

# AVEYA FERTILITY: INDIA'S GAME CHANGER IN FERTILITY TREATMENT



A trailblazer, Aveya, 4 years since its launch has grown into one of the busiest state-of-the-art IVF clinics in New Delhi, besides 7 successful clinics across the country. Affordable IVF treatment, professional expertise and world-class technology are its benchmarks. Dr Sahil Gupta, the innovative entrepreneur in a conversation with Fortune India Exchange shares Aveya's ambitious global vision.

**When did the unique concept of Aveya clinic take shape and what inspired you to do so?**

Infertility, is an universal issue affecting a large population of couples causing them emotional and mental trauma, besides social stigma. When I was working at the Safdarjung Hospital, New Delhi, I was witness to heart-rending scenes where hope of hundreds of childless couples to become parents were dashed only because IVF treatment was much beyond their means. Their grief tugged my heart and I chose to act. I travelled the world meeting doctors and experts in IVF and sought ways to make infertility treatment affordable without compromising on quality. After getting convincing answers and scientific data backup to my nagging queries, I worked out on the feasibility of the venture to establish Aveya IVF in 2015. A simple thought of compassion took the shape of India's most affordable IVF program and I couldn't be happier with the achievement. At Aveya, the basic natural IVF cycle costs Rs. 35,000 all-inclusive as against the conventional cost of Rs. 1,50,000, to set a new milestone in the IVF domain bringing hope and smiles to childless couples.

**How did you draw out the feasibility of the project and what was unique to the findings?**

Aveya's IVF project was introduced as a new IVF concept in India designed for and around patients. As a standard treatment for IVF does not fit all, we created a treatment plan that was customised for each patient to create something unique for them that suits them the best, an approach that not only gave a higher success rate to our patients but turned out to be a game changer for Aveya and its business. Aveya's USP lies in its expertise in Natural cycle IVF, Minimal Stimulation IVF, egg freezing and

ovarian cortex cryo preservation for cancer patients.

**What makes the work culture at Aveya a cut above the rest?**

At Aveya, patients always come first. To build this ambience of mutual trust between the doctor and patient, we introduced an important component of learning into the organization where our team diversified their portfolio of protocols to better suit different conditions and patient characteristics. Every patient gets exactly the kind of treatment that they need. While most doctors rely on their experience and personal portfolio of cases, Aveya started to approach patients by creating a data driven algorithm that codifies the protocols based on history of other patients of similar etiology. This enables the clinic to serve the patient better, reduce costs and bring over-all efficiency.

**What are the ongoing measures to enhance the performance of the clinics?**

Our objective is to establish an effective clinical support system where our physicians can accurately predict and ensure success rates of different treatment options offered to the patients across all Aveya clinics. This we do while keeping our commitment to offer affordable treatment. Aveya introduced a formal program of personnel education and training where physicians and embryologists participate in professional development activities in some of the most efficient healthcare systems in the world. The clinic is also the first to introduce periodical clinic-wide revision of best-practices and plans to invest in the development of IVF-specific enterprise management software and machine learning-based patient flow management. The huge

data back-up will leverage us into the big league of AI and technology integrated solutions.

**What has been the response to Aveya, particularly from the middle and lower-middle income brackets?**

The response from all income brackets have been phenomenal. However, majority of our clients are from the middle and lower-middle economic strata. Until Aveya opened, IVF was considered a luxury treatment since on an average, a couple has to undergo 2-3 IVF cycles that almost makes it impossible for them to afford the treatment. It also meant a very high drop-out rate after a failure. However, we have not only made a disruptive change in the market with affordable treatment plans and consistent success rates, but we also run guarantee refund plans where most of the IVF fee is refunded to the couple if they fail to get success.

**In India, how many Aveya branches are in operation and what are your global expansion plans?**

Aveya clinics are operational in 6 cities with each of them having its exclusive team of doctors and embryologist. Though we are expanding rapidly, the IVF market is totally untapped in smaller cities as there is no access to good quality healthcare and our focus is on such areas. With the objective to pass on the benefits of Aveya clinic to the outreach population another 6 new clinics shall be opened in the next 12 months in Tier 2 and Tier 3 cities. To take Aveya global and to make IVF a universally available affordable treatment, we are continuously developing in automation, artificial intelligence and robotics in IVF. I can say with confidence that the breakthrough is not far off.