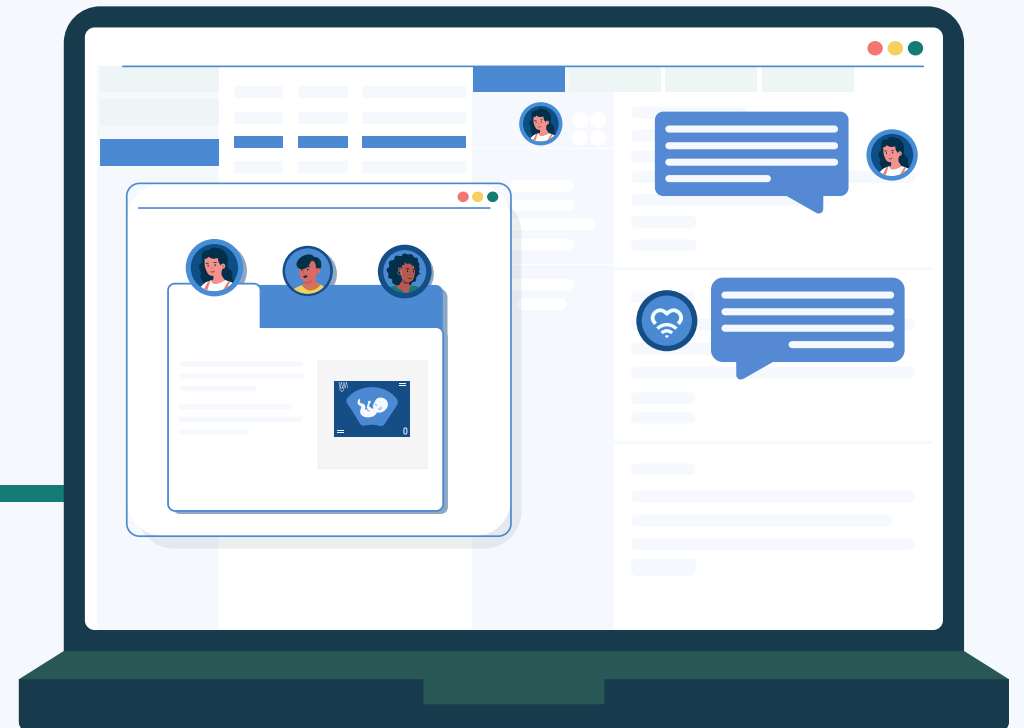
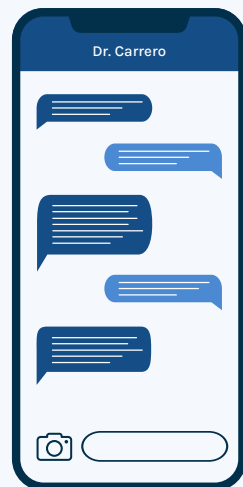


# From 90 to 30: How One Fertility Program Improved Access to Care

Find out how one large health system leveraged Memora Health's intelligent care enablement platform to simplify and accelerate fertility care.





# The Challenge

Though infertility is on the rise in the U.S., fertility care remains inaccessible to so many people. While one in eight couples confront infertility,<sup>1</sup> 40% of women of reproductive age in the U.S. face barriers to accessing assisted reproductive technology.<sup>2</sup> But access isn't the only issue: one study even found that two-thirds of patients undergoing IVF discontinue care after the first treatment.<sup>3</sup>

At Penn Medicine, fertility experts sought to identify root causes restricting access to care and blocking continuity for the communities they serve. After recognizing it took weeks for patients to book first-time appointments and months to complete diagnostic workups, they knew they had to act swiftly to simplify and accelerate complex care delivery.

Penn Medicine's leaders identified delays in three main areas: time to first appointment, waiting for treatment, and completing diagnostic workup. To ensure every patient could experience best-in-class fertility care — every time no matter the treatment plan — the organization launched an effort to develop a digital-powered care management system, Fast Track to Fertility, in August 2019.

**30%**  
no-show and  
cancellation rates

**4-6 weeks**  
wait time for  
first appointment

**60-90 days**  
to complete  
diagnostic workup

<sup>1</sup>RESOLVE: The National Infertility Association. (2020, Nov. 20). *How Many People Have Infertility?* <https://resolve.org/how-many-people-have-infertility/#:~:text=Drum%20roll%20please%E2%80%A6-1%20in%208%20couples%20have%20trouble%20getting%20pregnant%20or%20sustaining,getting%20pregnant%20or%20sustaining%20pregnancy>

<sup>2</sup>Sifferlin, A. (2017, March 14). *Millions of Women Don't Have Access to Fertility Treatments in the U.S.* TIME. <https://time.com/4701023/fertility-treatments-ivf/>

<sup>3</sup>Domar, A.D., Rooney, K., Hacker, M.R., Sakkas, D., & Dodge, L.E. (2018, June). Burden of care is the primary reason why insured women terminate in vitro fertilization treatment. *Fertility and Sterility*. [https://www.fertstert.org/article/S0015-0282\(18\)30206-1/fulltext](https://www.fertstert.org/article/S0015-0282(18)30206-1/fulltext)

# The Solution

Penn Medicine took a two-pronged approach to address long wait times and workup delays. First, it embarked on developing a telehealth platform for nurses to consult patients virtually. This way, people could get the face-to-face interaction they needed to understand their care journeys and discuss initial concerns with providers.

Though the telehealth component was critical to expediting first-time appointments, this alone wasn't going to simplify complex care management. Penn Medicine needed an always-on companion that could provide patients with education, intelligently answer questions, assist care teams in monitoring progress, and help people schedule appointments throughout diagnosis and treatment – before, during, and after the episode of care.

After discovering that more than 80% of fertility care-related messages could be automated, Penn Medicine partnered with Memora Health.



Conversational  
two-way text



AI-backed care plan  
adherence support



Clinically-relevant  
guidance and prompts



# The Results

By June 2021, Penn Medicine deployed Memora Health's new text-based Fertility Care Program division-wide. While expert fertility care providers conducted first-time visits via telehealth, Penn Medicine enrolled patients in a Memora-powered texting platform to assist with completing complex fertility care workups.

And the results have been substantial. Diagnostic workups – which previously took 60-90 days – now take around 30 days to complete. No-show and cancellation rates went from 30% to 6%. Also, the intelligent care enablement platform advanced patient engagement from 60% to 80%. At the care team level, providers spent 305 fewer hours on follow-up tasks, while 3,660 fewer patient messages entered their inboxes.

But patients and care teams weren't the only immediate beneficiaries of Fast Track to Fertility. Penn Medicine's fertility division increased its patient capacity by nearly 24% without needing to hire new staff.

**~24%**

increase in patient capacity  
without needing to hire new staff

**Over 50%**

reduction in time to complete  
initial fertility workup

**80%**

reduction in no-show  
and cancellation rates

Want to see what Memora Health  
can do for your organization?

Book a Demo

or email [info@memorahealth.com](mailto:info@memorahealth.com)