

## ***IVF breakthrough expected to deliver more babies***

**PERTH, 24 FEBRUARY 2018:** More babies are expected to be born in Australia thanks to a breakthrough new IVF offering. Available exclusively to patients at Genea Hollywood Fertility in Perth and Genea on the east coast, the new technologies significantly reduce the need for disturbance during the vital stages of an embryo's development, leading to- on average- more embryos per IVF attempt.

The fertility group has launched a new version of their culture medium *Gems*, which when combined with their *Geri* incubator, has seen an increase of 39.1% of high grade embryos available for transfer and/or freezing when compared to the traditional incubator and culture medium system.\*

Genea Hollywood Fertility's Medical Director, Dr Simon Turner said; "the results are testament to our consistent commitment to improve fertility treatment and to maximise the chance couples have of fulfilling their dream of becoming parents in the least number of cycles possible." He added; "the results are further evidence that there is a difference between the technologies offered in IVF labs and subsequently, the chance a patient has of success. We are getting closer and closer to mimicking the undisturbed natural environment of a woman's body – where a human embryo would normally be - and I believe our success rates reflect this."

Culture medium, the vital solution that supports embryo development outside the body, has traditionally needed to be replaced at different stages. Firstly, to support fertilisation, then when there is division of cells in the early embryo. Finally, it is replaced again when used for the blastocyst, the ball of cells developed by day five when the embryo is ready for transfer into the uterus. Additionally, at each point of development scientists spend time reviewing the embryos out of the incubator, exposing them to unfavourable elements.

However, the fertility group has now developed a continuous culture *Geri medium*, a universal liquid that is suitable for every stage of embryo development, eliminating the need to change the solution and enable undisturbed embryo growth. It's the next iteration of the *Gems* sequential media and is specifically developed for their new *Geri* time lapse incubator. "Whilst we will sell the system globally, the new generation embryo culture media coupled with *Geri* will be exclusive in Australia to Genea and Genea Hollywood Fertility patients at no extra cost," Genea Group's Scientific Director Steve McArthur said.

Traditionally, IVF clinics have used incubators that have more than one patients' embryos in a single chamber with no time lapse camera, meaning the incubator had to be opened every time one patient's embryo needed checking and/or when the medium needed to be changed.

*Geri*, the new benchtop incubator with individually controlled incubation chambers per patient and time lapse camera, gives scientists' continuous monitoring of embryos which eliminates the need to open the incubator to check on embryo development. "Other time lapse incubators on the market, have multiple patients in the one space, meaning even if they had a single step media, embryos would still need to be disturbed when scientists check other patients' embryos," Mr McArthur said.

Initial data from Genea Hollywood Fertility's exclusive new lab culture system is showing encouraging results thanks to the significant drop in the need for embryo disturbance. "It's fair to say that if a patient has more viable embryos for transfer or freeze, it's likely we will make more babies per egg collection – and it's the egg collection, with the injections, day surgery procedure and cost - that is the greatest impost to the woman. In contrast, the subsequent use of frozen embryos is less intrusive, often drug free and not so expensive," Dr Turner said. He added, "Therefore, leading technology presents a significant cost and emotional benefit to patients and a saving for the government."

These figures have undergone a peer review process and were presented at the Fertility Society of Australia Conference in Adelaide in October 2017.

Patients seeking help with fertility are encouraged to speak with Genea Hollywood's Fertility Advisor, confidentially and obligation free, about how *Geri* and *Geri Medium* can maximise their potential for having a baby.

\* Study performed at Genea Hollywood Fertility's Perth laboratory

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# MEDIA RELEASE



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## **About Genea Hollywood Fertility**

In 2000, Dr Simon Turner established Hollywood Fertility Centre (HFC) to cater for the needs of people requiring fertility and assisted reproduction assistance in Western Australia. 10 years ago, HFC partnered with international fertility group Genea giving patients access to world leading fertility technologies. In January 2018 HFC changed their name to Genea Hollywood Fertility to reflect their partnership with Genea.

## **About Genea**

Genea is one of Australia's leading providers of infertility, IVF and other assisted conception treatment with 31 years of experience in the field. The company has long been a fertility pioneer, with research and technologies developed in-house virtually doubling IVF success rates in the mid-nineties and continuing to improve outcomes today. In September 2017, Genea was listed in the Australian Financial Review's Top 50 Most Innovative Companies List, ranking number 25.

Genea's sister company, Genea Biomedx creates and manufactures practical, accessible and precise fertility technologies that help standardise and automate fertility treatment. Its unique relationship with Genea Fertility means that Genea Biomedx is a manufacturer that truly understands the customers' perspective. As a result, Genea Biomedx has developed the world's first automated vitrification instrument and has created a world leading benchtop incubator with timelapse functionality.

## **About Gavi, Geri, Gems and Gidget**

- Gavi – the world's first automated vitrification instrument; Vitrification is a process used in IVF to preserve human egg cells (oocytes) or embryos by cooling them to deep sub-zero degrees. Approaching the process in an innovative way, Gavi uses an automated, standardized protocol aiming to provide consistent results in blastocyst vitrification.
- Geri - a benchtop incubator with individually controlled incubation chambers per patient to minimize disruptive events to the early-stage embryo. It also incorporates a camera for continuous monitoring of embryos as they develop.
- Gems - the latest generation of Genea's culture media for embryo cultivation.
- Gidget - an innovative witnessing and tracking system that provides electronic witnessing, lab workflow management and support for traceability and audit reporting.