

The IVF Positivity Planner

The IVF Positivity Planner is a unique support resource that combines coaching exercises and coping strategies with a journal to fully support people through TTC and IVF.

Through my work coaching patients and my support groups, I have gained a deep understanding of the points of treatment and TTC that people struggle with on a daily basis, and how a planner to support them through treatment would help with those fears, enable them to take control and improve their emotional wellbeing.

Research has shown that women struggling with infertility experience the same level of depression as women with Cancer, HIV and heart disease, and a shocking 42% of respondents in a recent Fertility Network survey reported having felt suicidal at some point. If you apply that percentage to the number of women going through IVF in a year, there are potentially 28,500 women feeling suicidal due to infertility every year.

Patients feel overwhelmed and out of control when they are told they need fertility treatment. They know very little about IVF and often feel very daunted. A huge percentage of people choose to not have fertility treatment or drop out of treatment part way through, and clinics can learn a lot from that in how to better support patients and increase their conversion rates.

A review study (by S. Gameiro, J. Boivin, L. Peronace, and C.M. Verhaak) looked studies on the discontinuation of fertility treatment that included over 21,000 patients across 8 different countries.

It showed that:

'Patients discontinue treatment due to its physical and psychological burden, to relational and personal problems, to moral/ethical objections and/or fear of negative health effects of treatment and organisational and clinic problems.'

The planner is designed to help with all the above, so that patients feel calmer, more informed and more in control of what is happening to their bodies, meaning they are in a better state for considering, starting and continuing treatment.

The IVF Positivity Planner includes:

- Coaching exercises to help them feel less overwhelmed and more in control.
- Coping strategies and advice on the most common worries.
- Goal setting on self care and other areas in their lives, with regular check ins for support.
- Journal space to reflect on the positives from the day, their self care time and an action they will take the next day to keep them working towards the goals they have set.
- A section to specifically support patients through treatment.



As a clinic if you can provide this resource to them to support them through their treatment, they will feel supported, more informed and more in control before they even start and are more likely to begin and continue treatment with you. You will show that you understand how big this is for them, and that you are committed to helping them through it.

For more information follow the link <http://sarahbanks.coach/2019/11/13/ivf-positivity-planner/>

Feedback on the IVF Positivity Planner

"Thank you for creating something truly amazing and awesome. We started our first IVF cycle on Friday and I was definitely in need of something like this; somewhere to write down all my crazy thoughts and make note of my appointments and medication instructions, something that tells me normal and not going mad and that I'm strong and resilient and it's ok to not be ok. Thank you Sarah, I love your planner and I'm sure that many other ladies on this TTC journey will to. Xx"

"The Positivity Planner really helped me, especially in getting my thoughts elsewhere in the 2ww. I found the information in the pages at the back in particularly really useful (e.g., allowing only a limited amount of worry time a day was a good strategy - difficult, but good!). My husband and I also wrote a list of things to do to keep us occupied based on one of your tips and we're still working our way through that. It has given us something else to focus on, even if it's just for short bursts. Thanks again for coming up with the idea for the planner - I'm sure it's going to help so many women who go into IVF not knowing what to expect."

Benefits to Patients

- Helps them set goals around changes they would like to make to aid their fertility.
- Provides coping strategies and exercises to help with the emotions of TTC and IVF.
- They feel happier and stronger going into treatment.
- Helps them take back control of their lives and the process.
- Offers support and guidance on the most challenging parts of TTC and treatment.
- It features a specific treatment section to help with the feelings of overwhelm.
- They feel calmer, more informed and more in control of what is happening to their body, meaning they are in a better state for coping through TTC and treatment.



Benefits to Clinics

- Seen as providing additional emotional support for patients.
- Patients feel better able to cope with treatment so don't drop out of treatment.
- It helps patients make changes that will aid their fertility and increase chances of successful treatment.
- Highlights to patients that they are not just a number, and that you are not only interested in the money.
- Patients use the planner to write important information in appointments so reduces number of questions and errors in self administration.
- Patients feel more important and appreciate added extras, they show the clinic cares.
- Improved patient experience, leading to:
 - Higher retention rates for further cycles (especially moving from NHS to self funded)
 - Higher conversion rates due to being able to highlight support and care you offer
 - Positive feedback and referrals

Provide This Resource To Your Patients

You can provide this brilliant support resource to your patients as part of their treatment plan at the commercial prices below. At the highest cost price of £18 it accounts for only 0.4% of the cost of an average cycle of IVF, but the positive impact on the patient receiving it (and their opinion of your clinic) will be huge.

Units	50	100	500	1000
Price (per book)	£18.00	£17.00	£15.00	£13.00
Total Cost	£900	£1,700	£7,500	£13,000

The IVF Positivity planner can be personalised to your clinic logo to give to your patients:

- £100 additional cost to personalise with your clinic logo
- Minimum order qty 100 units

For more information contact me at sarah@sarahbanks.coach