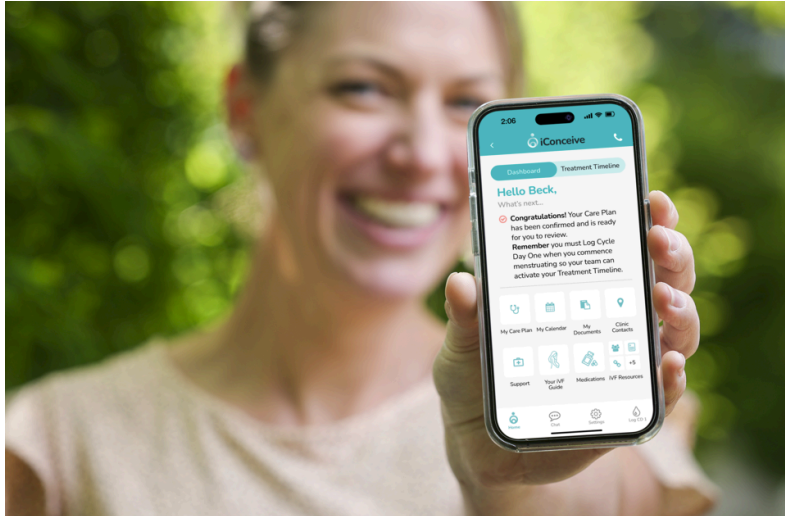


FOR IMMEDIATE RELEASE

26 November, 2024

Australian-first IVF app 'iConceive®' poised to transform the fertility treatment process



- A revolutionary app and clinic hub platform providing personalised, real-time guidance for IVF patients and their fertility clinics
- Developed by an Australian-based tech entrepreneur, IVF nurse clinician, and gynaecologist specialising in fertility and endometriosis
- iConceive® closes the communication gap between patients and clinics, providing seamless, efficient, and tailored care management at every step of the IVF journey

Australia is set to be the launchpad for iConceive®, a first-of-its-kind app in Australia, designed to guide and support patients through every step of their IVF journey.

The app promises to streamline the fertility process by digitally tracking treatment cycles, medication schedules, testing, and appointments, empowering patients with personalised, day-by-day support.

Additionally, the integrated iConceive® Clinic Hub offers a powerful communication platform for nurses and clinic staff to manage patient care seamlessly.

"After two years of development, we now have iConceive® up and running in a mid-size IVF clinic." says Kate Gordon, iConceive® Lead Clinic and Patient UX. "As both an IVF nurse and nurse manager, I've seen firsthand the challenges that patients face on their fertility journey. I believe iConceive will be a gamechanger for the IVF industry in Australia and around the world."

With 1 in 18 children conceived by IVF in Australia*, and IVF becoming a crucial pathway to parenthood, iConceive® is set to provide much-needed digital guidance, reducing the emotional and logistical complexity of fertility treatment.

Developed in collaboration with fertility specialists and communication technology experts, iConceive® bridges the gap between patients and clinics, ensuring clear communication and efficient care management.

"From my own personal experience, I know the IVF journey can be really challenging for all involved. We wanted to make it less stressful on patients and practices so we put our heads together with app developer Rensol, to formulate and execute an IVF app and synced Clinic Hub that can be used by IVF practices and patients around the world. I'm excited to see iConceive evolve as we work closely with the IVF community." says Stuu Hunter, iConceive® Director.

Key Features of iConceive:

Personalised IVF Journey Tracker

Provides a step-by-step tracking system that guides patients through their IVF journey, keeping medications, testing, and appointments organised and tailored to each individual cycle. This personalisation helps reduce overwhelm and ensures patients stay on top of important milestones in their treatment.

iConceive Clinic Hub

This dedicated desktop platform centralises all treatment elements, connecting seamlessly to each patient's iConceive® smartphone app. Clinics can use the Hub to develop and monitor personalised care plans while maintaining streamlined communication with patients. A unique traffic light system on the dashboard simplifies patient progress tracking—green signals on-track patients, amber flags minor deviations, and red highlights more significant issues needing immediate intervention. This powerful feature supports IVF clinics in managing their caseload more efficiently and improving care delivery.

Secure Communication

With encrypted data and chat options, iConceive™ ensures patient confidentiality and secure interactions between clinics and patients, maintaining trust and privacy throughout the treatment process.

Custom Notifications

Automated reminders for medications and appointments keep patients informed and on schedule, reducing the risk of missed steps and enhancing their overall treatment experience.

IVF practices and patients can register their interest for this Australian-first app and integrated Clinic Hub at iconceive.au.

**[Statistic via Australian and New Zealand Reproduction Database](#)

Access supporting imagery [HERE](#).

For more information or to request an interview please contact:

Alyson Lamb | iConceive™ Marketing & Communications

Phone: 02 7228 3779

Email: alyson.lamb@iconceive.au

About iConceive™

iConceive™ addresses the need for a comprehensive digital support platform for IVF patients and practices. The app is designed to simplify fertility treatment, providing intuitive and responsive support in real-time to both patients and clinics.