



As a student at Safdarjung Hospital, India's busiest public hospital, Dr. Sahil Gupta could not believe just how hundreds of people walked into the hospital daily, seeking infertility treatment and walked out in despair when they found out that they cannot afford the costs of this treatment. In the next few years, Dr. Sahil Gupta met experts from around the world at various conferences trying to find out what made infertility treatment so expensive and what could be done to make it more affordable. In 2015, with enough knowledge and scientific data from experts from within the industry, he founded Aveya IVF – India's most affordable IVF program.

Aveya started offering an all-inclusive basic natural IVF cycle for Rs 35,000, over 75% down from the average Rs 150,000 price tag of existing Indian clinics.

No more than 2 years from its launch, Aveya became one of the busiest IVF clinics in Dr. Gupta's home city of New Delhi. The clinic grew to 7 locations all over the country and proved that an affordable IVF treatment can offer the highest standards at the same time. Aveya has consistently shown efficiency, success and satisfaction rates similar to those seen in the best US and European clinics.

How could a young doctor disrupt the IVF market? Is Aveya just yet another case of an aggressively-priced

Aveya IVF – A Pioneer IN AFFORDABLE IVF IN INDIA

Dr. Sahil Gupta, Founder & CEO,
Aveya IVF & Fertility Centre

competitor with air-thin profit margins?

"IVF clinics in India have been managed the same way for decades. These are mostly private practices built around their owners. When we started to think about Aveya, I knew that a new IVF concept needs to be designed for and around patients. Our goal is to respond to their needs in the most effective and efficient way." Says Dr. Gupta.

With significant help from leading practitioners in Germany, Japan, Israel and the USA, Dr. Gupta rewrote all foundations of an IVF clinic and focused Aveya's operations on three pillars: patient focus, professional management and ongoing improvement.

PATIENTS ALWAYS COME FIRST

"Whenever possible, we use low dosage ovarian stimulation. In a natural cycle, the woman's body produces one egg – invariably the best egg the body can produce at each time. When we give high dosage of medicines, we recruit multiple follicles and create many eggs. Most of them are, however, unusable. When we give low dosage of drugs, we get fewer good quality eggs and therefore better results per transfer." explains Dr. Gupta.

Additionally, the clinic introduced innovative protocols, applying natural cycle, minimal stimulation for older patients and luteal phase stimulation for women with poor ovarian reserve.

"Our end goal is to develop an actionable clinical decision-making support system for all our physicians. This way we can guarantee consistent result across all our clinic, accurately predict success of different treatment options and lower the cost for our patients. Over the next years, the

amount of patient cases data we will have accumulated will enable us to introduce AI and big data driven solutions." says Dr. Gupta.

PROFESSIONALLY MANAGED CLINICS

"In medicine, achieving affordability is always about efficiency. We need to maintain the highest standard at all times and any cost-reduction opportunities that we are transferring to our patients are the result of our careful planning and flawless execution" says Dr. Gupta

One of the most expensive part of IVF was the medicine. The idea of giving medicine to an IVF stimulation is to get as many eggs as possible for fertilization. Dr. Gupta and his team used generic drugs to stimulate the ovaries of the patient. As a result, the team determined that they can keep the same number of high-quality eggs, while reducing the cost of a standard cycle by over 70%.

"When we became one of the busiest IVF centers in the country, we knew that we have to have repeatable, consistent standards. Once we introduced common processes and ongoing patient pathway tracking across Aveya, our high volume of patients became an additional advantage. We could reduce our per patient margins, while retaining very healthy profitability." Says Dr. Gupta.

We are currently at 6 locations including 3 in New Delhi (NCR). We are currently in the process of opening 6 new clinics in the next 12 months. Our year plan is to be the biggest IVF chain in the country with the highest success rate and the most affordable pricing.