JOURNEY TO PARENTHOOD

T he 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 conceive, infertility work-up, involving physical examinations, blood tests, endoscopy in vitro fertilization (IVF) or Intracytoplasmic Sperm Injection (ICSI), and Embryo and Sperm Cryopreservation under one roof. Concox 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 changing lifestyle conditions, late marriage, lack of regular physical activity, increasing the 1st week of June 2016 to 3rd week of November 2016. Fieldwork was conducted beginning the 1st week of June 2016 to 3rd week of November 2016.


diagnosis model to arrive at the importance of various parameters. Calculation of raw scores and weighted scores for each parameter,Type of treatment - both OPD & In-patient, Infrastructure, Path labs, equipment available, user satisfaction of various parameters as in the perceptual survey. The final score for each entity were calculated as follows:

- Calculation of overall score for each hospital using importance weights:
  - Calculation 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 in the same way as the perceptual survey.


**JOURNEY TO PARENTHOOD**

The objective of this research was to arrive at a list of IVF & Fertility Centers in India. The research had two major modules i.e. Desk Research and Factuality Research & Perceptual Rating survey followed by scientifically developed analyses and ranking process to arrive at final ranking.

**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/del耕 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 the option of adding any new hospital name in the survey form if any respondent mentioned any hospital name. Effectively, every hospital had a chance of getting covered in the survey if their name was mentioned by respondents.

**MODULE 2 | FACTUAL DATA COLLECTION**

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

- Addresses
- Infrastructure
- No of beds, Doctors, Nurses, Staff, Labs, Modern Equipment, etc.
- Range of services/vaіorіes (i.e., of departments, Telemedicine, Tele consulting critical care)
- Quality of doctors
- Competency, 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.

**Research Methodology**

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**About i3 Research Consultants (i3RC)**

i3RC is a boutique research & consultancy firm that is focused on offering Superior Client Services, 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 MRI and follows MRI code of ethics while conducting research work. i3RC is focused on offering superior client services, strong research prowess, quality and 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.

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