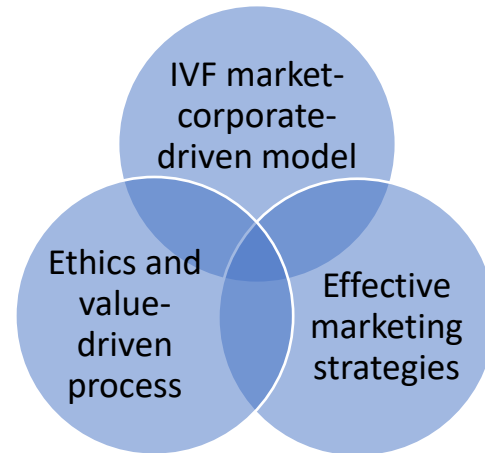**Poster Number: EP 431   Name: Dr. SUNITHA.B**
Title: HEALTHCARE MARKETING AND STRATEGY- ANALYSIS OF CONSUMER BEHAVIOUR TOWARDS NEWER PRACTICES IN INFERTILITY TREATMENT

PROJECT SCOPE AND REQUIREMENTS

In India, the market for IVF has increased drastically in the last decade with increase in the number of centres and increase in number of procedures performed annually

- **Demand for IVF- to keep up customer satisfaction**
- **Technological advancements- to meet expectations**
- **Better insurance packages- to strike a balance between demand and supply**
- **Third-party reproduction**
- **Gamete freezing**
- **To improve performance, effectiveness and success rates**

METHODOLOGY-100 couples seeking fertility treatments were given questionnaire to assess the knowledge, attitude and practices concerning each of the new technologies of Assisted Reproduction after taking informed consent and responses analysed

IVF market-corporate-driven model

Ethics and value-driven process

Effective marketing strategies

CONCLUSION

- Study of consumer behaviour among infertility patients reveals key insights into their needs, preferences, and decision-making processes
- Digital platforms, including social media and clinic websites, are increasingly important for disseminating information and fostering community support
- Investments in the right direction is definitely the pathway to success

ANALYSIS OF KAP

- There is at least some knowledge about the procedures among couples seeking infertility treatment
- 5% of couples have the mindset of discussing with senior family members before deciding on treatment for infertility
- 15% of cases were not aware of the newer techniques
- 45% were agreeable to a success rate of 30-50%
- 51% were not aware of most of the procedures with reference to male infertility
- 23% felt that embryo quality was important for a good success in IVF
- 15% were already aware of the indication for PGT-cost of the test would not prevent them from opting the test
- 43% had inclination to understand the problem and to analyse their options of treatment
- 25% were open to surrogacy programme if it was the only option available.

Ref-Iacoponi, O., van de Wiel, L., Wilkinson, J., & Harper, J. C. (2022). Passion, pressure, and pragmatism: how fertility clinic medical directors view IVF add-ons