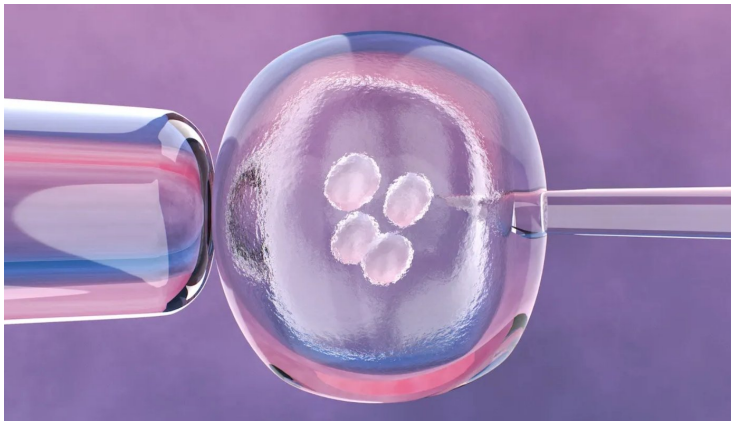
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Nova IVF Fertility brings Artificial Intelligence into IVF labs for smarter embryo selection

21 August 2025 | News

Partners with South Koreaâ??s Kai Health, launches AI-powered Vita Embryo across Novaâ??s 120 clinics in 65 cities



Bengaluru-based Nova IVF Fertility, India’s fastest-growing fertility chain, has announced the integration of Artificial Intelligence (AI) into its in vitro fertilisation (IVF) labs to bring in greater precision and trust to embryo selection, an extremely crucial element of fertility treatment.

The fertility chain will implement Vita Embryo, an AI-based embryo assessment, across its 120 clinics in 65 cities. This is implemented through Nova IVF’s partnership with South Korea's AI technology firm Kai Health. This technology will improve pregnancy rates, reduce time of a patient’s IVF cycle, and can bring in much better transparency in the fertility treatment.

Kai Health attained medical device certification for Vita Embryo in Europe, Singapore, Korea, and India. Clinical tests indicate that AI-powered Vita Embryo can double the accuracy of embryo selection compared to human evaluation, providing couples with a better chance of attaining successful outcome.

Within the IVF Lab, Clinical Embryologists apply years of expertise, grading each embryo on its capacity to develop into a pregnancy. With Artificial Intelligence, now serving as an additional pair of eyes, this helps to further improve accuracy. Technology can spot tiny details about embryo health that might be too subtle for a human eye and can give couples added confidence that the best possible embryo is being selected for their journey.