

AI-driven Israeli company Embryonics ties-up with Jaslok Hospital

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The data-driven fertility company helps increase the success rate of fertility treatments



Embryonics, an Israel-based data-driven fertility company announced its first collaboration in India with Jaslok-FertilTree International Fertility Centre. The newly set up partnership will aim to help increase the success rate of fertility treatments in the Indian subcontinent.

Women undergoing IVF face costs of anywhere between \$10,000 to \$25,000 per cycle, with no guarantee of success. It is here that Embryonics aims to reduce the number of IVF rounds and their attendant expenses.

Embryonics has trained its algorithms using tens of thousands of data points from large clinics in the US, Israel, Europe, and Asia and the first product to reach the market is UBAR, CE marked assistive embryo selection tool. UBAR's purpose is to assist embryologists in a highly subjective decision-making step, utilising a more objective data-driven approach and is not intended to replace the human factor. UBAR is a cloud-based software that uses time-lapse videos or single images of blastocysts to predict implantation probability, automatically annotate morphokinetic events and assist embryo selection using a data-driven approach.