

PATIENT CONVERSION

A Descriptive study of Fertility clinic

Dissertation Submitted



The IIHMR University, Jaipur

For the partial fulfillment for the award of the

Degree of Master of Business Administration

(MBA)

in

Hospital and Health Management

by

Priyanka Sonkar

Under the Supervision and Guidance of

Dr. Seema Mehta

2023

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Declaration By the Student

I hereby declare that this dissertation entitled “**PATIENT CONVERSION RATE**” submitted by me to **IIHMR University, Jaipur**, and this record bonfide project work carried out by me under the guidance of Mrs. Gursimran Kaur.

I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or in full award of any other degree or diploma in institute or university.

Signature

Priyanka Sonkar

Date-

CERTIFICATE



Date: - 26th May 2023

CERTIFICATE

This is to certify that Ms. Priyanka Sonkar in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from IIMR University, has successfully completed her internship at ART Fertility Clinics. During 27th February 2023 to 26th May 2023.

Authorized Signatory

A handwritten signature in black ink, appearing to read 'Amit Toppo', is written over a horizontal line.

Mr. Amit Toppo

Head HR

ART Fertility Clinics
(A Unit of Global Fertility Solutions Pvt Ltd)
Registered Office:
E-14, First Floor, Defence Colony,
New Delhi- 110024
Phone : 011-46727317
CIN - UB5100DL2020FTC362985

hello@artfertilityclinics.com
www.artfertilityclinics.com

Certificate from Faculty Guide and School Dean

CERTIFICATE

This is to certify that dissertation titled is **PATIENT CONVERSION** a record of the research work undertaken by Priyanka Sonkar in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Dr. Seema Mehta

IIHMR University, Jaipur

Date:

Dr (Col) Mahender Kumar

IIHMR University, Jaipur

Date:

ABSTRACT

In vitro fertilization (IVF) has emerged as a commonly used assisted reproductive method, providing hope to people and couples experiencing infertility. However, the success of IVF treatments is dependent on good patient conversion, which is the process by which prospective patients are turned into real participants in an IVF program.

Effective communication, honest information sharing, targeted marketing, personalized treatment plans, and complete psychological support are crucial techniques for optimizing patient conversion in IVF. It emphasizes the importance of an integrated approach that tackles both the physical and emotional elements of infertility to improve patient conversion rates, hence improving access to IVF therapy and, ultimately, assisting individuals and couples in realizing their parental dreams.

Background- This study aims to improve patient conversion through online presence, online appointment Improve patient experience Offer educational content Implement referral programs.

Patient conversion is an ongoing process that requires continuous evaluation and improvement. By implementing these strategies and adapting to the evolving needs of their target audience, they can increase their chances of converting potential patients into loyal ones.

Methodology - Prospective data was acquired using Target Sampling Technique at Art Fertility Clinic in Gurgaon for this study. A total of 158 respondents were collected for analysis over a three-month period.

Result - After surveying the data acquired from a total respondent of 158 patients, out of which total conversion was 77 patients and from these total conversion IVF procedure of 26 patients was done. 81 patients were non conversion. These findings provide useful insights into the patient conversion process and emphasized the need for additional research into factors influencing patient decisions about IVF therapy.

Conclusion: Building a strong online presence, enhancing patient experience, and offering educational content.

By implementing these strategies and adapting to the unique needs of patients seeking IVF services, healthcare providers can increase their patient conversion rates and ultimately help more individuals and couples realize their dreams of starting a family.

AKNOWLEDGEMENT

I have taken effort in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like special thanks to “**Dr. Somesh Mittal (CEO)**” for giving me this opportunity.

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I am extremely appreciative of the knowledge, skills, and personal development that I have obtained while working with you. Thank you once more for your continuous support and dedication. Your guidance has been essential, and I am grateful for the opportunity to learn from you. I am eager to put my newfound knowledge and skills to use as I go through my academic and professional careers. Thank you once more for your continuous support and dedication. Your guidance has been essential, and I am grateful for the opportunity to learn from you. I am eager to put my newfound knowledge and skills to use as I go through my academic and professional careers.

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Sincerely

Priyanka Sonkar

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ABBREVIATIONS

CO	Clinical Coordinator
CC	Clinical Counsellor
CM	Center Manager
RM	Relationship Manager
EM	Embryologist
NS/OT	Nursing Staff/ OT technician
Rph	Registered Pharmacist
Recp	Front Desk Representative
B2B	Business to Business
B2C	Business to Customer
WOM	Word of Mouth
CC	Call Center
VS	Visiting Doctor

CHAPTER 1: INTRODUCTION

1.1 Background - In vitro fertilization (IVF) has transformed the world of assisted reproductive technologies, giving hope to infertile individuals and couples. The effectiveness of IVF procedures, however, is dependent not just on medical advances but also on good patient conversion methods. The process of successfully converting potential patients into registered participants in an IVF program is referred to as patient conversion.

Infertility can be emotionally and financially draining for individuals and couples, so fertility clinics must use complete patient conversion strategies. The conversion process entails giving correct information, personalized counselling, and support to patients to assist them make informed decisions about IVF therapy. Its goal is to develop trust, answer worries, and instill confidence in patients, leading to their registration for IVF procedures.

Effective communication is critical to patient conversion. For patients to grasp the benefits and limitations of IVF, clear and honest information about treatment options, success rates, associated costs, and potential hazards is required. Furthermore, personalized counselling assists patients in navigating the challenges of the IVF journey, offering emotional support and assistance throughout the process.

Furthermore, the brief emphasizes the importance of marketing and patient contact methods in encouraging patient conversion. It examines the use of numerous methods to improve knowledge, engagement, and confidence in IVF programmes, such as internet platforms, social media, and patient testimonials. The abstract also emphasizes the need of providing extensive pre-treatment examinations, such as medical evaluations and fertility tests, to give personalized treatment regimens and reassure prospective patients.

Marketing and patient outreach methods can play an important role in patient conversion. Fertility clinics use a variety of avenues to generate awareness and engage potential patients, including online platforms, social media, and patient testimonials. Clinics can attract clients seeking IVF treatment and enhance their conversion rates by showcasing success stories and providing informative content.

Furthermore, psychological support services such as counselling, support groups, and online forums can help patients relax and commit to IVF treatment. Addressing the emotional components of infertility is critical for patient conversion, as individuals may experience stress, anxiety, and psychological issues during the IVF process.

Fertility clinics can enhance access to IVF treatment and assist individuals and couples realize their dream of parenthood by employing successful patient conversion methods. Understanding the history and significance of patient conversion in IVF lays the groundwork for designing holistic approaches that priorities the needs and well-being of assisted reproductive technology patients.

ABOUT ART (Assisted Reproductive Technology) - According to the Centers for Disease Control and Prevention (CDC), assisted reproductive technologies (ART) are "any fertility-related treatment in which eggs or embryos are manipulated." Procedures that only alter sperm, such as intrauterine inseminations, are not included in this category. Furthermore, surgeries involving ovarian stimulation for the aim of egg harvesting are not covered by the definition.

The first successful human in vitro fertilization (IVF) therapy was performed in 1978 in England, when a woman had an unstimulated menstrual cycle and physicians performed a laparoscopic retrieval of a single oocyte from the ovary. The oocyte was then fertilized in vitro before being placed into her uterus as an embryo.

ART FERTILITY CLINICS PVT. LTD. - ART Fertility Clinics is a major reproductive medicine institution having clinics in the UAE and India. The institution is known for delivering the highest success rate in the region and has helped thousands of couples achieve their dream of parenthood. Clinical Excellence in Delivering Highest Pregnancy Success Rates, The Most Advanced Technology & Infrastructure and Proprietary research and techniques have established Art Fertility Clinics as Leaders in Fertility Treatments & Research Globally. ART Fertility is renowned world over for its research and latest advancements in Assisted Reproductive Technologies (ART). With international expertise and region-specific know-how, ART Fertility brings exceptional standards of processes, protocols, and policies that have helped thousands of births to date.

In 2015, ART Fertility Clinics was established as an expansion of IVI RMA Global under the brand name IVI Middle East. In January 2020, IVI RMA ceded its stake to Gulf Capital, and the company was renamed ART Fertility Clinics. Since its start, ART Fertility Clinics has been led by Mr. Suresh Soni, Chief Executive Officer, and Prof. Dr. Human Fatemi, Group Medical Director.

ART Fertility Clinics has created clinics in Abu Dhabi, Muscat, and Dubai during the last six years and has become the premier institute for human reproductive medicine in the Middle East. As part of the Gulf Capital-mandated worldwide development effort, ART Fertility has expanded its presence in India, with operations set to begin in six clinics across the country in 2021. ART Fertility Clinics will be announcing the launch of several clinics in Europe and Asia during the second half of 2023.

VISION

To deliver the best human reproductive medicine services in the world to address the needs of our patients; Stimulating research amongst our physicians, geneticists and embryologists so that we can deliver their translational research into the latest treatments; teaching and training all our staff to achieve the highest levels of professional excellence in customer care.

MISSION

To become the Global Reference standard for clinical outcomes, patient satisfaction, research, and teaching in the field of Human Reproduction and Genetics.

VALUES

Strive to go the extra mile for our patients. Eagerness to be the best in the field of Human Reproduction. Curiosity to learn and improve our services. Freedom for our staff to take initiatives and to innovate. Provide Customer Delight and Appreciation of our services.

ART Fertility Clinics is known for delivering the highest success rate of 70%* of pregnancy rate in Self cycle in the geographies it operates in and has helped thousands of couples achieve their dream of parenthood.

Company USPs-

- Clinical Excellence delivering the highest pregnancy rate
- The most advanced technology and infrastructure
- Science and Innovation
- Transparency and Highest Ethical Standards
- Compassionate care, patient satisfaction, and safety

ART Fertility Clinics-Carrying the legacy to India now-

- Delhi
- Gurgaon
- Ahmedabad
- Mumbai
- Hyderabad
- Chennai
- Kolkata (in process)
- Bangalore (in process).

1.2 AIM & OBJECTIVES

The aims and objectives of this study are as follows:

1. To evaluate the Patient Conversion Rate?
2. To identify the factors affecting of Patient Conversion?

CHAPTER 2: LITERATURE REVIEW

Table 2.1 Literature Review

S.No	Author	Study Location	Sample Size	Sample Techniques	Salient Features
1	Elisabeth Fenwick, Adazi Eze, Thomas Dhongre Shruti Pandey Vivek S. Chaudhari Amrita Ostwald Jeroen Luiten Gerard Harty	America	675	Stratified Random Sampling Technique	The willingness-to-pay (WTP) of patients for infertility treatment is a crucial factor in determining the cost-effectiveness of such treatments. It refers to the maximum amount a patient is willing to pay per treatment or to achieve a successful live birth or pregnancy. To evaluate the cost-effectiveness of infertility treatments, researchers have conducted systematic reviews to identify studies that determine WTP and compare them with cost-effectiveness studies that claim to incorporate WTP criteria. However, further research conducted by health economists is necessary to establish a consensus and ensure a valid assessment of WTP for assisted reproductive technologies (ART). Accurate determination of WTP is essential as it helps

					policymakers assess whether healthcare policies provide sufficient value for money. WTP is defined as the maximum monetary amount that a patient or customer, as well as healthcare systems such as national or insurance-based funding schemes, are willing to pay for a specific product or service to achieve a desired outcome. In the context of infertility treatment, understanding WTP estimates can provide valuable insights for policymakers when making decisions about resource allocation and evaluating the cost-effectiveness of different interventions.
2	Vishal B, Monika D, Onkar S	India	Market size of ivf in 2021	Random Sampling	According to a research released by Research and Markets in 2021, the IVF market in India is predicted to be valued at \$638 million in 2021 and will reach \$987 million by 2026, growing at a CAGR of roughly 9.1% during the forecast period of 2021–2026, The growth of the IVF market in India is primarily driven by factors such as rising infertility rates due to lifestyle changes,

					increased awareness about fertility treatments, advancements in IVF technology, and increased government initiatives to fund IVF therapy. Furthermore, the rising trend of medical tourism in India has made a significant contribution to the growth of the IVF industry. India is becoming a popular destination for IVF treatments because of its highly qualified and experienced medical personnel, cost-effective treatment options, and state-of-the-art medical facilities. NOVA, INDIRA, CK BIRLA, and CLOUDNINE are among the top participants in the Indian IVF industry.
3	Naina Purkayastha, Himani Sharma	<u>India</u>	2019-21	<u>Random Sampling</u>	India's geographical location and infertility rates Up to 15% of reproductive-aged couples worldwide experience infertility. The overall frequency of primary infertility in India ranges from 3.9 to 16.8%, according to World Health Organization estimates. The prevalence of infertility in India varies by state, ranging from 3.7% in Uttar Pradesh,

					Himachal Pradesh, and Maharashtra to 5% in Andhra Pradesh and 15% in Kashmir, with prevalence varying across tribes and castes within the same region.
4.	Dr. William R. Bradford, Dr, Wesely.J. Johnston, Dr.Danny N. Bellenger	<u>Geogia</u>	2016	<u>Random Sampling</u>	According to research conducted by William R.Bradford in 2016. A Crucial task of a sales organization is findings new potential clients and nurturing chances until they are converted to sales. Opportunities are tracked within a sales pipeline or Funnel in most industrial business contexts to tracks the status and progressions from the initial stage until the sale is closed. Sales force automation tools, like customer relationship management system, are frequently used to manage the process. Little empirical research exists to comprehensively investigate the levers to increase the conversion performance of sales leads, particularly in a business- to business-to-business(B2B) industrial context, even though much has been

					published about the adoption, usage , and failures of CRM. According to the research-based view (RBV) of the company, a company's unique resources provide it a competitive edge, and swift adaptation-or dynamic capability theory – is what determines success in the technology and fast-paced markets. To understand the effects of sales, effort, sales ability, and lead sources on sales lead conversion yield and cycle time, this research studied certain within the high technology industrial B2B industry.
5	Somnath Banerjee Pradeep Bhardwaj,	<u>USA</u>	2019	<u>Random Sampling</u>	According to research conducted by Somnath Banerjee and Pradeep Bhardwaj in 2019, business that engage in personal selling in the commercial and retail sectors frequently devote a significant percentage of their marketing resources to lead generation by marketing agents and conversion by sales representatives. However, due to the multi- channel attribution problem, it has frequently been discovered that such a marketing

					sales interface setup is ineffective. To address the multi-channel attribution issue, we employ analytical models to identify the best sales compensation solutions. AS a result of budget harmony, lead qualification expenses, and the sales force's lack of marketing expertise, Contracts involving revenue incentives, lead qualification expenses, and sales autonomy appear to leave a gap between the first best and the realized profit. Contracts for sales autocracy and lead qualifying are preferred over revenue incentive contracts as risk aversion and general unpredictability both rises. When uncertainty is moderate, a specific contest (or stack ranking-based reward) yields the highest profit.
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CHAPTER 3: Methodology

3.1 Material and Methodology

This Study was conducted in Art Fertility Clinic, Gurgaon. Prospective data was collected. The study was conducted among all the walk-in infertile patients who were IVF advised and to convert them to take advised treatment through Financial Counselling and to reduce the first consultation drop out patients.

Study Design- Observational descriptive study

Setting- Art Fertility Clinics, Gurgaon

Study Population - Target infertile patients

Study Tools – Patients records & comparative analysis

Sample Size – Total Patients in last three months were 158, I took 77 of them

Sample Technique – Target Respondents

Data Collection Procedure – Data was collected from record book of registration desk.

3 Data Analysis Plan: The collected data will be analyzed using software such as Microsoft Excel

3.4 Ethical Considerations: This study involved the direct interaction with patients, and the data use was obtained from secondary data with informed consent of the patient keeping anonymity and confidential.

3.5 Duration – 3 Months

3.6 Inclusion – Infertile populace and gynae patient was taken in this study.

Exclusion - The study excludes patients seeking surrogacy and gynecological consultations, those with communicable diseases, and those undergoing medication-driven fertility treatments.

Research Question –

What is the Patient Conversion Rate?

What is the factor affecting Patient Conversion?

CHAPTER 5: RESULT

In this graph 4.1, the conversion rates of patients undergoing in-vitro fertilization (IVF) were examined. A total of 158 patients were included in the sample. Among them, 77 patients successfully converted to IVF, resulting in a conversion percentage of 49%. Out of the 77 patients who converted, 26 patients underwent the IVF procedure, while 11 patients were still receiving stimulation at the time of analysis. This resulted in a total conversion rate of 42% for the patients who completed or were in the process of IVF. Additionally, 5 patients decided to withdraw from the study, and 23 patients were on medication, indicating that they were undergoing the IVF procedure. Considering these factors, the overall conversion rate, including the patients who withdrew, was calculated as 36%. These findings highlight the variability in IVF conversion rates and emphasize the importance of considering all relevant factors when assessing the success of IVF procedures. These findings emphasis the heterogeneity in IVF conversion rates and the significance of considering all relevant criteria when evaluating the outcome of IVF operations.

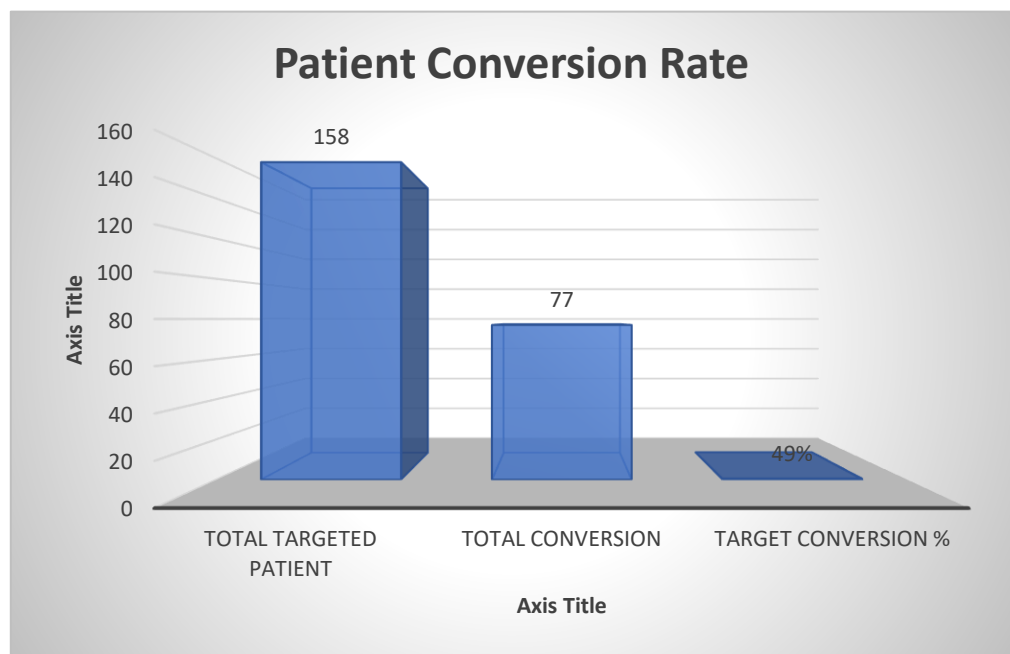


Fig 4.1 This Graph shows the total patient conversion rate.

"The analysis of the data reveals a total patient conversion rate of 49%, indicating that out of the total target patient population of 158, 77 patients successfully converted."

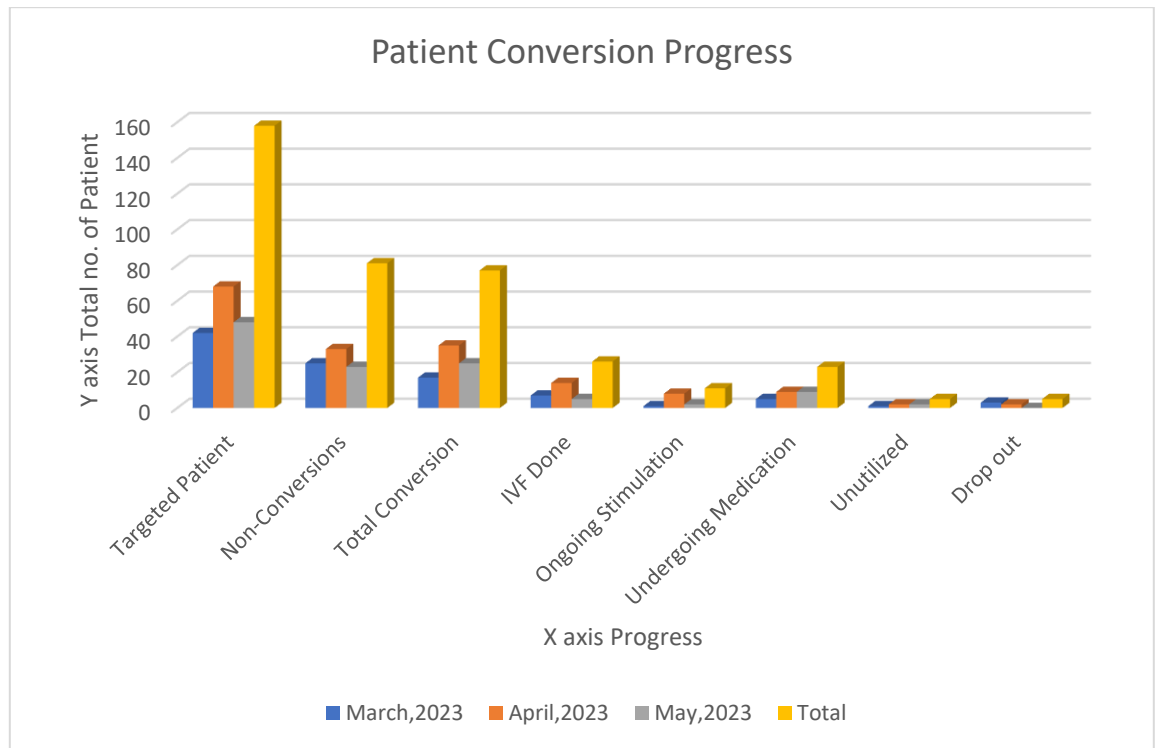


Fig4.1 This Graph represents the Review of Conversion of specific three months which was March, April & May so the shows the how many patients converted to IVF.

Factor Affecting In the Patient Conversion Table Fig 4.1 This Table shows the Factor affecting in Patient Conversion

S.no	REASON	TOTAL	%	Total Conversions Denied
1	Financial Issue	25	31.25%	80
2	Facilitator Issue	4	5.00%	
3	Frozen embryos at other hospital	9	11.25%	81
4	Micro tesa done twice but no sperm found	3	3.75%	81
5	Naturally conceived	7	8.75%	81

6	Wants to try naturally	9	11.25%	81
7	Went back to her country	2	2.50%	81
8	Not decided yet	4	5.00%	81
9	Not ready for OD cycle	3	3.75%	81
10	Sex determination	5	6.25%	81
11	Surrogacy	10	12.50%	81

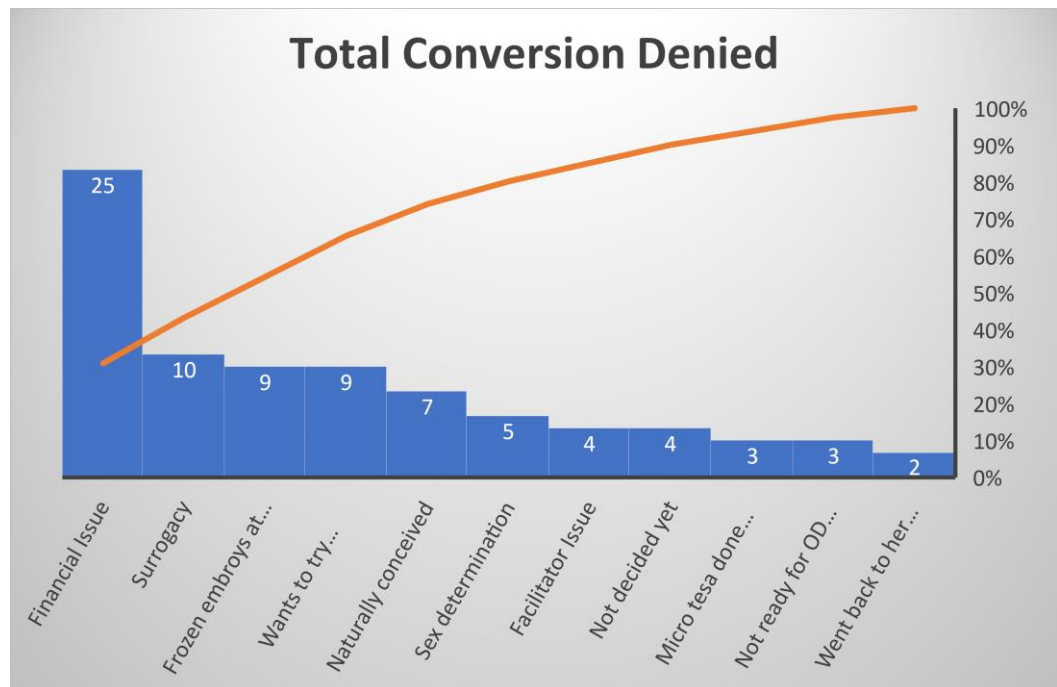


Fig4.3 Pareto Chart showing reason of total conversion denied

The table and graph analysis show that numerous factors contribute to patient dropouts in the setting of in-vitro fertilization (IVF). Financial concerns, sex determination preferences, a wish to try natural conception, ambivalence about IVF treatment, and the possession of stored embryos at another hospital were the top five reasons for patient dropouts. Financial concerns were the leading cause of dropouts, accounting for around 14.2% of the total. Sex determination preferences and the intention to try natural conception accounted for around

6.4% and 5.10% of dropouts, respectively. Similarly, the percentages of patients who had not yet decided on IVF treatment and those who had frozen embryos at another hospital were roughly 5.10% and 6.4%, respectively.

These findings shed light on the primary factors leading to patient attrition in IVF, emphasizing the significance of addressing financial concerns, providing appropriate counseling regarding sex determination, and guiding patients in making informed decisions about pursuing IVF treatment. Furthermore, efforts should be made to streamline communication and coordination between healthcare facilities to minimize dropouts resulting from logistical issues, such as the presence of frozen embryos at other hospitals.

Some of the significant reasons which are affecting patient conversion can be explained more elaborately as the following-

1. Financial Issue - Some patients come for window shopping or to compare to other clinics, such as other clinics offer lower packages than our clinic, and they cannot afford this therapy.
2. Facilitator Issue - Because several international patients arrived immediately at our clinic, they did not have an interpreter to convert the language. As a result, we are unable to provide treatment if the patient does not grasp the language.
3. Frozen embryos at another hospital- The patient receives therapy at our clinic, but they have previously begun treatment at another facility. The only remaining phase of treatment is embryo transfer; thus the embryos are frozen in another facility.
4. Micro tesa done twice but no sperm found – Certain patients have low sperm counts; therefore, we performed TESA, which is an azoospermia treatment. In this technique, we collect the sperm from the patient. In certain cases, we performed this operation but could not find the sperm in the patient.
1. Naturally conceived – Patient was taking medicine and after they conceive naturally.
2. Wants to try naturally – Patient came just for naturally conceive not for the IVF which means they are not interested in IVF treatment.
3. Went back to her country-
4. Not yet decided-If the patient advises for IVF therapy, they may be puzzled because some patients.

5. Not ready for OD cycle- Patient advice for donor case so they have insecurity this baby is not my blood & they were worrying about society, like patient if I take donor so what people say.
6. Sex Determination – Most of the patient has thinking if some case they want baby boy so in our clinic we do not sex determination, so we clear say in our clinic we do not do this procedure.
7. Surrogacy – In some case patients have no adaptability to conceive baby so that case convert into surrogacy & mainly in our India surrogacy is restricted.

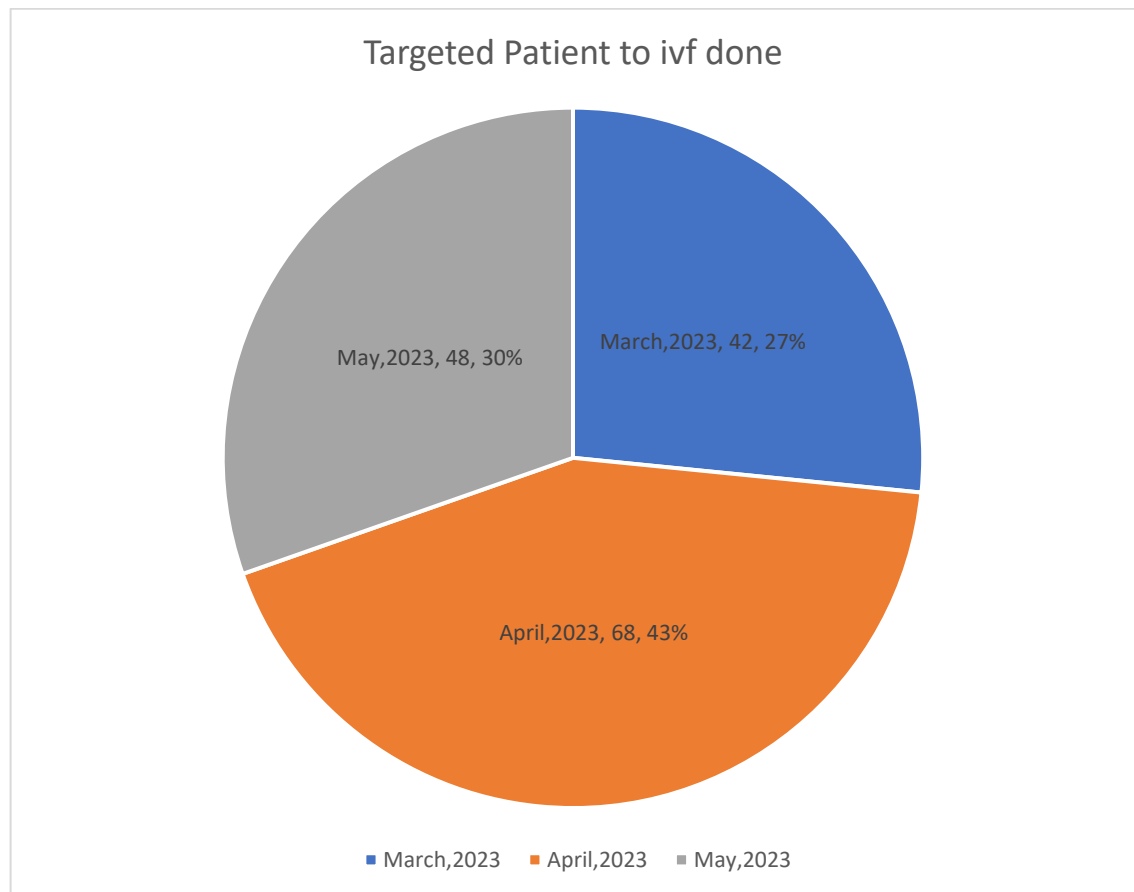


Fig 4.4Percentage distribution of Target Patient to IVF Done

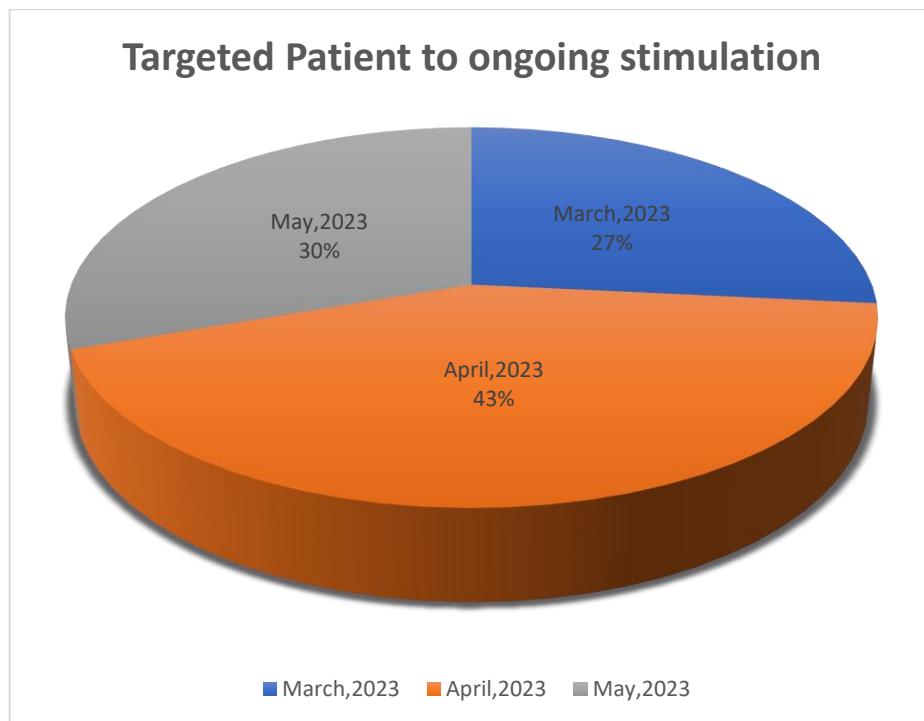


Fig 4.5Percentage distribution of Target Patient to Ongoing stimulation

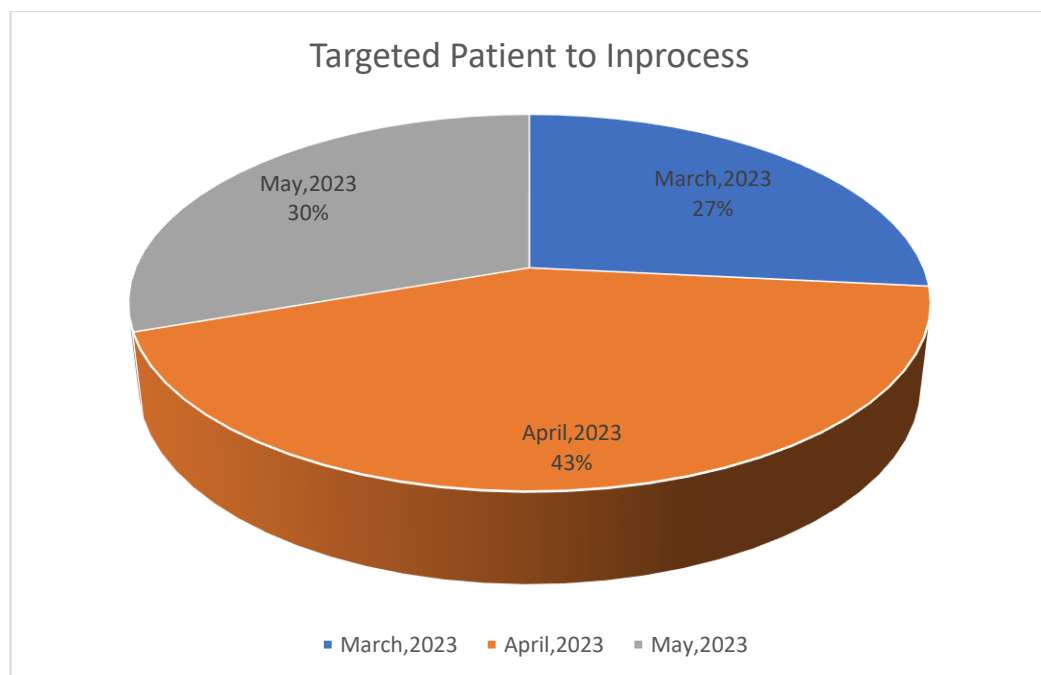


Fig 4.6 Percentage distribution of Target Patient to In process

CHAPTER 6: Recommendation

Recommendations for improving patient conversion in IVF, the following strategies can be considered:

1. **Enhance Online Presence:** Develop a user-friendly and informative website that provides clear information about the clinic's services, success rates, treatment options, and patient testimonials. Optimize the website for search engines to increase visibility and attract potential patients actively searching for fertility treatment options.
2. **Implement Targeted Digital Marketing:** Utilize targeted digital marketing strategies, such as search engine marketing (SEM), social media advertising, and content marketing, to reach potential patients who are actively seeking fertility treatment. Tailor the messaging and content to address their specific concerns, provide educational resources, and highlight the clinic's unique strengths and expertise.
3. **Personalize Communication:** Establish personalized communication channels to engage with potential patients and address their specific needs. This can include personalized email campaigns, live chat support on the website, and timely follow-ups to inquiries. Building a strong rapport and providing individualized support can significantly improve patient conversion rates.
4. **Streamline Appointment Scheduling:** Simplify the appointment scheduling process by offering online appointment booking options. Ensure that the scheduling system is user-friendly and provides prompt confirmation and reminders to potential patients. This improves convenience and reduces barriers to initiating the patient conversion process.
5. **Provide Transparent Pricing Information:** Clearly communicate the pricing structure and associated costs of IVF treatment. Patients appreciate transparency in financial matters, and providing upfront pricing information helps build trust and confidence in the clinic's services. Consider offering financing options or payment plans to alleviate financial concerns.
6. **Cultivate Patient Testimonials:** Actively collect and share patient success stories and testimonials to showcase the clinic's positive outcomes and patient satisfaction. This can be

done through written testimonials, video testimonials, or case studies. Potential patients find comfort and reassurance in hearing about the experiences of others who have gone through successful IVF treatment.

7. **Develop Referral Networks:** Establish partnerships with healthcare professionals, gynecologists, and obstetricians to create a strong referral network. Encourage and incentivize referrals from these sources, as they play a vital role in guiding patients towards fertility treatment options.

8. **Focus on Patient Experience:** Prioritize exceptional patient experiences throughout the entire patient journey. Provide personalized care, empathetic communication, and comprehensive support services. Address patient concerns, offer counseling services, and maintain ongoing communication to ensure a positive and supportive experience.

9. **Continuous Quality Improvement:** Regularly evaluate and improve the patient conversion process by analyzing data, monitoring conversion rates, and gathering patient feedback. Identify areas for improvement, refine marketing strategies, and enhance patient engagement initiatives to optimize conversion rates.

10. **Community Outreach and Education:** Organize educational seminars, workshops, and community events to raise awareness about infertility, treatment options, and the clinic's expertise. Engaging with the community and providing educational resources helps position the clinic as a trusted authority in the field.

Implementing these recommendations can help improve patient conversion rates in IVF clinics, increase awareness of services, build trust, and ultimately provide more individuals and couples with the opportunity to undergo successful fertility treatment.

CHAPTER 7: Conclusion

After completing this survey and analysis it can be concluded that the success rate of IVF, which is 71% at ART Fertility Clinic, Gurgaon is high. Most of the patients are converted in conversion with efficacy, efficiency, safety, waiting time, equity, patient-centeredness, medical counselling, financial counselling. These areas should be addressed to further enhance patient conversion and ensure a consistently should be maintain for all patients. Recommendations of the clinic by patient is a very important aspect as it shows patients retention. Overall, the findings of this survey emphasize the importance of continuously assessing and addressing patient conversion in an IVF clinic. By actively working to improve the area of concern for patient conversion and reduce the gap, which is effect on patient conversion, ART Fertility Clinic can continue to provide best treatment and they mainly focus on growth of clinic. Patient Conversion is a very important part of clinic for growth of organization.

Implication of Research –

The study can help identify areas where IVF clinics need to improve to enhance patient conversion. If the patients are drop out in first consultation with the financially, the study can help the clinic to address this issue if we have authority to give discount in financially or provide EMI, so Improving the first consultation drop out and better outcomes in patient conversion.

According to the findings of this study, one of the most crucial conversion elements is developing rapport with the patient. Rapport building is critical for patient happiness and organizational growth, or vice versa. For example, we can improve the vital relationship with the patient, which will aid in patient conversion.

The study can help improve the reputation of IVF clinics by showcasing their commitment to patient satisfaction. Positive word of mouth from satisfied patients can attract new patients, leading to increased patient conversion, clinical growth and increased revenue.

Patients who are satisfied with their IVF treatment are more likely to return to the same clinic for future treatments. This can lead to higher patient retention rates and help the clinic to build a loyal patient base.

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