

# Patients need fertility specialists to improve communication depth, quality and frequency in order to promote transparency, understanding and empathy with the patient

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## Objective

To describe the key pain-points that patients experience during fertility treatments and how can fertility clinics improve their standard of care based on patient perception.

## Methods

- Electronic survey via Embie from 26/12/22 – 15/1/23
- 98 respondents



## Results

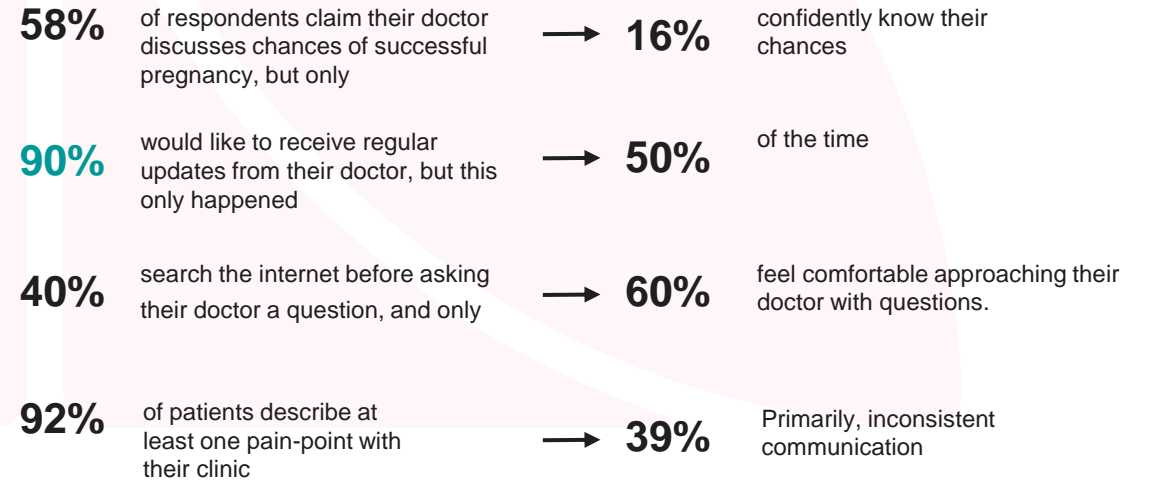
Pricing is a pain-point, however clinic choice primarily driven by location and doctor reputation/

Patients are willing to pay for modern technology.



## “Transparency of the process and decision making”

is the most important tool for patients to empower themselves



## Conclusion

- Most patients would like to receive **regular updates** and more detailed explanation from their doctor.
- The more the healthcare provider shares and involves the patient, the **better the education** they receive, and the less likely they will seek alternative information elsewhere which may be less medically accurate.
- Healthcare providers must **educate themselves** on the latest innovative technologies to meet patient expectations.

## Limitations

The respondents mostly came from the USA and represented a non-diverse group. These findings may not generalize to other geographies or socio-economic groups.