EmbieClinic



confidently know their

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.



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



Results

modern technology.

Pricing is a pain-point, however clinic choice primarily driven by location and doctor reputation/ Patients are willing to pay for



"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.

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• 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.

of respondents claim their dector

• 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.

58%	discusses chances of successful pregnancy, but only	→ 16%	chances
90%	would like to receive regular updates from their doctor, but this only happened	→ 50%	of the time
40%	search the internet before asking their doctor a question, and only	→ 60%	feel comfortable approaching their doctor with questions.
<mark>92%</mark>	of patients describe at least one pain-point with their clinic	→ 39%	Primarily, inconsistent communication