

The perfect  
place to start





## We're here to help

The decision to start or grow a family is an exciting time but when things don't quite go to plan, it can be hard to figure out what step to take.

Genea has been helping people create families for over 30 years and our unique combination of science, success and care means **8 out of 10 patients who started treatment elsewhere wish they came to us first<sup>1</sup>**.

Taking the first step to get help can be overwhelming but it doesn't need to be. Genea's Ovulation Tracking service is a great place to start, making sure your timing is spot on when trying to conceive naturally. To give you the best chance of success we offer three cycles at no out-of-pocket cost - get started by visiting [genea.com.au/ovulationtracking](https://genea.com.au/ovulationtracking)

1. Of those patients who responded to the Genea patient survey conducted between 1 January 2017 and 31 December 2017 (223 patients).



Treatment that's  
designed for you,  
not us.

**Did you know that only 50% of  
patients who see a Genea Fertility  
Specialist actually require IVF?**

You often find that one size fits all, never quite  
fits right, so you expect your fertility treatment to  
be as unique as you are.

Genea offers a range of treatments, not just IVF  
and our dedicated Fertility Specialists develop a  
tailor-made treatment plan that responds to your  
fertility needs perfectly.

We have over 55 highly experienced specialists  
available in a range of locations and you can find  
one to suit you at [genea.com.au/doctors](https://www.genea.com.au/doctors)

Ovulation tracking

Ovulation induction

IUI

IVF + ICSI

PGS + PGD (Genetic testing)

Egg and sperm donor programs

Egg freezing



## We're all about family

If nature needs a helping hand you want to start with a clinic that maximises your potential to have a family in the least number of stimulated cycles.

Our specialists, care, scientific techniques and laboratory technologies are all designed around this unique concept.

We believe the best way to achieve this is through continuous investment in world-class science. That's why we've been leading the way in fertility advances for over 30 years and always aim to provide our patients with the best chance of success in the least number of cycles possible.



**At Genea 59% of patients who achieved a live birth and returned for a frozen transfer have had a second child with just one fresh IVF cycle<sup>3</sup>.**

3.1st Stim Cycle between 01 Jan 2012 – 31 Dec 2013 (3573 patients). Following subsequent Cryos through to 31 Dec 2015. Autologous patients only (no donor oocytes or surrogates). Sites from Kent St, Liverpool, Canberra, Bella Vista, Illawarra. Excludes oocyte vitrification patients.



Not all IVF clinics  
are created equal







## We deliver science with heart because care is in our DNA

Undergoing fertility treatment can be a difficult time so you want to know that you have access to a team of professionals who understand the importance of being there.

Often overlooked when considering a fertility clinic, care is a vital part of your treatment and contributes greatly to your emotional wellbeing. It's also the part that patients talk about long after their journey is complete.

Our unique care model means you have a dedicated fertility care team comprising of fertility specialists, nurses, scientists and counsellors, all tailoring your treatment for you. Like having your own doctor throughout treatment and providing access to 24/7 on-call medical support.

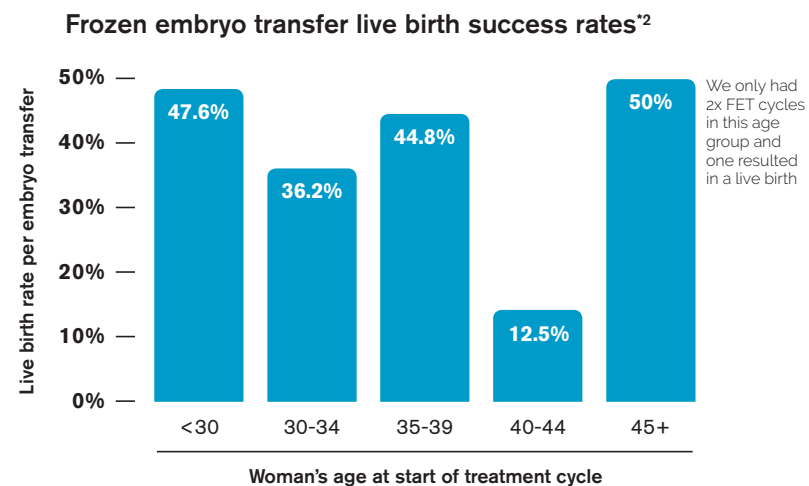
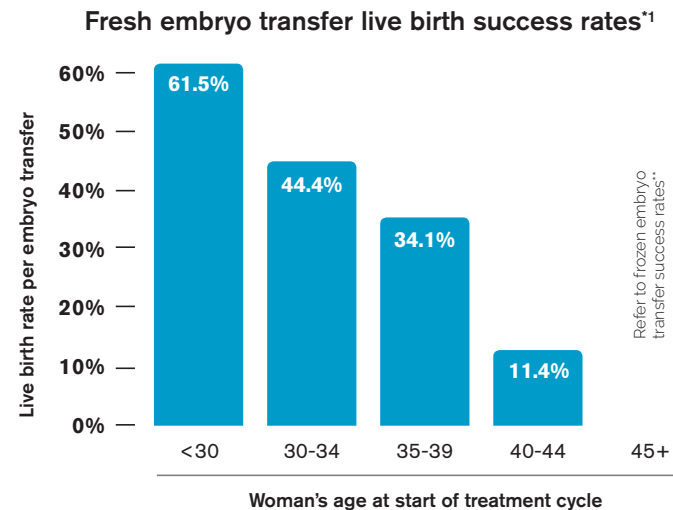
Hear from patients in their own words  
[genea.com.au/stories](https://www.genea.com.au/stories)

## Results that speak for themselves

Everyone who embarks on a fertility journey has the same dream – having a baby. It's the only true measure of success.

At Genea, we're committed to improving treatment through consistent investment in our world leading science and individualised care.

Our IVF success rates show that we live up to that promise and we're committed to helping patients achieve success in the least number of cycles possible.



\*Genea's Newcastle 2015 treatment cycles presented in accordance with the Reproductive Technology Accreditation Committee (RTAC) Code of Practice. Based on live births per embryo transfer for women using own eggs.

1. Fresh embryo transfers include IVF, ICSI and some PGD tested embryos.
2. Frozen embryo transfers include PGD and PGS tested embryos.

\*\* Age significantly impacts fertility. Very few women over the age of 45 conceive using their own eggs, unless they freeze their eggs or embryos when they are younger, this is represented in the frozen embryo transfer live birth success rates.

For further information on understanding success rates, please refer to the Fertility Society of Australia's "Interpreting pregnancy rates: a consumer guide". When comparing clinic success rates you should ask if their publicly available success rates are compliant with RTAC guidelines.

**Note:** Many factors can contribute to the likelihood of achieving a pregnancy or a live birth such as the cause of infertility, lifestyle (such as weight and smoking) and age. It's important to note that unfortunately not every treatment cycle will result in an egg collection, embryo transfer or having embryos to freeze.



## Our science is something we nurture

Some of the most exciting things in IVF happen behind the scenes in our labs. Genea has long been a fertility pioneer, with research and technologies developed in-house that make a difference to our patients every day.

Providing an environment for embryos to grow that is as close as possible to the human body is essential to a successful lab and Genea's technologies are all designed around this one simple concept.

Scientific advances such as GeneSure™ PGS designed for patients who have experienced recurrent miscarriage, repeated IVF failures or are of advanced maternal age, provide more possibilities than ever before to maximise the potential of having a baby. As well as our leading PGD program that offers genetic testing of embryos to help families ensure their children don't inherit known genetic conditions.

Genea is one of the few clinics in Australia with the vital combination of IVF and genetics facilities to perform these advanced tests successfully.

One in four patients come to us after not having success at other clinics so we welcome the opportunity to provide a second opinion if you don't feel you are on the right path to achieving your goal of having a baby.

**Genea's GeneSure™ PGS doubles the chance of a live birth per embryo transfer and halves the miscarriage rate for women over 38 years<sup>4</sup>.**

4. Compared to standard IVF for women 38 years and over where the embryos are not tested for chromosome abnormalities





Our latest technologies available to all patients at no extra cost.



**Geri® continuous culture system supports uninterrupted embryo development.**

Our Genea designed incubator Geri® together with our specially formulated culture medium bring us closer to mimicking what an embryo experiences in the human body.

With every patients' embryos growing undisturbed for the five days they spend in the lab we are seeing a 46.7% increase in high-grade embryos per cycle<sup>5</sup>.

Individually controlled incubation chambers and time-lapse technology further enhance the ability for embryologists to select the best possible embryo for transfer or freeze.

**Gavi® automated vitrification (freezing) delivers consistency for preservation of eggs and embryos.**

In a world-first, Genea's Gavi® automates and standardises key parts of the vitrification process.

Vitrification is an essential component of an effective assisted conception program providing the opportunity to return for future transfers without the need to start over with another egg stimulation and collection.

Our combination of Geri® and Gavi® aims to help more patients complete their family in just one fresh IVF cycle.



**Grow by Genea™ redefines the patient experience.**

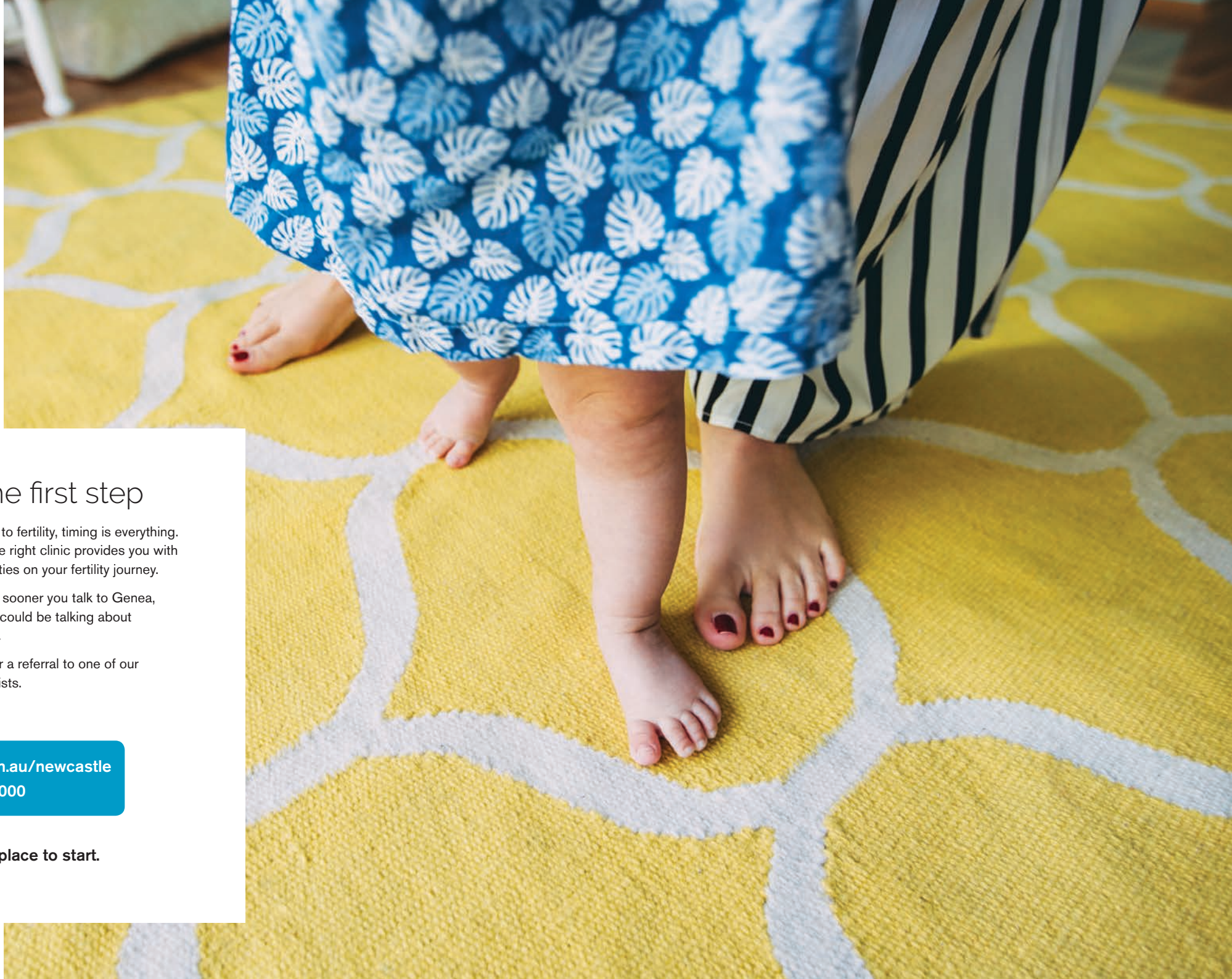
Only Genea helps patients connect with their IVF journey, with the first app in Australia providing access to photos and videos of their embryos via mobile technologies during an IVF cycle.

94% of patients tell us that Grow by Genea™ enhanced their IVF experience<sup>6</sup>.

5. vs conventional MINC incubator and culture media system. Study performed at Genea's flagship Kent Street, Sydney CBD laboratory. Results presented at FSA October 2017. Adelaide

6. Based on responses to Grow patient survey between May-October 2017 (91 patients)





## Take the first step

When it comes to fertility, timing is everything. Starting with the right clinic provides you with more opportunities on your fertility journey.

That means the sooner you talk to Genea, the sooner you could be talking about being pregnant.

Ask your GP for a referral to one of our Fertility Specialists.

[genea.com.au/newcastle](https://genea.com.au/newcastle)  
02 4902 7000

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The information in this brochure does not replace medical advice. Medical and scientific information provided in print and electronically by Genea might or might not be relevant to your own circumstances and should always be discussed with your own doctor before you act on it.