

## Advanced ART tech can reduce repeated IVF failure

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Infertility is a growing concern around the world. India has nearly 10-12% of married couples who suffer from the inability to conceive naturally. Among them, only 1% of couples have turned to IVF (in - vitro fertilization) or other infertility treatments for pregnancy. However the uptake of Assisted Reproductive Technology (ART) for conceiving is on the rise. In the 40 years since the world's first IVF baby was born, over 8 million IVF babies have been born worldwide.

Dr. Parul Katiyar, Fertility Consultant at Nova IVI Fertility, Delhi said "IVF is usually opted by couples who even after trying for several years are unable to conceive naturally. Often fertility treatments are recommended to patients having blocked or damaged fallopian tubes, male factor infertility, which also includes decreased sperm count or sperm motility, women with ovulation disorders or who have had their fallopian tubes removed, premature ovarian failure, uterine fibroids, unexplained infertility, etc. The treatment modalities for two patients are never the same, as each patient faces a different fertility issue. One patient may conceive undergoing a simpler treatment like medication or IUI (intrauterine insemination), while other may require multiple cycles of IVF or ICSI (intracytoplasmic sperm injection). Thus, it is very important to understand the reason of infertility for better treatment."

"With the increasing trend in personalised medicine and healthcare services, IVF has witnessed a growing need for individualised protocols such as personalised embryo transfer (pET) and individualised ovarian stimulation to optimise treatment. ART has developed with multiple solutions to aid in finding a suitable treatment alternative for every infertile couple. Technologies like blastocyst culture, Magnetic Activated Cell Sorting (MACS) and reproductive genetics like Preimplantation Genetic Screening (PGS), Preimplantation Genetic Diagnosis (PGD), and Endometrial Receptivity Array (ERA) have helped to increase the success rate of IVF by significant percentages," said Dr. Parul.