

Changing fertility care
for generations to come



Partnering beyond products

CooperSurgical is a global leader in IVF and reproductive genetics.

For decades, we have developed, acquired and expanded the availability of products and services for every step in the ART journey. We are at the forefront of delivering cutting-edge technologies for fertility treatments. From artificial intelligence to digital connectivity, we are committed to building on our legacy and leadership, strengthening our partnerships to accelerate these advancements.

Our strong global team of experts, trained in all areas of reproductive medicine, support clinics around the world with education and training that is backed by the latest research and best practices.

Our no-compromise approach ensures that we deliver the highest quality products, service and knowledge possible. For you, this means solutions tailored to optimize your chances of success.

Collectively, our state-of-the-art production facilities, strategically located logistic hubs and centralized and regional regulatory affairs team guarantees full regional product compliance with simple and efficient order handling.



State of the art manufacturing and testing facilities

93% OF OUR CUSTOMERS EVALUATE THE QUALITY OF OUR PRODUCTS AS HIGH

– Based on 743 participants in 2020 customer satisfaction survey



* May vary according to geographical location



How can we change fertility care together?

We all belong to a generation. But not everyone has the chance to help create a new one.

The birth of Louise Brown heralded huge possibilities for IVF in advancing fertility care to benefit millions of women, babies and families.

Every medical field has its own unique challenges. For the field of fertility care, a lot has changed over the last couple of decades and with it, we are seeing some obstacles that are affecting fertility care worldwide.

How can we meet the demands of the ever-changing landscape of fertility care?

We asked. You answered.

We took an active role in learning what are some of the universal obstacles hindering the advancement of the fertility industry. We think listening and understanding the different needs of patients, colleagues and clinicians is the best way that we can help inspire action and drive positive change for fertility care around the world.



CLINICAL INTERACTIONS

In the first six months of 2021 alone, our Medical Affairs team engaged more than 50,000 times with clinicians and embryologists.



SURVEYING NEEDS

From September 2020 to March 2021, we asked almost 500 clinicians and 250 patients about their challenges and needs.



CUSTOMER SATISFACTION

We do annual global customer satisfaction surveys to understand what we do well and what we can do even better.

CHALLENGES

Global challenges affecting the fertility industry

Through our ongoing dialogue with clinics and patients around the world, we see three global challenges focused on the scientific, technological and social developments that are happening today.

We believe that addressing these key global challenges now will have a great impact in changing fertility care, not just for today – but for generations to come.

CHALLENGE #1

DEMOGRAPHIC CHANGES ARE A CHALLENGE FOR FERTILITY OUTCOMES

Various factors including economic development, parental age, individual health issues and environmental factors are impacting fertility rates.

CHALLENGE #2

LACK OF DATA UTILIZATION IS A CHALLENGE FOR THE FERTILITY JOURNEY

Every day, fertility clinics collect important data and patient information but they often require support in terms of the tools, equipment, time or advanced training needed to interpret and utilize these insights.

CHALLENGE #3

LIMITED ACCESS TO QUALITY FERTILITY TREATMENT FOR ALL IS A GLOBAL CHALLENGE

To attain the highest standard of reproductive health worldwide, greater support is needed to increase the awareness about, availability of, and access to, quality fertility treatment for all those who seek to become parents.

CHALLENGE #1

Demographic changes are a challenge for fertility outcomes

Throughout the world, a number of factors are affecting fertility in women and men. These factors which include parental age, education, individual health issues and environmental factors are changing the demographics of those seeking to become parents and require new clinical approaches to improve fertility outcomes.*

Optimization of processes and protocols will help change the standards of fertility care

By promoting the standardization of protocols and procedures, we can support clinics and patients throughout the fertility journey.

Our cutting-edge technologies, services and training help to standardize, optimize and automate clinical workflows. We want to offer the best possible support to drive efficiency in clinics – and achieve the best possible results.

COMMITTED TO ADVANCING FERTILITY CARE

QUALITY ASSURANCE

We have a no-compromise approach to quality for every product and service.

GLOBAL TRAINING & EDUCATION


Access to a global network of scientific leaders, embryologists and clinical training experts.

STANDARDIZING TECHNOLOGIES

Process development and compliance are core to our portfolio, leading to efficient process management solutions including RI Witness™.

GLOBAL SUPPORT & SERVICE

Our global representation ensures you easy and reliable access to products.



In our 2020 study of 217 fertility doctors across the US, UK, India, Spain and Japan, 41% ranked increasing parental age as the most impactful development within fertility**

* Roser M. Fertility Rate. Our World in Data. <https://ourworldindata.org/fertility-rate>. Published 2021.
** Data on file

GLOBAL TRAINING & EDUCATION

Knowledge for generations to come

The cornerstones of our industry – research, education and knowledge-sharing – propel us into a future built on the highest standards of fertility care for clinics and patients.

Our global clinical team utilize best practices to facilitate lectures, seminars, research and workshops specifically for embryologists, gynecologists, lab managers and R&D scientists at every level of experience. We also offer hands-on expert training in breakthrough technologies and next-generation techniques.



CENTERS OF EXCELLENCE

With seven Centers of Excellence around the world, we seek to provide face-to-face as well as virtual training to clinic staff globally.



ART SCIENTIFIC

Our publication, ART Scientific, written in cooperation with leading KOLs around the world, shares insights on focus topics.



SCIENTIFIC PARTNERSHIP

Collaboration with clinics and universities is an essential part of our development plan.



STANDARDIZING TECHNOLOGIES

RI Witness ART Management System

Confidence, efficiency and trust throughout the fertility journey.

The RI Witness electronic witnessing system is your cornerstone solution for sample safety, efficient workflow management and as an auditing tool for quality control. For larger labs or groups, data collection and auditing/KPI tools support the oversight of lab performance, and in all clinics, RI Witness increases confidence in the chain of custody, minimizes risks and reduces liability.

Some of the largest clinics in the world such as **Indira IVF (India)**, **CARE Fertility (UK)** and **Shady Grove Fertility (USA)** have introduced RI Witness to increase their standards to assure every patient of accountability and to optimize outcomes.





“ It would be great to standardize each of the procedures, and at the same time provide different procedure options for patients.

This adaptability will give patients access to a gold standard procedure that is tailored specifically for their fertility journey.”

Dr. Marcos Meseguer

Scientific Supervisor and Senior Embryologist at the IVI
(Instituto Valenciano de Infertilidad) Valencia IVF unit, Spain



CHALLENGE #2

Lack of data utilization is a challenge for the fertility journey

The more information or data that is gathered on different types of patients, lab protocols and procedures, the more we can improve lab performance and fertility outcomes for all. For clinics to interpret and utilize these valuable insights, they often require support in the resources, time or advanced training needed.

Access to quality data and transparency will help change the journey in fertility care

We are committed to offering products and services that help bridge these needs. By combining data, artificial intelligence (AI) and digital knowledge-sharing, we aim to give clinics the opportunity to offer each patient a personalized fertility journey as unique as they are.

We are working to bring evidence-based best practices and individualized data insights into day-to-day fertility care to support better informed decisions that promote a higher level of insight, efficiency and trust.

HIGHEST QUALITY PRODUCTS, SERVICE AND KNOWLEDGE POSSIBLE

ADVANCED AI TESTING

Our focus on innovation drives groundbreaking solutions such as the PGTaiSM genetic test which harnesses the power of AI and machine learning to improve interpretation of PGT-A results.

GENETIC COUNSELING

We have a team of over 25 board certified genetic counselors with specialized expertise in reproductive genetics to support patients and clinic teams.

CRYOPRESERVATION SOLUTIONS

With the acquisition of Embryo Options[®], we have taken an important step in improving efficiency and educating patients about their disposition options, using best-in-class digital solutions.

PROCESS OPTIMIZATION

Our experts in processes from sperm analysis to embryo transfer are available to support your individual needs for troubleshooting and training.

PROCESS OPTIMIZATION

A global team of specialists ready to help optimize clinical processes

To strengthen clinical approaches, we start by understanding all the complexities that embryologists, clinicians and clinic managers face every day to maintain the highest standards in their clinics.

Data collection with focused Key Performance Indicators (KPIs) can give clinics a better overview to improve overall lab performance.

Our team of experienced embryologists support clinics through data-driven insights specific to their ways of working. Better access to data and its targeted use can help enhance troubleshooting, training and education.

SHARING EXPERTISE AND KNOWLEDGE

Our team offers specialized support designed to meet your clinic's individual needs, including:

TURN-KEY PROJECTS

Assisting in the establishment of fully compliant ART clinics.

LABORATORY DESIGN

Sharing best practices for lab set-ups to ensure efficient workflow.

CLINIC REVIEWS

Troubleshooting with tailored recommendations to optimize lab performance.



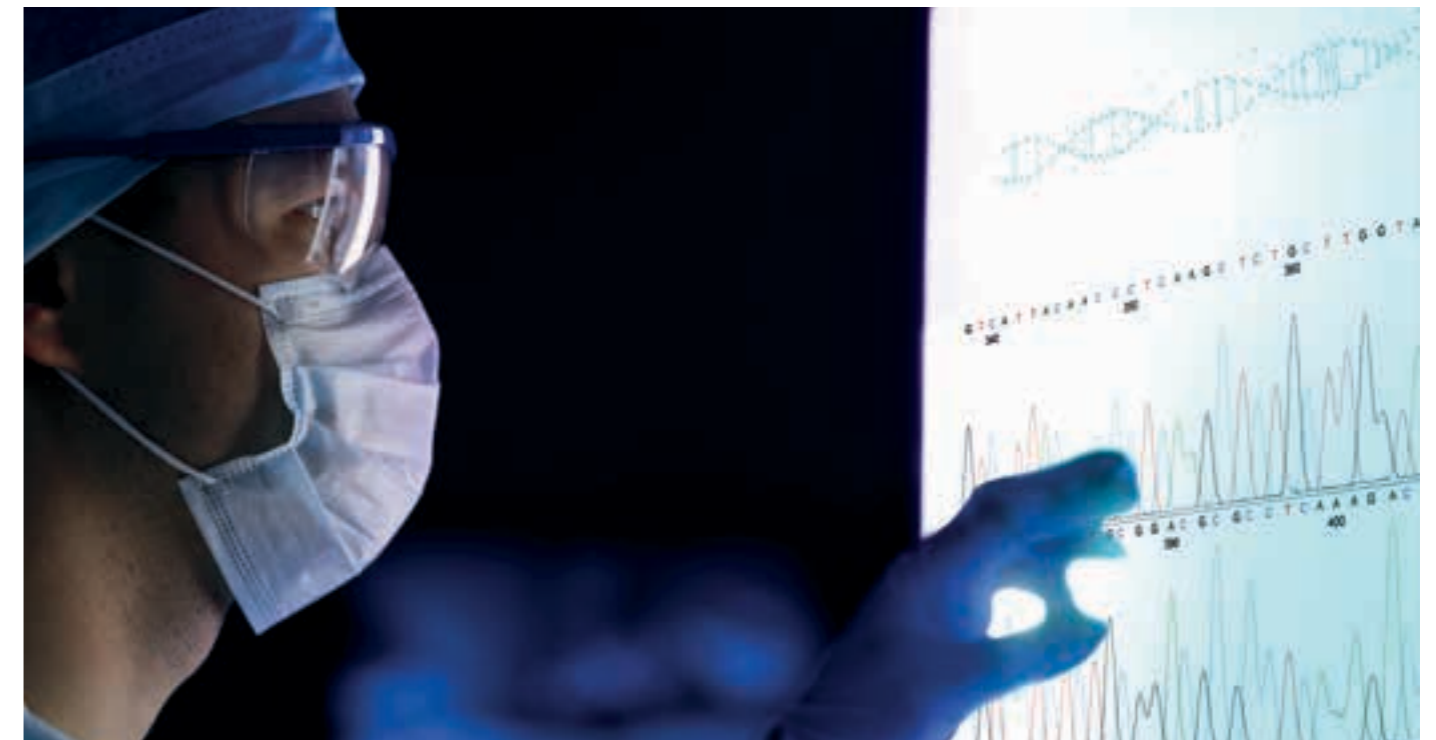
ADVANCED AI TESTING

Innovative PGTai test for accurate embryo selections

Improve embryo transfer outcomes with an analytical tool built from AI and machine learning based on real life outcomes.

The PGTai test provides the most comprehensive PGT-A testing to date. For preimplantation genetic testing (PGT), it provides an accurate and objective interpretation of embryo classification.

Recently, a single-center study showed a significant increase in ongoing pregnancy and live births and an apparent decrease in early pregnancy loss rates when our PGTai 2.0 AI test was used to screen embryos.*



* Buldo-Licciardi et al. Second generation artificial intelligence technology for preimplantation genetic testing. Fertil Steril. 2020;114(3):e71. doi:10.1016/j.fertnstert.2020.08.218

CAITIE'S STORY

How a PGTai test changed a family's fertility journey

Having the right information and options available for patients and clinics increases the opportunity for better informed decisions. Our PGTai test is giving greater confidence in embryo classification and guiding embryo transfer.

The story of Caitie and her husband, James, is a great example of how the use of genetic testing positively impacted one family's fertility journey.

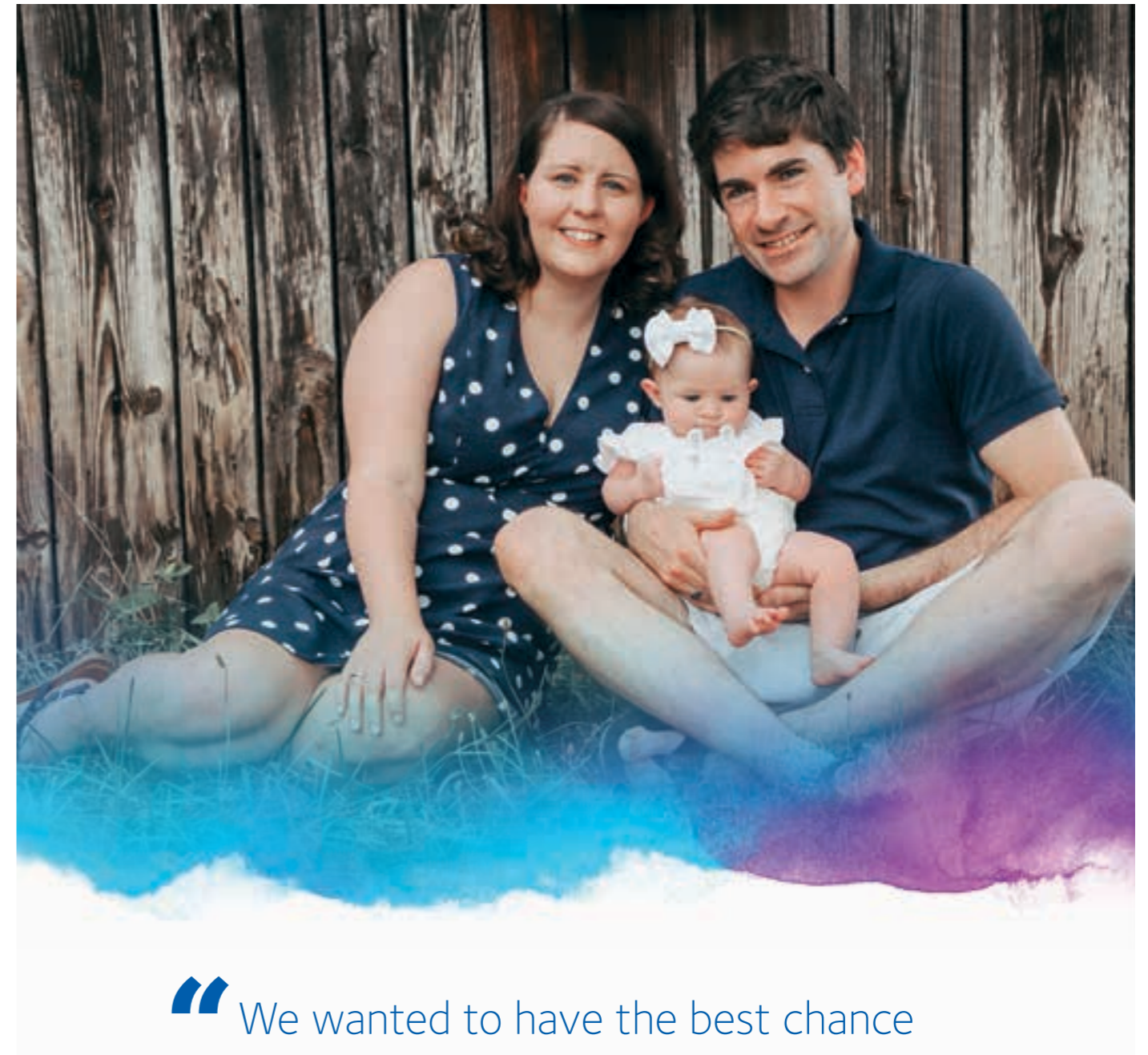
Infertility can be a challenge for people of all ages. After trying to conceive naturally, 28-year-old Caitie and 30-year-old James began fertility treatments in 2018. CooperSurgical's PGTai test gave them the opportunity for a more personalized treatment that resulted in a successful embryo transfer and birth of their healthy daughter in 2020.

Working with a specialist in Reproductive Endocrinology and Infertility, Caitie's diagnosis of polycystic ovary syndrome (PCOS) and James' severe male factor infertility, potentially caused

by hernia surgery, had them eventually turning to IVF with ICSI (intracytoplasmic sperm injection).

Together with their fertility care team, Caitie and James chose PGT-A or preimplantation genetic testing on their seven blastocysts, and used CooperSurgical's PGTai test for the screening of their embryos.


For their fertility journey, Caitie and James had accessed the right knowledge to make the right decision for them as a family. PGT-A analysis found that only one embryo was euploid. After a successful transfer and pregnancy, they welcomed their healthy daughter Lucy to the family in April 2020.



“ We wanted to have the best chance possible and avoid transferring embryos that could potentially lead to miscarriage or severe birth defects... After careful consideration, we decided to go through with PGT-A for all seven embryos via CooperSurgical's PGTai test.

Having the right knowledge allowed us to make the right decision. Knowledge is power.”

Caitie is from North Carolina, USA and married to James. They now have a lovely daughter, one-year-old Lucy.



“... we can all play a strong role
in educating the public...
I’m optimistic that through
education, better data and
standardization,
**we may be at
the dawn of a new era
in reproductive health.”**

Professor Christopher Barratt

Head of the Reproductive Medicine Group at the University of Dundee, UK
and active WHO member

CHALLENGE #3

Limited access to quality fertility treatment for all is a global challenge

Over the last decades, the world of fertility care has achieved major advancements. Unfortunately, in many countries today, the availability, access, and quality of interventions to address infertility are not universally available to all those who seek to become parents. Working together to attain the highest standard of reproductive health coupled with reproductive rights needs to be prioritized globally.

Infertility awareness will help change the access to fertility care

The World Health Organization (WHO), European Society of Human Reproduction and Embryology (ESHRE), American Society for Reproductive Medicine (ASRM) and RESOLVE are some of the organizations already working tirelessly to shine a light on the far-ranging effects of infertility.

We believe that it is vital to have infertility recognized as a disease on a global scale. That is why we are seeking to take a larger role in driving infertility awareness, collaborating with the relevant stakeholders to have infertility recognized as a disease and to provide patients around the world with the highest possible standards of care and support.

CHANGE STARTS WITH KNOWLEDGE

DISEASE AWARENESS

We take an active role through our strong partnerships to help promote infertility awareness.

SHARING BEST PRACTICES

We believe that improving clinical outcomes relies on sharing evidence-based procedures and protocols developed from the latest research.

PATIENT INFORMATION

We support patient organizations that drive awareness of important patient challenges. Visit our website to find our patient materials.



Together, we are stronger!

Making an impact felt around the world.

The fertility industry has an important obligation to work with government, non-government, industry and patient organizations to increase this momentum. Together, we can drive education to help recognize the importance of the issue of infertility and influence access to quality treatment.

“...greater support is needed to increase awareness about, availability of, and access to, quality fertility treatment for all those who seek to become parents.”

Holly Sheffield

President, CooperSurgical, Inc.



Japan – we are sharing our experiences, knowledge and best practices with government officials as part of an ongoing conversation on improving birth rates in the country.



India – we worked closely with the three major ART societies to create consensus around guidelines for safe and ethical practices to raise the quality and consistency of fertility treatment for patients and help optimize outcomes.



United States – we are working with and sponsor RESOLVE, the National Infertility Association to help increase infertility awareness and promote patient access to education and support.

Building on a portfolio of legacy brands

We are proud to be part of CooperCompanies, dedicated to a world with healthy women, babies and families. As we continue to broaden our portfolio and deliver integrated solutions to clinics, we are also working to expand our footprint of leading and innovative solutions to markets where there is currently no access to similar options for clinics and patients.

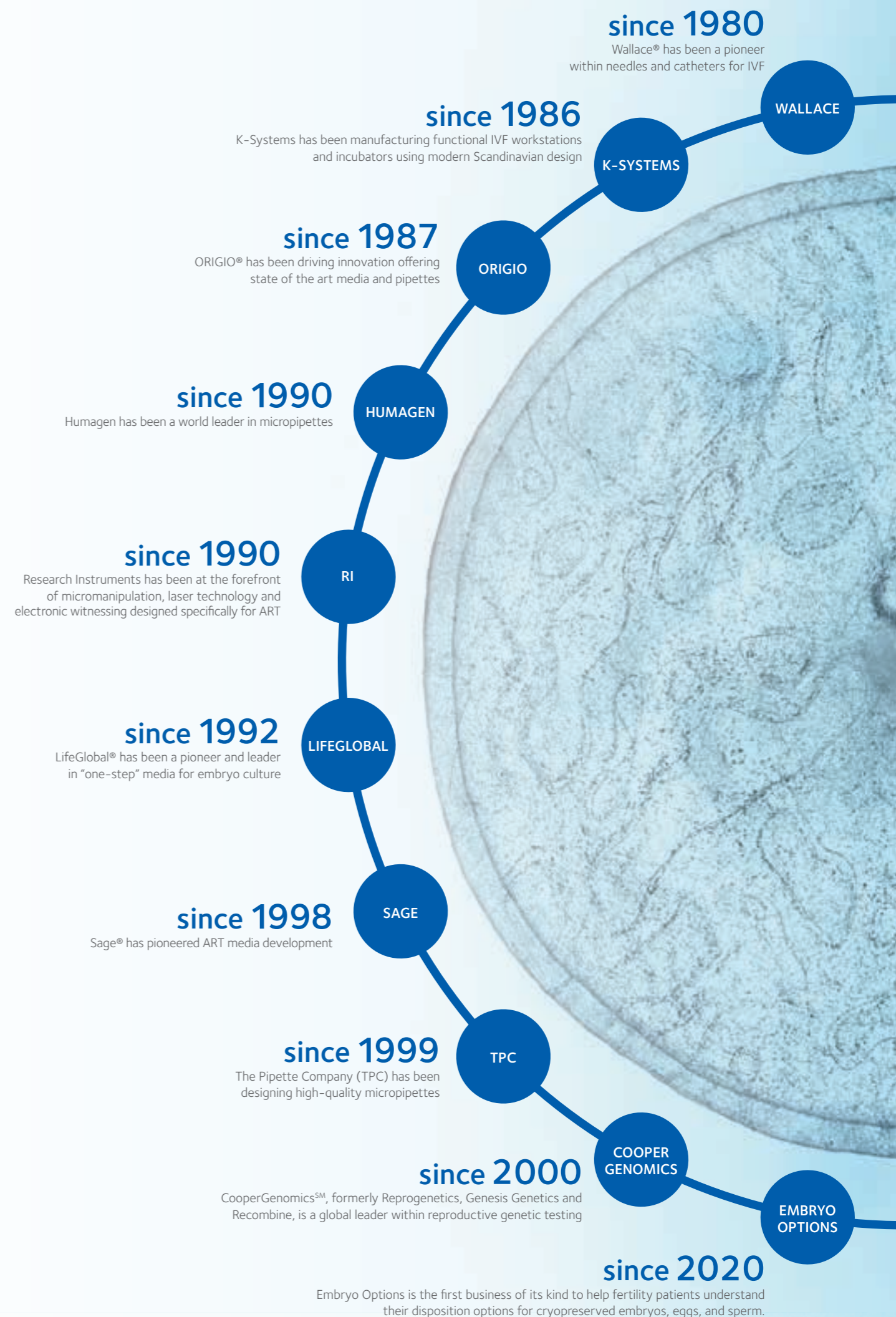
As our business has grown and evolved, our commitment to responsible business practices has deepened. We will document our progress on the environmental, social, and governance (ESG) issues that matter most to our businesses and stakeholders, including product quality and patient safety, business ethics, employee health and safety, diversity and inclusion.

There is a lot to be proud of and we are committed to accomplishing more.

We will continue to push the boundaries of what is possible to build a better fertility journey for all.

Working with fertility clinics to use technology, science and knowledge to increase the standards of treatment and reach optimal outcomes, all while ensuring the availability of, and access to, the highest standards of care for patients.

That is how we, together, are changing fertility care.
Not just today, but for generations to come.





How can we change fertility care?
Explore our Content Hub for personal stories and industry
perspectives from the world of fertility.

<https://fertility.coopersurgical.com/changingfertilitycare/>

If you have a perspective, story or insight that could benefit others,
please get in touch!