



## ALL INDIA FERTILITY & IVF RANKING SURVEY 2017

### Hospitals - National

Jaslok Hospital & Research Centre- Jaslok FertiTRee, Mumbai	1
Centre of IVF & Human Reproduction, Sir Gangaram Hospital, Delhi	2
Fortis Bloom IVF Centre - Fortis La femme Hospital, Delhi	3
Hiranandani Hospital, A Fortis Network Hospital, Vashi, Mumbai	4
Max Multi Speciality Center My Baby - IVF & Reproductive Medicine, Panchsheel Park, New Delhi	5
CRAFT Fertility Centre, Chennai	6
Christian Medical College & Hospital, Vellore	7
Fortis bloom IVF Centre, Chandigarh	8
Max Super Speciality Hospital Vaishali, Ghaziabad	9
P. D. Hinduja Hospital and Medical Research Centre, Mumbai	10
Neelkanth IVF hospital, Lucknow	11
BirthRight By Rainbow Fertility Centre, Hyderabad	12
Kar Clinic IVF Centre, BBSR	13
Southern Gem Hospital, Hyderabad	14
Fortis Bloom IVF Centre, Gurgaon	15
BLK Superspecialty Hospital for IVF, Delhi	16
Madras Medical Mission, Chennai	17
Kamineni Fertility Centre, Hyderabad	18
Medanta - The Medicity, Gurgaon	19
Banglore Baptist Hospital, Bangalore	20

### Hospitals - West Zone

Jaslok Hospital & Research Centre- Jaslok FertiTRee, Mumbai	1
Hiranandani Hospital, A Fortis Network Hospital, Vashi, Mumbai	2
P. D. Hinduja Hospital and Medical Research Centre, Mumbai	3
Dr. L H Hiranandani Hospital, Mumbai	4
Ruby Hall IVF & Endoscopy Centre, Pune	5
Aditya Birla Memorial Hospital, Pune	6
Sahyadri Speciality Hospital, Pune	7

### Hospitals - Mumbai

Jaslok Hospital & Research Centre- Jaslok FertiTRee, Mumbai	1
Hiranandani Hospital, A Fortis Network Hospital, Vashi, Mumbai	2
P. D. Hinduja Hospital and Medical Research Centre, Mumbai	3
Dr. L H Hiranandani Hospital, Mumbai	4

### Single Speciality Hospitals & Clinics - National

Milann-The Fertility Center (Formerly BACC Health), Bangalore	1
Nova IV Fertility, R K Puram, Delhi	2
Bavishi Fertility Institute, Ahmedabad	3
Oasis Centre for Reproductive Medicine, Hyderabad	4
Gunasheela Surgical & Maternity Hospital, Bangalore	5
Prashanth Fertility Research Centre, Chennai	6
ARC Fertility, Chennai	7
GBR Clinic & Fertility Centre, Chennai	8
Bloom IVF & Fertility Clinic, Unit of Lilavati hospital, Mumbai	9
Care IVF, Kolkata	10
Indira IVF, Udaipur	11
Nova IVF, Ahmedabad	12
Infertility Institute & Research Centre, Hyderabad	13
Nova IV Fertility, Chennai	14
Sunflower Women's Hospital, Ahmedabad	15
Anu Test Tube Baby Center, Hyderabad	16
Iswarya Women's Hospital & Fertility Centre, Chennai	17
Mumbai Fertility Clinic & IVF Center, Mumbai	18
Dr. Rama's Institute for fertility, Hyderabad	19
Jindal IVF, Chandigarh	20

### Single Speciality Hospitals & Clinics - West Zone

Bavishi Fertility Institute, Ahmedabad	1
Bloom IVF & Fertility Clinic, Unit of Lilavati hospital, Mumbai	2
Nova IVF, Ahmedabad	3
Sunflower Women's Hospital, Ahmedabad	4
Mumbai Fertility Clinic & IVF Center, Mumbai	5
Bavishi Hospital, Mumbai	6
Morpheus Bliss Fertility Center, Pune	7
Aakar IVF Centre ( Dr. Trivedi clinic ), Mumbai	8
Shree Hospital, Pune	9
Akanksha Infertility Clinic, Ahmedabad	10

### Single Speciality Hospitals & Clinics - Mumbai

Bloom IVF & Fertility Clinic, Unit of Lilavati hospital, Mumbai	1
Mumbai Fertility Clinic & IVF Center, Mumbai	2
Bavishi Hospital, Mumbai	3
Aakar IVF Centre ( Dr. Trivedi clinic ), Mumbai	4
Ankur Fertility & Endoscopy Centre, Mumbai	5
Corion Fertility Clinic, Mumbai	6
Morpheus Life Sciences, Mumbai	7
Fertility Clinic & IVF Center, Mumbai	8
Aarush IVF & Endoscopy Centre, Mumbai	9
Nirmithi Fertility & IVF Center, Thane and Dombivali	10
Dr. Sudha Tandon's fertility/ IVF centre, Chembur, Mumbai	11
Jilla's IVF Center, Mumbai	12
Nova IV Fertility, Andheri, Mumbai	13
Nova IV Fertility, Chembur, Mumbai	14
Dr. Sudha Tandon's fertility/ IVF centre, Vashi, Mumbai	15
M.I.R.A Hospital, Mumbai	16
Currae Gynaec IVF Birthing Hospital (Apatni Enterprise), Mumbai	17
Narvekar Infertility & Ivf Clinic, Mumbai	18
Siddhife IVF, Mumbai	19
Rotunda Blue fertility Clinic (Test Tube Baby Clinic), Mumbai	20
Victoria International IVF Center, Mumbai	21
Shri Chaitanya Fertility Clinic, Mumbai	22
Springlife ivf and Fertility Pvt Ltd, Mumbai	23
Babies And US Fertility and IVF Centre (India) Pvt Ltd, Mumbai	24
Cloudnine Hospital, Mumbai	25

## Research Methodology

This current survey edition is part of Times Health Survey Edition dated 30th July 2016. The objective of this research was to arrive at a list of IVF & Fertility Centres in India. The research had 3 major modules i.e. Desk Research, Factual survey & Perceptual Rating survey followed by scientifically developed analysis & ranking process to arrive at final ranking.

Fieldwork was conducted beginning the 1st week of June 2016 to 3rd week of November 2016

### MODULE 1 | DESK RESEARCH

The module 1 was a secondary research module. A comprehensive list of IVF & fertility hospitals/ centers was generated by making use of internet search, magazines and other publications. The various sources used for generation of hospital list included:

- List of Hospitals from previous surveys (based on availability)
- Discussions with a few specialists to add/ delete any hospital to ensure we have a comprehensive list

As it is not possible to get a completely exhaustive list of hospitals and include them in the survey we had option of adding any new hospital name in the survey form if any respondent mentioned any hospital name outside our list. Effectively every Hospital had a chance of getting covered in the survey if their name was mentioned by the respondents.

### MODULE 2 | FACTUAL DATA COLLECTION

The factual data sheet focuses on the following broad information areas:

- Accreditations
- Infrastructure
- No. of beds, Doctors, Nurses, Staff, Labs, Modern Equipment, etc.
- Range of services/ specialties (No. of departments, Telemedicine, Tele consulting, critical care)
- Quality of doctors
- Skill, Competence, Experience, Permanent Doctors, Doctors on Panel, Foreign Collaborations, Senior Consultants
- Patient Care/ Treatment
- Patients database management for better understanding of patient profile
- Online appointments, online report availability etc

- ICUs, OTs, MICUs, NICU, modern equipments available, etc.
- On campus facilities
- Cafeteria, Health Insurance/ TPA management, Attendant facilities, Chemist (on campus pharmacy), etc.
- Ease of payment facilities – online, credit card acceptance.
- Diagnostic facilities
- Path labs, equipment available, user friendly reports
- Best practices followed/ research & innovations
- Best practices /developments/ innovations that have been introduced in past few years
- Ethical committee

### MODULE 3 | PERCEPTUAL SURVEY

In the perceptual survey module for Top IVF Hospitals/ Clinics which was part of the lifestyle hospital survey total sample survey of 1320 was conducted across 12 cities viz Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, Bhubaneswar, Pune, Lucknow, Kochi & Chandigarh among different specialities. A structured Questionnaire was administered to selected respondents including IVF specialist, Gynaecologists & Obstetrician. The respondents were asked to rank & rate top 2 IVF hospitals/ Clinics in India, top five IVF hospitals/ Clinics in their cities. The parameters used for ratings were: Value for Money Team of Consultants, Quality of treatment – both OPD & In-patient, Infrastructure, Hygiene & Cleanliness, Facilities & Public convenience, Innovation & research facilities, Overall Brand Legacy

### ANALYSIS & FINAL RANKING OF HOSPITALS

A robust approach was followed to arrive at the final rankings. The step by step process is given below:

- Perceptual Score
- Ratings on various parameters for each entity
- Calculating importance of various parameters to arrive at weights for each parameter – we use a regression model to arrive at the importance of various parameters
- Calculation of raw scores and weighted scores for each parameter

Note: Present survey has been conducted by an independent Research Agency named i3 Research Consultants using stated methodology for arriving at given rankings.

■ Calculation of overall score for each hospital using importance weightage

- Factual Score
- The information collected corresponding to similar parameters as in the perceptual survey
- A detailed scoring system has been developed for each parameter
- After assigning scores to each parameter, raw scores were calculated
- The raw scores were weighted by their importance to arrive at weighted scores
- The final score for each entity were calculated as in the perception survey

● The final score for IVF & fertility hospitals/centers was a weighted average of respective hospitals/ Clinics Perception Score and Factual Score – equal weightage given to both

### Some caveats/assumptions:

- Best efforts were made to reach maximum hospitals across specialities and IVF & Fertility Centers; however any hospital / IVF & Fertility Centre that did not send complete "Fact-Sheet" within the allotted time was assigned an average Factual score for calculating their overall ranking
- Any entity which expressly stated that it did not wish to participate in the survey was excluded from the survey

### About i3 Research Consultants (i3RC)

i3 Research Consultants (i3RC) is a boutique research & consultancy firm that is focussed on offering Superior Client Service, Strategic Insights, Innovation, Quality & Commitment. i3RC has a young and dynamic team of researchers who are very passionate about their work and are always willing to put that extra effort to make every project a great success. In addition i3RC has a team of highly experienced industry experts as consultants who provide their expertise for specific projects. i3RC is a full member of MRSI and follow MRSI code of ethics while conducting every research project. Given their commitment to quality, i3RC has developed a 3 tier and multi stage quality control system to deliver excellent quality. i3 Research Consultants (i3RC) has rich experience in conducting ranking surveys across domains. In this regard i3RC team have together worked out rigorous scientific methodology.



## JOURNEY TO PARENTHOOD

The joy of parenthood is every couple's dream of a lifetime. When it comes to issues that limit their chances of accomplishing their dream of conceiving, infertility turns out to be the biggest barrier. Helping couples to conquer the obstacles of conceiving is what Dr Kaushal Kadam, MD of Corion Fertility Clinic steps in to do. Corion boasts of a wide range of services like initial fer-

tility work-up, involving physical examinations, blood tests, endoscopy In Vitro Fertilization (IVF) or Intra Cytoplasmic Sperm Injection (ICSI), and Embryo and Sperm Cryopreservation under one roof. Corion has over the years helped many couples combat infertility with a dedicated team of specialists. Personalized end to end services are offered with the highest level of transparency in all its processes. The treatment is done by incorporating the patient's own genetic material with the minimum use of medicines.

A couple from Australia who are now proud parents share their word of thanks, "Words cannot express how we feel about Dr Kadam and the precious gifts she helped us achieve."

Several couples from across the world - Australia, UK, USA, Dubai, including India, have successfully conceived and become proud parents as Corion promises to guide them through their journey from conception to cradles.

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