

ANALYZING CHALLENGES IMPACTING IVF CONVERSION AT THE HOSPITAL

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Introduction:

In-vitro fertilization (IVF) has become a widely adopted solution for infertility. Despite increasing awareness and demand, many hospitals experience a low conversion rate from initial consultations to actual IVF treatment cycles. This research investigates the underlying challenges that impact these conversion rates, with the goal of identifying operational, financial, psychological, and systemic factors that deter patients from proceeding with IVF treatment after initial consultation.

Problem Statement: The hospital's IVF program shows a significant drop-off between patient inquiry and treatment initiation. Understanding and mitigating the reasons for this gap is critical for improving patient outcomes, increasing treatment uptake, and ensuring the financial sustainability of the fertility unit.

Research Question:

- What is the current trend of IVF conversion?
- What are the hinderances and challenges in IVF conversion?

Research Objective:

1. To identify key challenges impacting IVF conversion rates.
2. To conduct trend analysis using secondary data from the hospital.
3. To study SWOT of fertility department.
4. To propose strategies to improve IVF conversion rates at the hospital.

Methods:

- Study area: 50 bedded maternity, paediatric and fertility hospital
- Study respondents: All categories of fertility department staff

The study will be conducted in the following steps:

Step 1: Review the treatment and procedures in fertility department.

Step 2: Secondary data collection related to each procedure in fertility department for the past 4 months with approval of hospital authorities.

Step 3: Study all the types of procedures by observing as well as interviewing all fertility department staff.

Step 4: Conduct trend analysis for each type of procedure to map out the IVF conversion.

Step 5: Study SWOT by interviewing the key stakeholders.

Step 6: Conduct SWOT analysis

Step 7: Develop alternative strategies

Data collection methods and tools:

- Procedures guidelines and SOPs
- Data sheet
- Key information interview

Scope of the Study:

The study focuses on a single speciality hospital's IVF department, providing insight into its specific operational dynamics while offering recommendations that could be adapted to similar settings.

Expected Outcome:

The study aims to uncover the most significant bottlenecks affecting IVF conversions and provide actionable recommendations to hospital administrators. These may include improved patient counselling protocols, better follow-up systems, and staff training modules.

Significance of the Study:

The findings will help bridge the gap between patient intent and action in fertility treatment, optimizing both service delivery and patient satisfaction, while enhancing revenue generation for the hospital.

References:

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