

## **An Innovative approach to improving fertility rates worldwide**

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The Enhanced Fertility Programme is an evidence-based approach, developed through research in collaboration with London South Bank University. The Enhanced Fertility Programme is an innovative response to the worldwide worsening fertility rates. The aim is to provide a solution that addresses the infertility problem at its source and supports people not only in Europe, but in more deprived areas of the world where easy access to healthcare professionals and cutting edge medicine is challenging.

During this talk, we explain how we developed an award-winning solution that is making a difference worldwide. We also discuss the research data behind it and how professionals can implement similar programmes in fertility clinics, helping improve patient outcomes, education and experience, increase patient acquisition and patient retention rates.