following.

IVF Success Rates

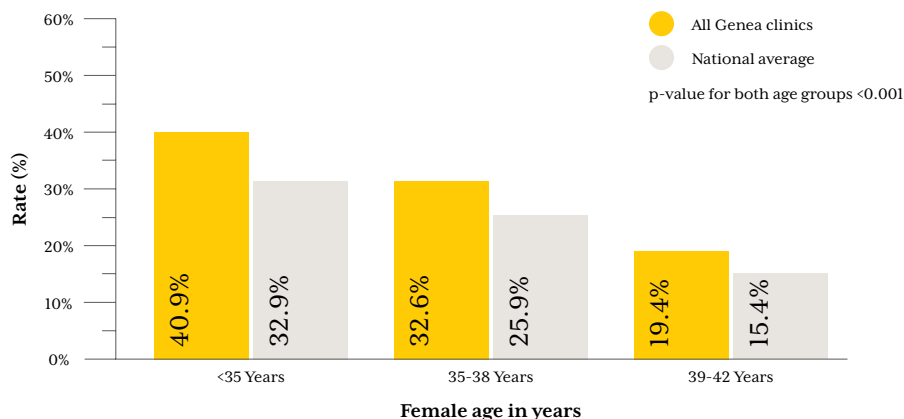
Measure 1 Births per complete egg retrieval cycle (including the later transfer of resulting embryos)



Measure 2 Births per complete egg retrieval cycle (including the later transfer of resulting embryos) for women having their first retrieval

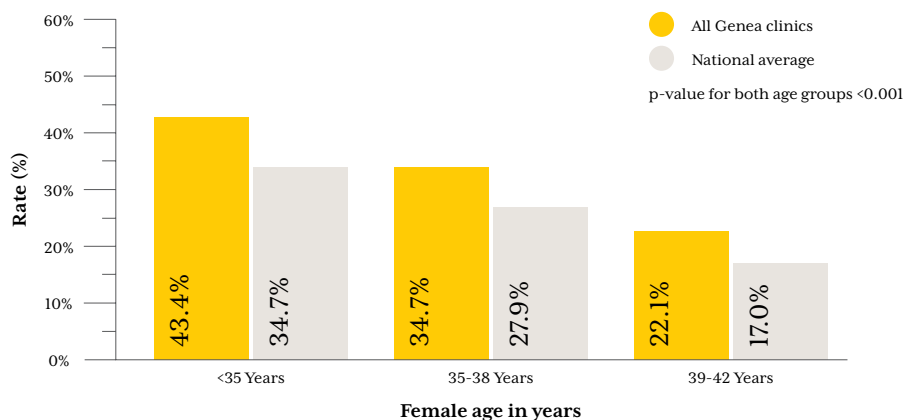


Measure 3 Births per individual treatment attempt



Combined Genea data independently audited and provided directly to Genea after review by NPESU in November 2021. Data is based on 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 (2019). Age is female age at time the cycle was initiated (based on cycle date). Data includes autologous cycles only (where a woman intended to or used her own eggs).

Measure 4 Births per embryo that is transferred



Combined Genea data independently audited and provided directly to Genea after review by NPESU in November 2021. Data is based on 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 (2019). Age is female age at time the cycle was initiated (based on cycle date). Data includes autologous cycles only (where a woman intended to or used her own eggs).



Understanding your options

Fertility treatment at Genea doesn't begin and end with in vitro fertilisation (IVF). In fact, half of all people who see one of our Fertility Specialists don't actually need IVF treatment to achieve a pregnancy. That is why we offer less invasive treatment options such as ovulation tracking, ovulation induction and intrauterine insemination – just to name a few.

These treatments can be less expensive and may end up being all you need.

When you're comparing clinics, ask what they do and don't offer, and who will be doing any procedures you may need. Not all clinics offer all services, which can limit your options, so ensure the clinic you end up choosing offers a full spectrum of services.

First steps

Not all patients need IVF. Sometimes, timing is everything and yours might be a little off. That is why we offer three free cycles of ovulation tracking to take the guesswork out of knowing when it's the right time to conceive and boosts your chances of conceiving naturally.

On top of that we also offer:

- Ovulation induction (to give your ovaries a boost and help stimulate egg production)
- IUI (intrauterine insemination), to ensure sperm gets exactly where it needs to go.
- IVF (in vitro fertilisation) + ICSI (intracytoplasmic sperm injection), sometimes used in cases of male infertility.
- Preimplantation Genetic Testing for Aneuploidy (PGT-A) and Preimplantation Genetic Testing for Monogenic/Single Gene Disorders (PGT-M) and non-invasive prenatal screening (NIPT)
- Egg and sperm donor programs
- Egg freezing

50%
**of patients
who come to
Genea do not
need IVF**

Free fertility assessment

We offer our patients a bulk billed fertility assessment with one of our Fertility GPs, via Telehealth. This assessment can assist with the next steps in helping you conceive naturally, such as ovulation tracking. A Genea Fertility GP can also arrange fertility testing or a referral to one of our Fertility Specialists, if needed.

In vitro fertilisation (IVF)

In vitro fertilisation is the process whereby eggs and sperm are collected, fertilised outside of the body, then cultured.

At Genea, the 'culture' phase takes place in your own individual incubator. Geri® is an award-winning incubator designed by Genea and used exclusively in its clinics around Australia. This technology has increased the live birth rate by 12.2 per cent compared with embryos cultured in standard incubator systems. After five days of incubation, one of our expert embryologists will choose the best embryo for your Fertility Specialist to transfer into your uterus.

Consider your costs

When you start researching fertility clinics, you will likely be thinking about the costs involved in treatment. Unfortunately, the total overall cost can be hard to estimate upfront.

For example, some people may become pregnant after a single cycle of IVF treatment, while for others, it may take longer. 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 in your treatment means you can plan for these expenses upfront and won't have to worry later.

Make sure you ask about day surgery, medication and anaesthetic costs.

Genea's fees include all specialist fees, so there are no hidden costs. Plus, our better-than-average success rates mean you may be saving money in the long run by starting your family sooner.



World-leading
personalised
fertility care

Personalised care means you have your own team of fertility experts providing the best care and support so you can focus on you. Genea is a world leader in fertility, which comprises a team of experts, coupled with award-winning technology, giving you the best chance of achieving your dream of a family.

Your Genea team includes your own Fertility Specialist, nurses, embryologists, andrologists, patient care coordinators, counsellors, friendly accounts staff, clinic manager and reception staff.

Ask potential clinics how they will find the right fertility team for you. Can you choose your own doctor and work with the same people for the entirety of your treatment? Ask what happens behind the scenes in the lab, and how much training they invest in. After all, looking after your embryos is a pretty important job.



Speak to a Genea
fertility concierge for
guidance;

**Monday to Saturday
from 8:30am to 9pm.
Call 1300 361 795.**

Finding a Fertility Specialist

We have clinics and dedicated Fertility Specialists located all over Australia. Our fertility concierges can help connect you to the right Fertility Specialist to suit your needs. It starts with a free chat. Call one of our fertility concierges today on 1300 361 795 and start the ball rolling.



Consider your support network



We know that fertility treatment can come with many emotional highs and lows, and we will be there for you every step of the way. Genea offers counselling to all of its patients and their partners, and we recommend you talk to them, even if you think you don't need to.

Genea's support system

Our professional support system is designed to help you deal with the stress, anxiety and uncertainty that often comes with fertility treatment. At Genea, counsellors are there for you whenever you need them.

We also run programs to bring patients together who are at the same stage of treatment. For example, one of our programs is especially for those patients who have had at least one round of IVF and don't have any children, because there is no one better positioned to understand what you're going through.

We also partner with The Pink Elephants Support Network, a not-for-profit organisation that offers support for miscarriage and pregnancy loss. Find out more at **pinkelephants.org.au**



The best technology for your embryo

Some simple facts about our technology...

- Our incubation system more closely mimics the natural environment of a woman's reproductive system.
- Each incubation pod is used solely for one patient – the space is not shared with anyone else.
- Once embryos are placed inside, they are not disturbed for five days.
- Embryos love a warm and humid environment. Our incubator, Geri, is the only humidified time-lapse instrument in Australia.
- Each pod has its own time-lapse camera to allow us to assess embryo development at all times and share that vision with you.

A lot of the time, fertility treatments are at the cutting edge of technology. That's why it is so important to choose a clinic that invests in its laboratories and equipment – to give you the highest chance of success.

Working out the differences in technology and processes from clinic to clinic can be tricky. Some pieces of technology are more advanced than others. That comes from a practice of continuous improvement.

For example, we have invested, on average, 10 per cent of our revenue back into research and development over the years. In fact, the technology we have developed (and the science it is based on) are Australian innovations. These innovations are now used in more than 1000 clinics across 60 countries, and used exclusively in Genea clinics around Australia.

The right culture

What is culture medium?

This is the solution that provides all the nutrients needed by the embryo to help it grow and develop outside the womb.

Continuous culture system

This refers to how closely the laboratory can mimic what happens in the human body after sperm fertilises an egg. During IVF, the first five to six days after fertilisation are crucial for the embryo's development. A continuous culture system nurtures the embryo in the best possible environment and plays a big part in your chances of that embryo becoming a baby.



Geri® time-lapse incubation technology

Geri® is a state-of-the-art incubator that houses your embryos in a dedicated chamber along with our Geri® culture medium for true continuous culture that is closer than ever to mimicking the undisturbed natural environments of a woman's body. Thanks to time-lapse technology, embryologists can watch the embryos divide and then grade them to determine the best embryo to transfer or freeze, without disturbing the embryos in their chamber. The Genea patient app allows you to view the growth of your embryo. Ask our team more about the MyGenea + Grow app.

If you are wondering if all of this Genea technology makes a difference, the results speak for themselves.

"When compared to the MINC incubator and Gerns sequential medium. Study performed in Genea's Canberra, Wollongong, Liverpool, Northwest, RPA and Kent Street 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>

**The Geri® incubator
has delivered a
12.2%
increase in the
number of live births**

Genea offers this technology to every patient,
at no extra cost.

**The Geri incubator has resulted
in high-quality embryos and a
46.7%
increase in the number of high-
grade embryos, when compared
with traditional incubator and
culture medium systems.**



State-of-the-art cryopreservation (freezing)

While you might be focusing on your first IVF cycle and the likelihood of success straight away, a good clinic will be thinking ahead for you and maximising your chances of success with the least number of cycles possible, while also considering the possibility of you wanting to add potential siblings. So, it is important to understand why freezing your extra embryos is important and how the success rates can differ from those of frozen embryos.

In a fresh IVF cycle, many patients produce more than one embryo. While clinics focus their attention on one, the remainder can be frozen for future use. The freezing process is called 'vitrification'. Once frozen, your embryos are cryopreserved in liquid nitrogen until you may need them.

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

*1st Stim Cycle between 01Jan12-31Dec13 (3573 patients).
Following subsequent cryopreservations through to 31 Dec 15.
Autologous patients only (no donor oocytes or surrogates).
Sites from Kent Street, Liverpool, Canberra, NW, Illawarra.
Oocyte vitrification patients excluded.

MyGenea

Your cycle companion.

Introducing MyGenea + Grow, your cycle app. It will help you stay on top of your on-cycle appointments, access handy resources, register payment information and stay in touch with your fertility team. It's your simple, discreet cycle management on the go.

Forms

Complete all of your paperwork in one spot. View and submit fee estimates and register payment information.

Resources

Access handy resources online.

Call us

Click to call when you need us.

Grow

Watch your embryos as they grow in the laboratory.

MyDay

Everything you need to know and do each day of your cycle.

GeneaMail

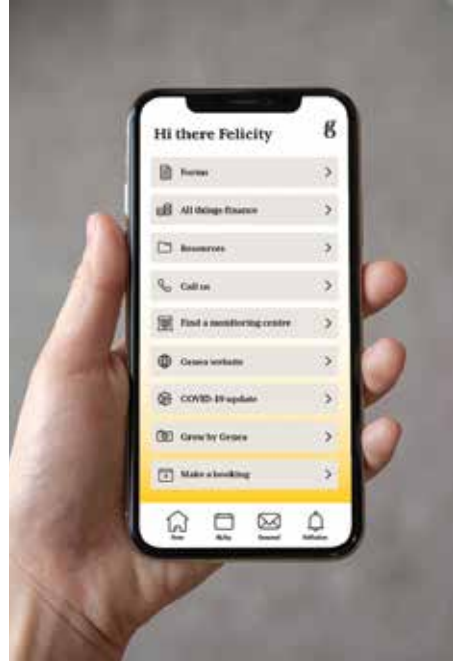
Keep in touch with your Genea fertility team.

Notifications

Never miss a thing.

Settings

Set up your experience.



Download MyGenea today.





Grow by Genea

At Genea, embryologists will share photos and videos of your developing embryos through the Grow viewing platform. The MyGenea + Grow app is world-first technology and is unique to Genea.



Timing matters

It is important that your embryo transfer is done on the day your embryo is ready, which is Day 5. Genea was the first fertility clinic in Australia to introduce routine Day 5 embryo transfers. Growing embryos in the lab until Day 5 gives us the clearest picture of which ones are most likely to lead to a successful pregnancy. Now, with the help of the state-of-the-art Geri® incubator and continuous culture system, Day 5 transfers are routine and come at no extra cost at Genea clinics.

Ensure you ask if the clinic offers Day 5 embryo transfers and continuous culture system, at no extra cost.

More advanced science and services

For those who need more support and specialised services, it is important to understand what a clinic can offer you. If you have a family history of genetic conditions, have experienced recurrent miscarriages or are trying for a baby later in life, you might need a fertility clinic that offers advanced science and services.

This is where PGT-A and PGT-M can help. These advanced genetic tests are conducted on embryos to give you peace of mind that your embryo has the best chance of developing into a healthy baby.

Make sure to ask any clinic you're considering if they offer these tests. If they do, find out whether they are conducted on Day 5 or earlier, and whether they conduct them locally or send samples overseas. Keep in mind, not all fertility clinics are currently able to do these tests.

GeneSure has a proven record

When it comes to screening your embryo, Genea has created tests for 418 genetic conditions, and we can personalise a test for any gene disorder.

Our GeneSure® PGT-A and PGT-M

**doubles
the chance**

**of a live birth for every embryo
transfer and halves the miscarriage
rate for women over 38 years.***





Speak to us today!

Contact us on 1300 361 795 to
chat about your options or find a Genea
Fertility Specialist near you
at genea.com.au/doctors

genea.com.au

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

