



PATIENT CONVERSION RATE

**A Descriptive study of Fertility
clinic**



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CONTENT



INTRODUCTION



AIMS & OBJECTIVE



METHODOLOGY



RESULT



RECOMMENDATION



CONCLUSION



INTRODUCTION

- 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.



AIMS & OBJECTIVE

- 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?
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RESEARCH QUESTION

What is the Patient Conversion Rate?

What is the factor affecting Patient Conversion?

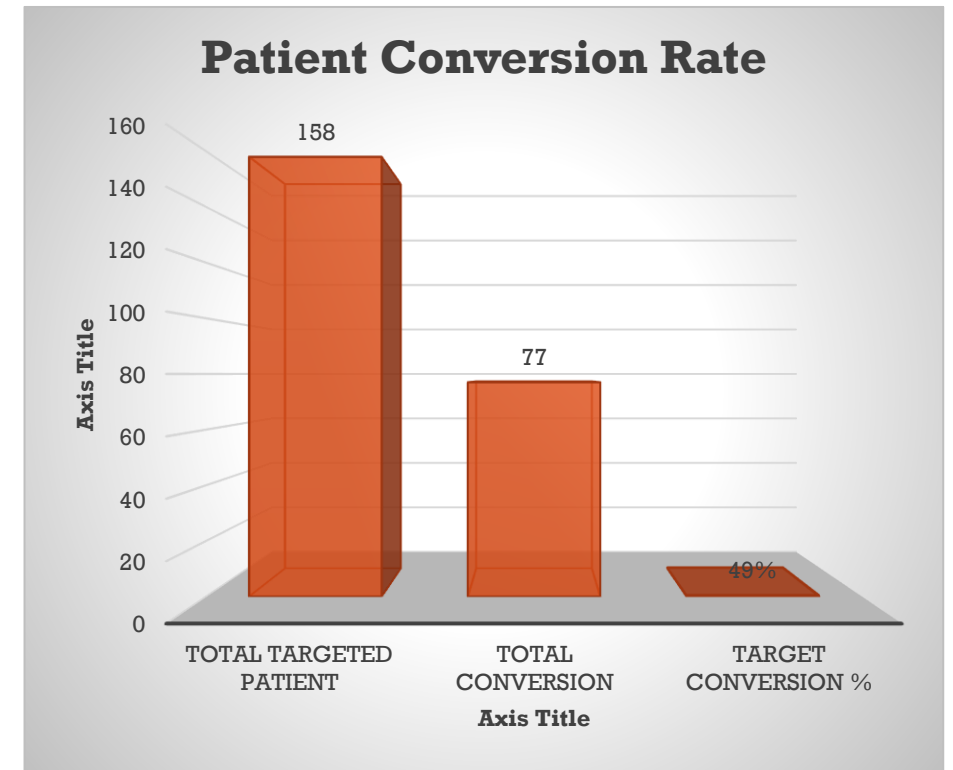
METHODOLOGY

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



RESULT

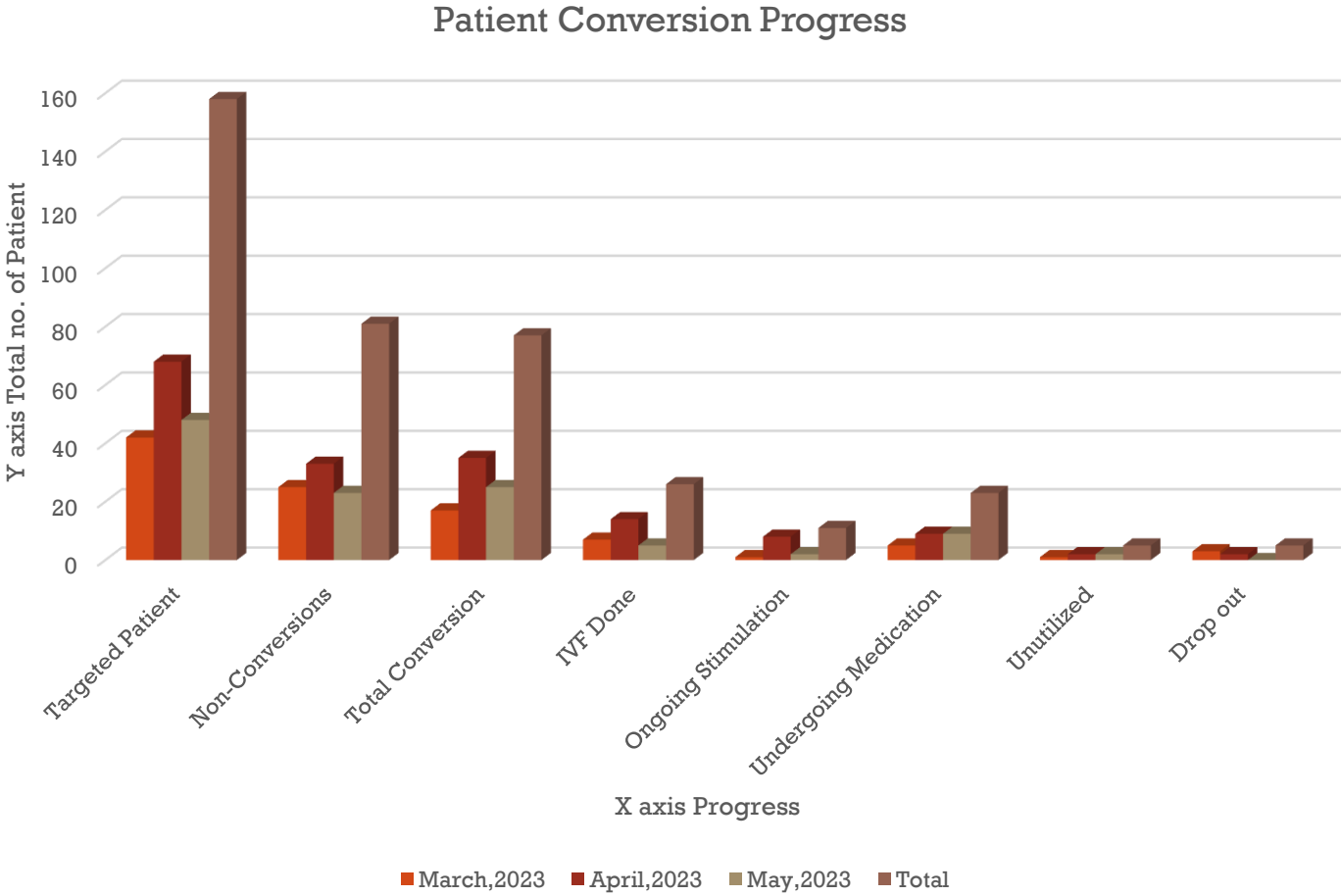
- After surveying the data acquired from a total respondent of 158 patients, out of which total conversion was 77 patients and from this total conversion IVF procedure of 26 patients was done. 81 patients were non conversion. These findings provide useful insights into the patient conversion process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



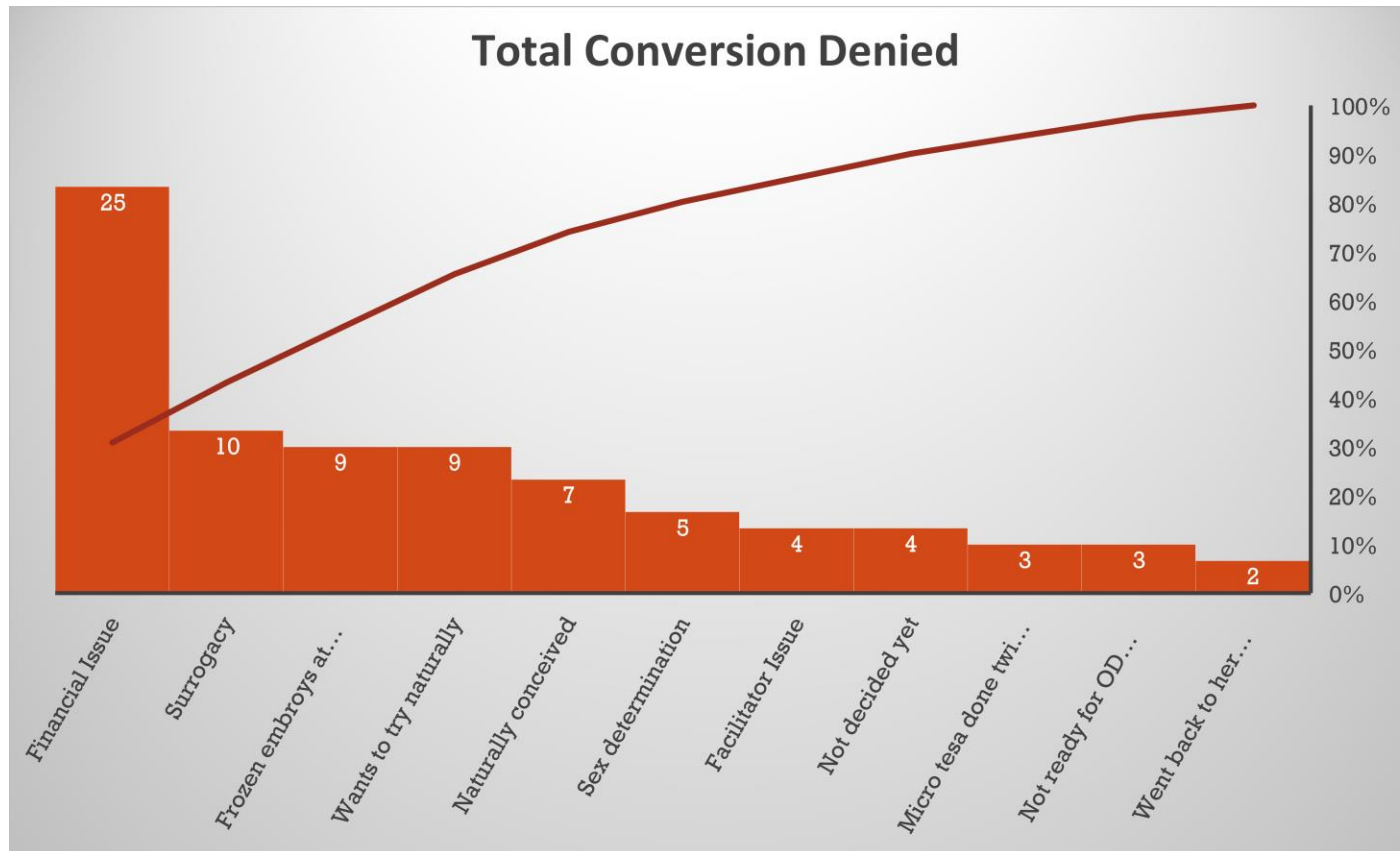
"The analysis of the data reveals a total patient conversion rate of 49%, indicating that out of the total target patient population of 158, 77 patients successfully converted."



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



**Pareto Chart showing
reason of total conversion
denied**



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



- **Naturally conceived** – Patient was taking medicine and after they conceive naturally.
- **Wants to try naturally** – Patient came just for naturally conceive not for the IVF which means they are not interested in IVF treatment.
- **Went back to their country-** They prefer treatment from their country.
- **Not yet decided-** If the patient advises for IVF therapy, they may be puzzled because some patients.
- **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.
- **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.
- **Surrogacy** – In some case patients have no adaptability to conceive baby so that case convert into surrogacy & mainly in our India surrogacy is restricted.



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.



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- 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 concern.
 - 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



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- 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.
- 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.



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
- 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.



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**THANK
YOU**

