

# ANALYZING CHALLENGES IMPACTING IVF CONVERSION AT THE HOSPITAL

Presented by- Tejal Priya (MBA HOM) ; 1873  
Under Guidance of – Dr Sarthak Sengupta



# About Cloudnine

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- Established in 2007, specializing in maternity, pediatric and fertility services.
- Operates 42 facilities in 6 major cities.
- Offers advanced fertility technologies like PGS, LAH.
- Committed to personalized, ethical, and transparent care.

## **Core services are:**

- Maternity care
- NICU
- Fertility services
- Pediatric care
- 24\*7 emergency services

# Introduction to the study

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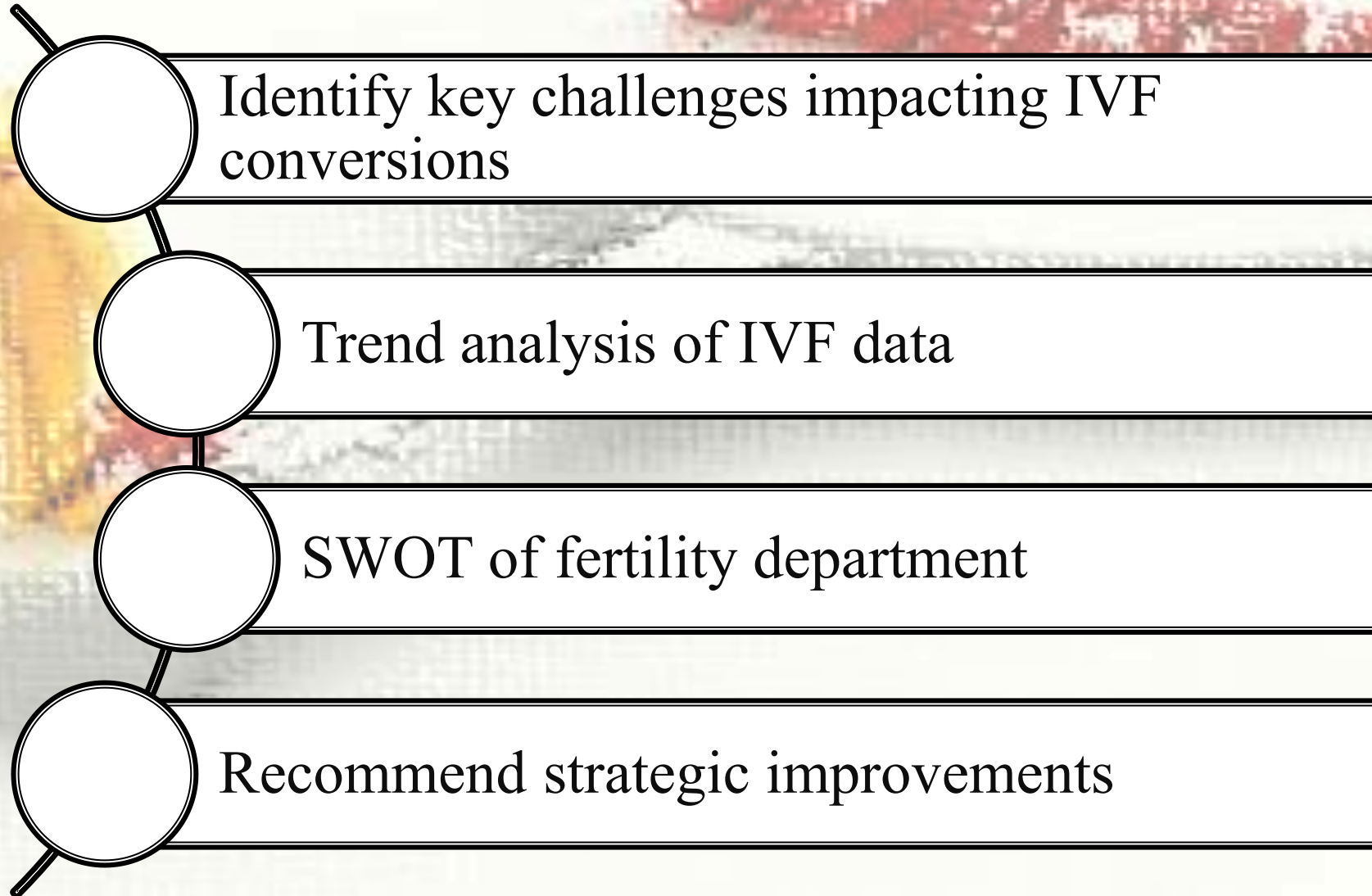
- IVF conversion gap
- High dropout affects revenue, resource use, and patient trust
- Need to understand clinical and non-clinical challenges

## **Goal:**

- Improve IVF conversion

# Objective of the study

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# Methodology of study

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## Study Design

Cross sectional  
Observational  
study (Mixed  
Methods)



## Data Range

March-May 2025



## Data Source

Hospital records  
Interview with  
stakeholders



## Tools

Thematic  
analysis  
SWOT Analysis

# Respondents and Procedures

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## Respondents

Couples undergoing IVF treatment

Prospected couples (Leads)

Doctors

Nurses

Other staff

## Procedures

ICSI

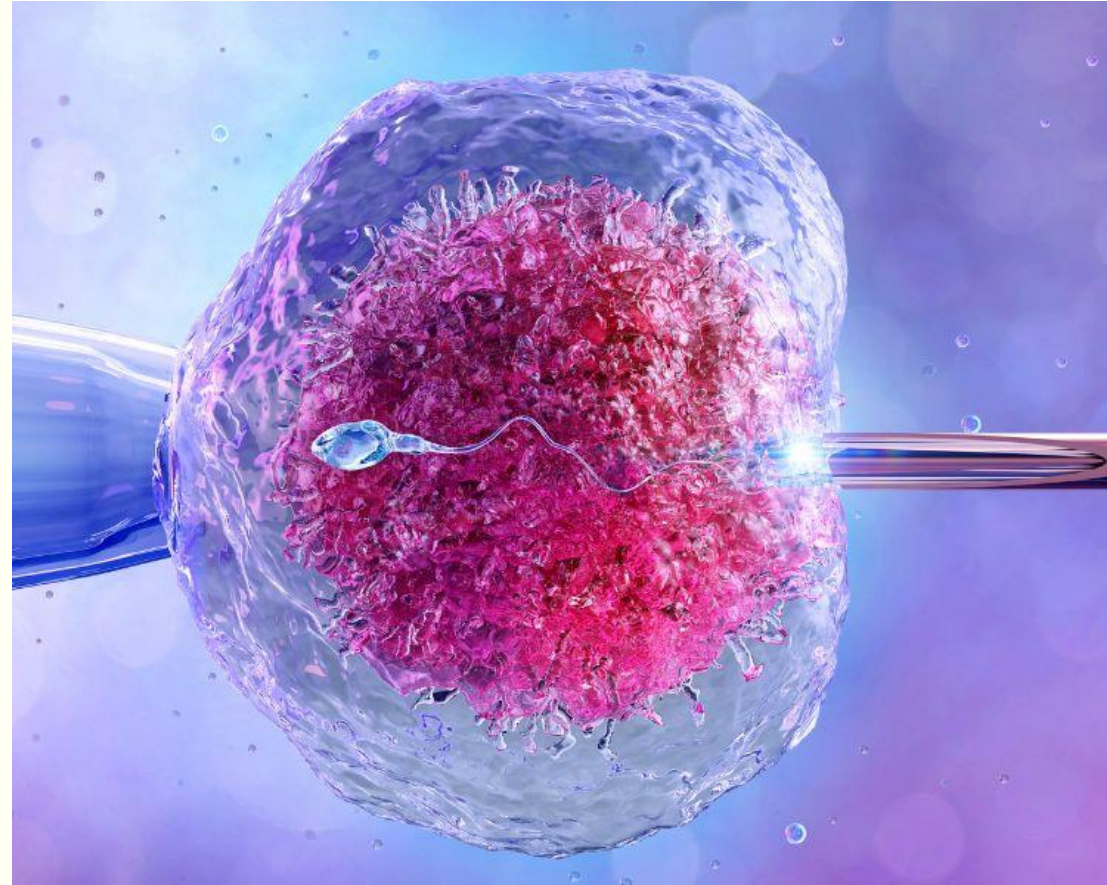
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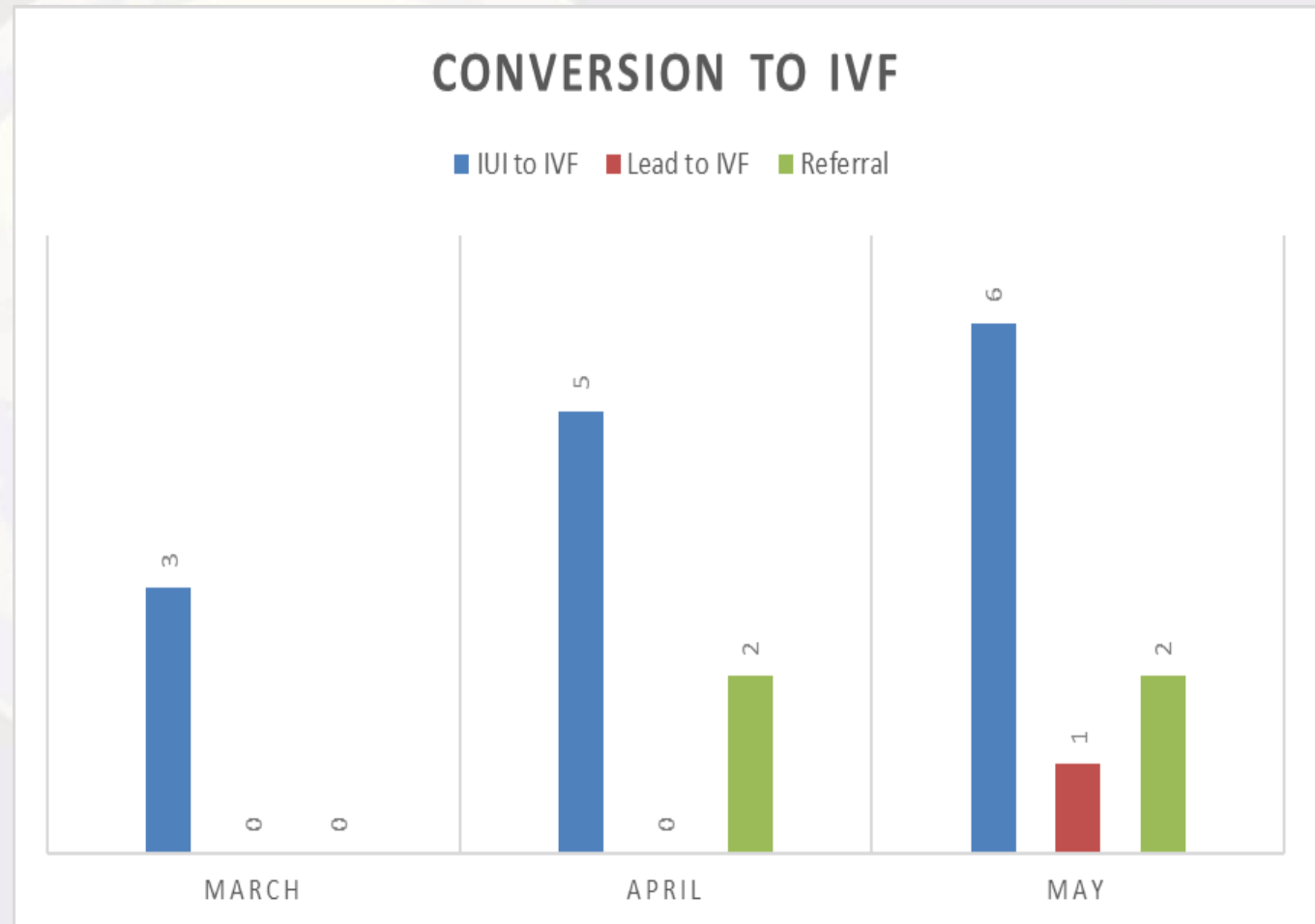
IUI

# IVF CONVERSION STATUS



# Current status of IVF conversion

- IVF conversion rate improved from 20% to 30% (Mar-May 2025)
- Key data sources: IUI failed sheet, fertility leads, referrals
- Follow-ups and counselling led to increased conversion
- Drop-off reduced through personal communication



# Key challenges identified

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**Cost of treatment – 45%**



**Missed follow-ups – 30%**



**Dissatisfaction with doctors – 10%**



**Change in hospital/doctor – 8%**



**Emotional fatigue, adoption – 7%**

# SWOT analysis

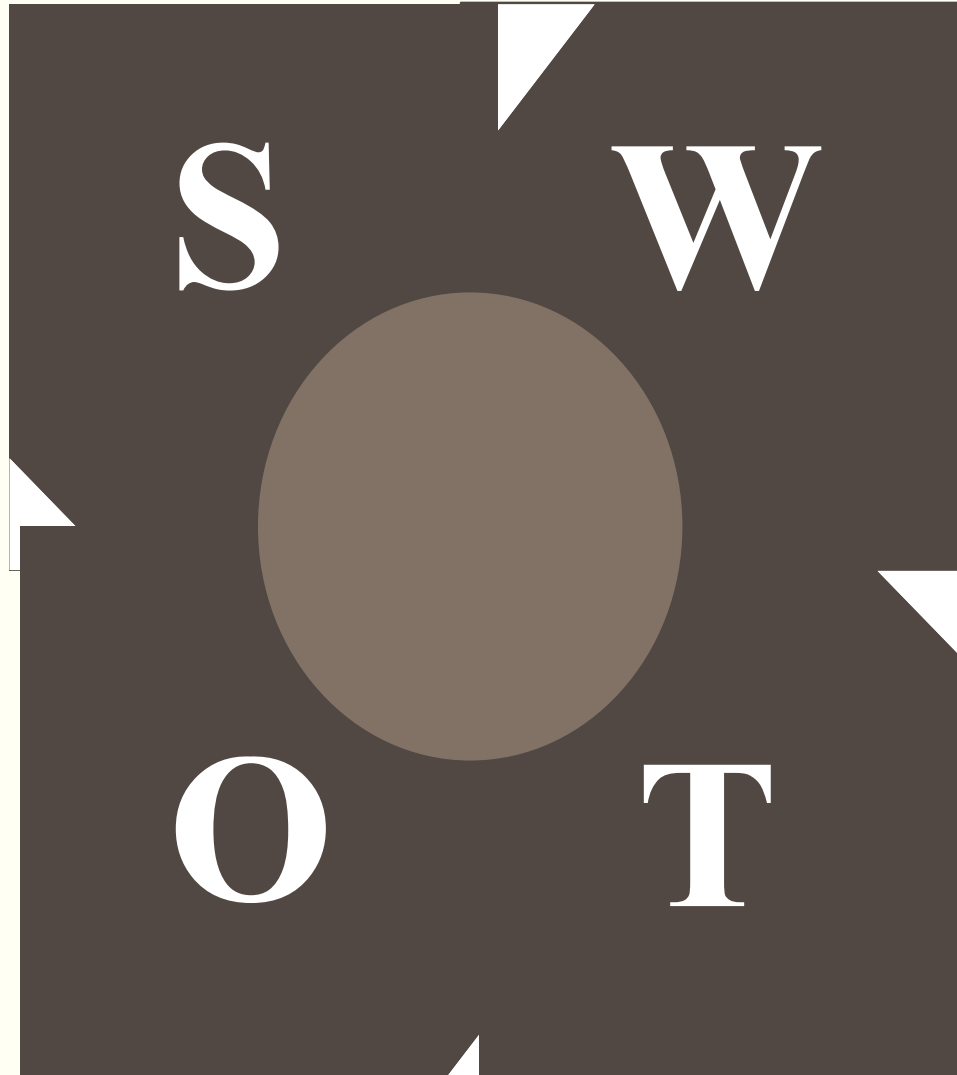
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## STRENGTHS

- Legal compliance
- Advanced technology procedures
- Accreditation and compliance with (NABH)

## OPPORTUNITIES

- Experienced consultants with great network
- Specialised in fertility treatment



## WEAKNESSES

- Shortage of trained executive
- Requirement of proper counsellor
- Tracking of follow up is not monitored
- Lack of coordination between OBG doctor and fertility doctor

## THREATS

- Competitors providing same services at lower cost .
- Competition with some pioneers of fertility

# Strategic recommendations

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- 1 Introduce flexible/tiered payment plans
- 2 Implement data monitoring checkpoints
- 3 Strengthen counselling and follow-up
- 4 Digitalize lead tracking

# Discussion highlights

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1

Patient engagement increases IVF uptake

2

Operational barriers can be addressed with SOPs

3

Effective communication and affordability are key

4

Interdepartmental coordination must be improved

# Conclusion

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**1**

IVF conversion affected by multiple factors

**2**

Supportive, patient-centered care is essential

**3**

Financial flexibility will be beneficial

**4**

The hospital can improve outcomes through targeted changes



Thank you