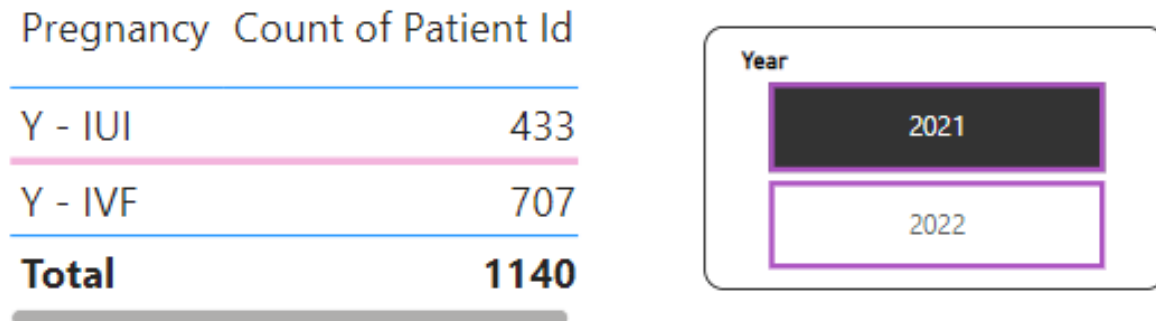


# **Fertility Treatment Analysis**

July 2024  
Progyny Assessment  
By Aakash Mohikar

## 1. How many appointments occurred in 2021 in which members had an opportunity to achieve pregnancy?

In 2021, there were a total of 1140 appointments where members had an opportunity to achieve pregnancy. This includes 433 appointments for IUI and 707 appointments for IVF.



Appointments in 2021 Providing Opportunities for Pregnancy by Technique

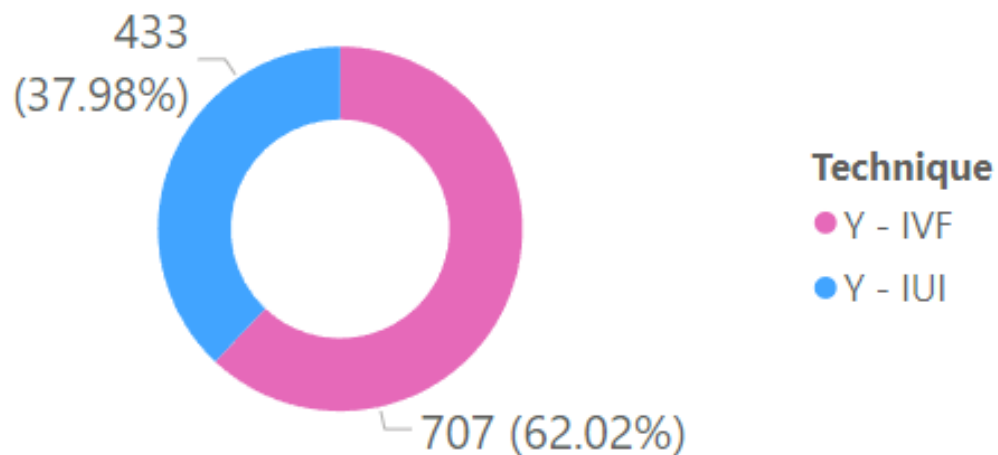


Figure 1: Appointments in 2021 Providing Opportunities for Pregnancy by Technique



## 2. We are not achieving our 2022 revenue goals for Egg Banking. What insights can you draw from the data?

In 2021, out of 4,721 appointments, 3,289 (70%) were completed treatments. In 2022, with data only from January to August, there were 4,288 appointments but only 1,278 (30%) were completed treatments. This indicates a lower completion rate in 2022, suggesting potential issues such as higher cancellation rates, treatment delays, or incomplete records for the later part of the year. The absence of data for the last two quarters of 2022 could also skew these numbers.

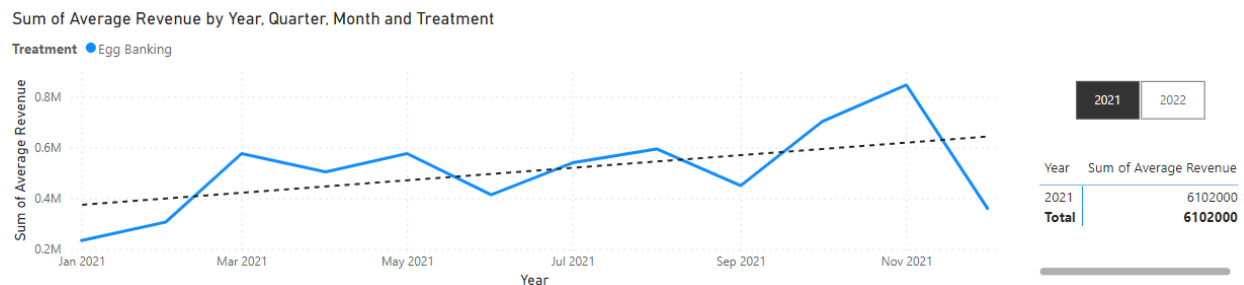


Figure 2: Sum of Average Revenue in 2021 for Egg Banking

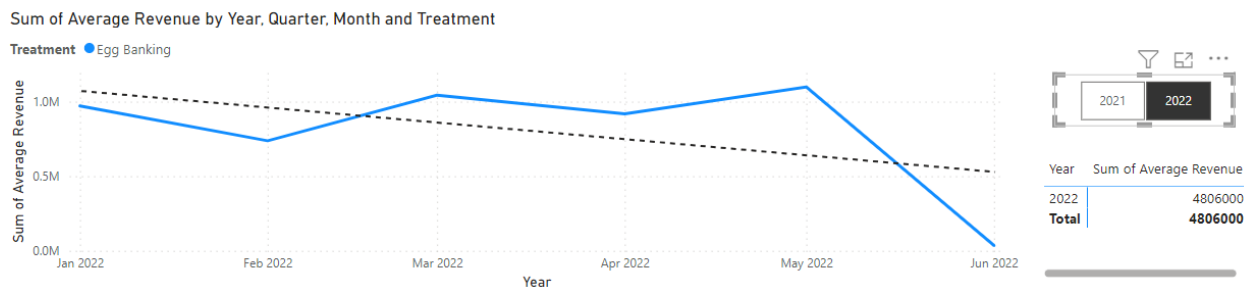


Figure 3: Sum of Average Revenue in 2022 for Egg Banking

Appointment Status	(All)				
Count of Treatment	Column Labels				
Row Labels	Egg Banking	Initial Consult	IUI	IVF	Grand Total
2021	340	1433	433	1951	4157
Qtr1	62	400	83	372	917
Qtr2	84	373	111	470	1038
Qtr3	88	353	112	568	1121
Qtr4	106	307	127	541	1081
2022	267	1249	399	1638	3553
Qtr1	153	796	245	965	2159
Qtr2	114	453	154	673	1394
Grand Total	607	2682	832	3589	7710

Treatment	Egg Banking
Row Labels	Sum of Average Revenue
2021	6102000
2022	4806000
Grand Total	10908000

Figure 4: Count of Treatment per quarter



## Insights:

### Increase in Initial Consultations:

- There is a significant increase in the number of initial consultations in Q1 2022 (796) compared to any quarter in 2021. This increase suggests that marketing or outreach efforts may be driving more potential clients to explore fertility options.

### Fluctuations in Egg Banking Treatments:

- While there was an increase in Egg Banking treatments in Q1 2022 (153) compared to Q4 2021 (106), Q2 2022 saw a decrease to 114. This fluctuation indicates that despite an increase in initial consultations, the conversion rate from consultation to Egg Banking treatment is inconsistent.

### Strong Performance in Other Treatments:

- IVF treatments show strong numbers, especially in Q1 2022 (965), indicating high demand and possibly a stronger preference or recommendation for IVF over Egg Banking. IUI treatments also saw an increase in Q1 2022 (245) but a drop in Q2 2022 (154).

### The increase in IVF treatments in Q1 and Q2 of 2022 likely resulted from:

- **Pandemic Delays:** Couples delayed treatments during COVID-19 and resumed in 2022.
- **Increased Awareness:** More people became aware of IVF success rates and advancements.
- **Financial Incentives:** Improved insurance coverage or discounts made IVF more affordable.
- **Consultation Influence:** The graph shows a clear correlation between Initial Consults and IVF treatments. In Q1 2022, there was a significant spike in Initial Consults (796), which was followed by a substantial increase in IVF treatments (965) in the same quarter. This pattern continued in Q2 2022, with 453 Initial Consults preceding 673 IVF treatments. The data suggests that the rise in initial consultations directly contributed to the increased number of patients choosing IVF treatment in the following months, indicating a strong influence of consultations on IVF uptake.



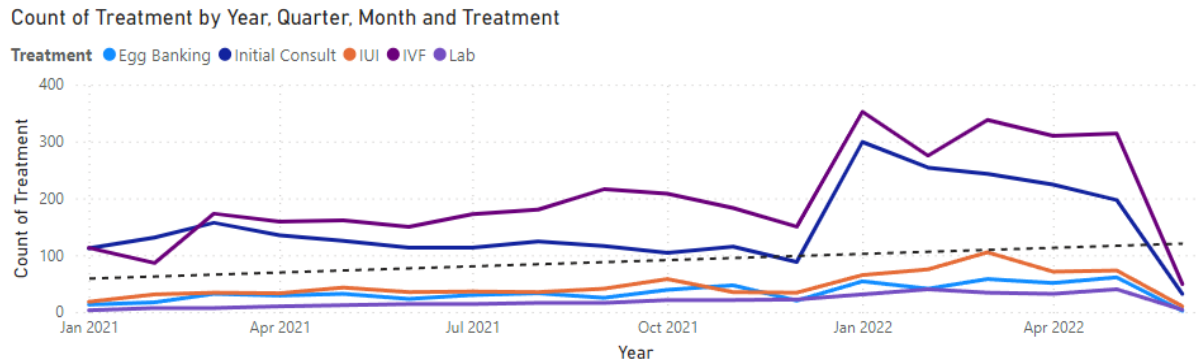


Figure 5: Count of Treatments by Year and Month

### Insights on Completed Treatments:

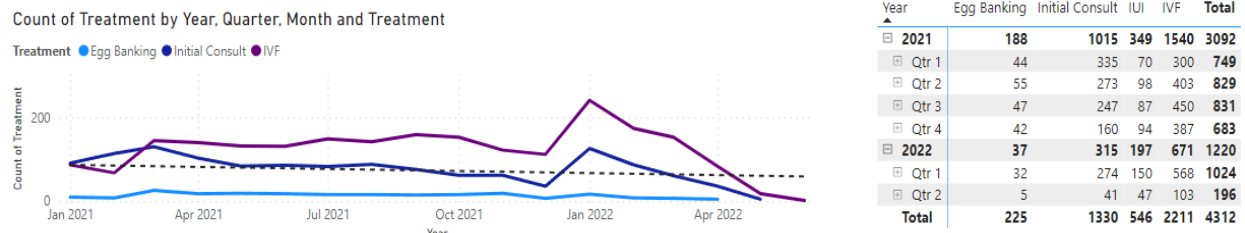


Figure 6: Count of Completed Treatments by Year and Month

### Egg Banking:

- Completed egg banking treatments are significantly lower than total egg banking appointments. In 2021, there were 340 total egg banking appointments, but only 188 completed treatments.

### Initial Consults:

- There's a notable decrease in completed initial consults compared to total initial consult appointments. For example, in 2021 there were 1433 total initial consult appointments, but only 1015 were completed. This suggests that a significant number of initial consultations don't result in completed treatments.

### IVF:

- IVF shows a higher completion rate compared to other treatments. The numbers for completed IVF treatments are closer to the total appointment numbers.



### Lead to Patient Conversion Rate:

- Decrease in Leads: There was a decline in total leads from 3,521 in 2021 to 2,545 in 2022, representing a decrease of approximately 27.72%.
- Decrease in Patients: The number of leads converted to patients also decreased from 2,854 in 2021 to 1,747 in 2022, a drop of approximately 22.75%.
- Conversion Rate: The conversion rate decreased from 81% in 2021 to 69% in 2022. This indicates a less effective conversion strategy or a potential drop in lead quality in 2022.
- It is important to note that the data for 2022 only includes Q1 and Q2. This means that the figures for leads and converted patients are not representative of the entire year. Consequently, the observed decrease in leads and patients for 2022 might not reflect the annual trend, and the actual conversion rate for the whole year could differ.

### Decrease in Overall Treatment Completion:

- In comparing treatment completions between 2021 and 2022:
- 2021: 3,289 treatments completed
- 2022 (Q1 and Q2): 1,278 treatments completed
- Despite fewer months of data in 2022, the total number of treatments completed is significantly lower than in 2021. This suggests a notable decline in the rate of completed treatments for 2022, which could be due to various factors such as increased cancellations, treatment delays, or other operational challenges.

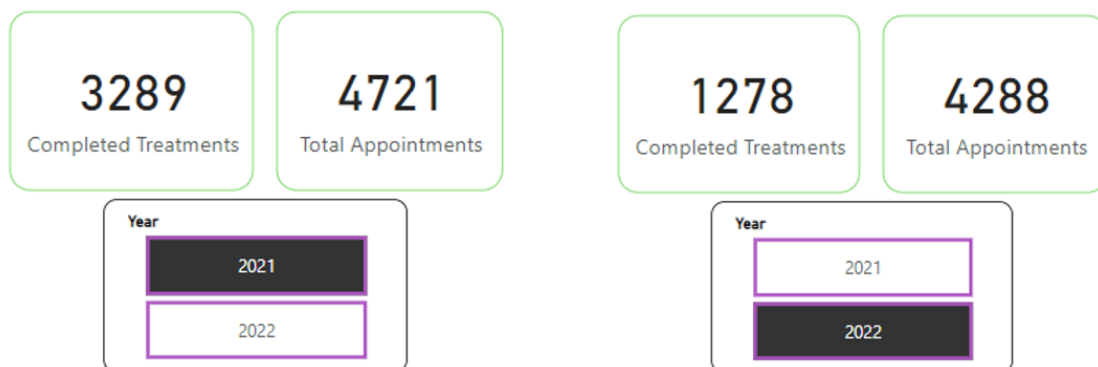


Figure 7: Total appointments vs Completed Appointments per year



### Sum of Average Revenue by Year for Egg Banking

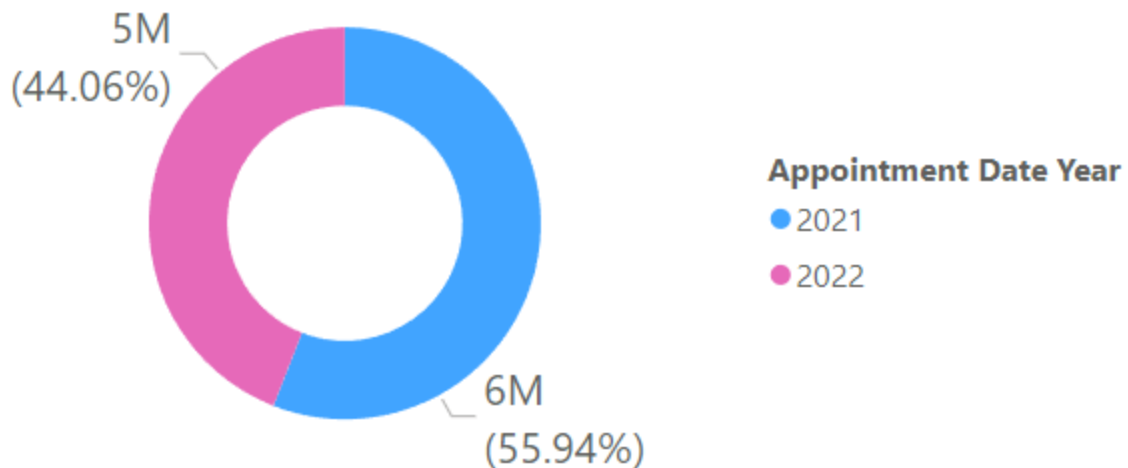


Figure 8: Sum of Average Revenue by Year for Egg Banking

## Potential Issues and Recommendations. What strategy should we implement to increase Egg Banking revenue?

### Conversion Rate:

- The conversion rate from initial consultations to Egg Banking treatments is inconsistent and appears to drop significantly in Q2 2022. This could indicate issues in the consultation process or patient follow-up.
- **Recommendation:** Improve patient follow-up procedures post-consultation, ensuring potential patients are well-informed and supported in making decisions about Egg Banking. Personalized communication and addressing patient concerns may improve conversion rates. This could include follow-up calls, emails, and additional informational sessions.

### Patient Preferences and Counseling:

- The high numbers in IVF treatments suggest patients might be more inclined or better counseled towards IVF rather than Egg Banking.
- **Recommendation:** Evaluate the consultation process to ensure that Egg Banking is presented as a viable and appealing option where appropriate. This might include highlighting specific benefits of Egg Banking or addressing misconceptions about the procedure.



**Marketing and Lead Generation:**

- Evaluate the effectiveness of marketing campaigns and lead sources. Are you attracting the right audience? Are leads from certain sources less likely to convert to paying patients?

**Pricing and Financial Options:**

- Review the pricing of the initial consultation and subsequent treatments. Offer flexible financial options or payment plans to make treatments more accessible.





### 3. Our Q3 2022 goal is to increase the conversion rate from leads to patients. Create a report that we will use to measure the teams' work on this front.

#### Key Metrics

1. Leads to Patient Conversion Rate: The percentage of leads that convert to patients.
2. Count of Leads and Patients: The total number of leads and the total number of patients.
3. Quarterly Performance: Team performance comparison across different quarters.

Leads to Patients Conversion Chart

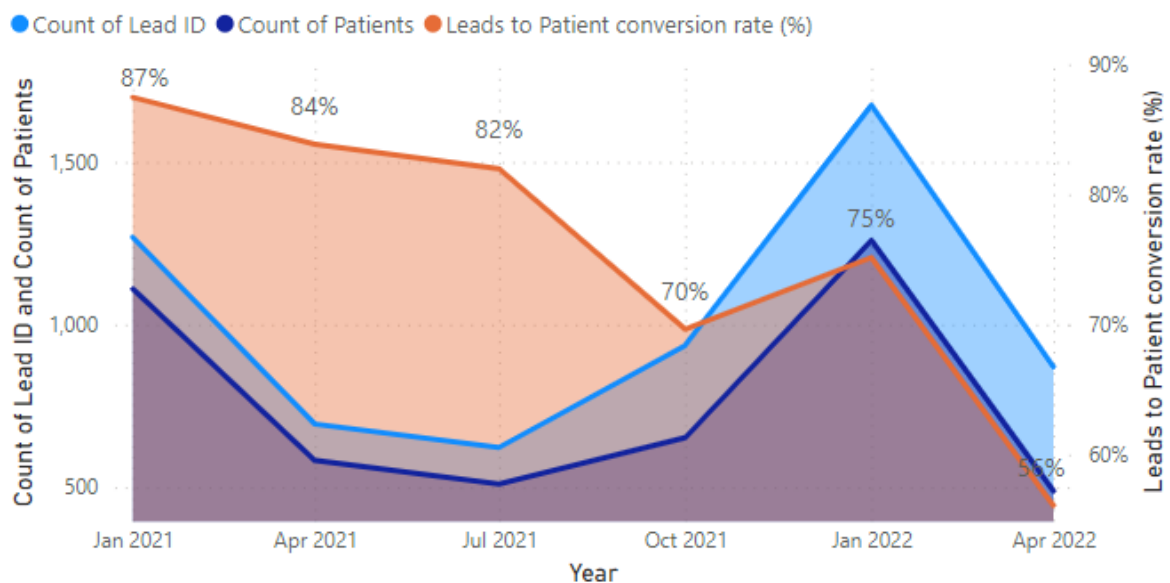


Figure 9: Leads to Patients Conversion Chart



81%  
Conversion Rate 2021

69%  
Conversion Rate 2022

Year	Count of Leads	Count of Patients	Leads to Patients conversion rate (%)
<b>2021</b>	<b>3521</b>	<b>2854</b>	<b>81%</b>
Qtr 1	1269	1110	87%
Qtr 2	694	582	84%
Qtr 3	622	510	82%
Qtr 4	936	652	70%
<b>2022</b>	<b>2545</b>	<b>1747</b>	<b>69%</b>
Qtr 1	1675	1259	75%
Qtr 2	870	488	56%
<b>Total</b>	<b>6066</b>	<b>4601</b>	<b>76%</b>

Figure 10: Summary of Leads to Patients Conversion rate

Team Performance based on leads to patient conversion

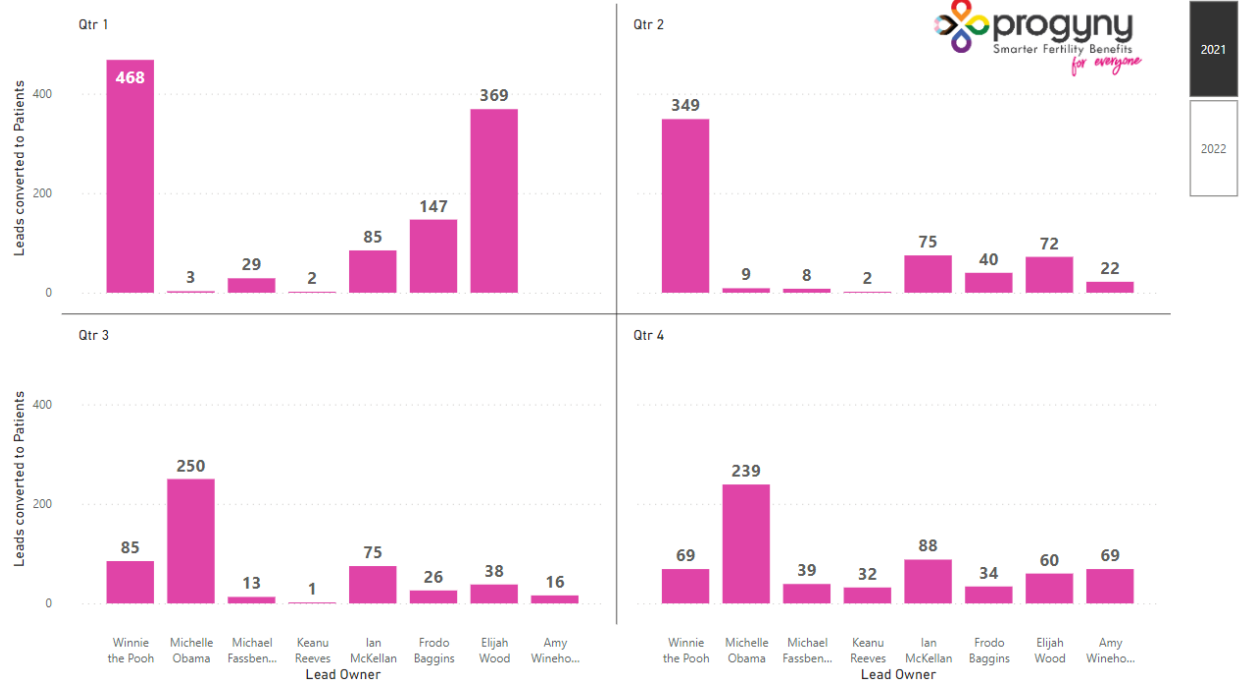


Figure 11: Team Performance based on leads to patients' conversion for 2021 (Top 8 Lead Owners)



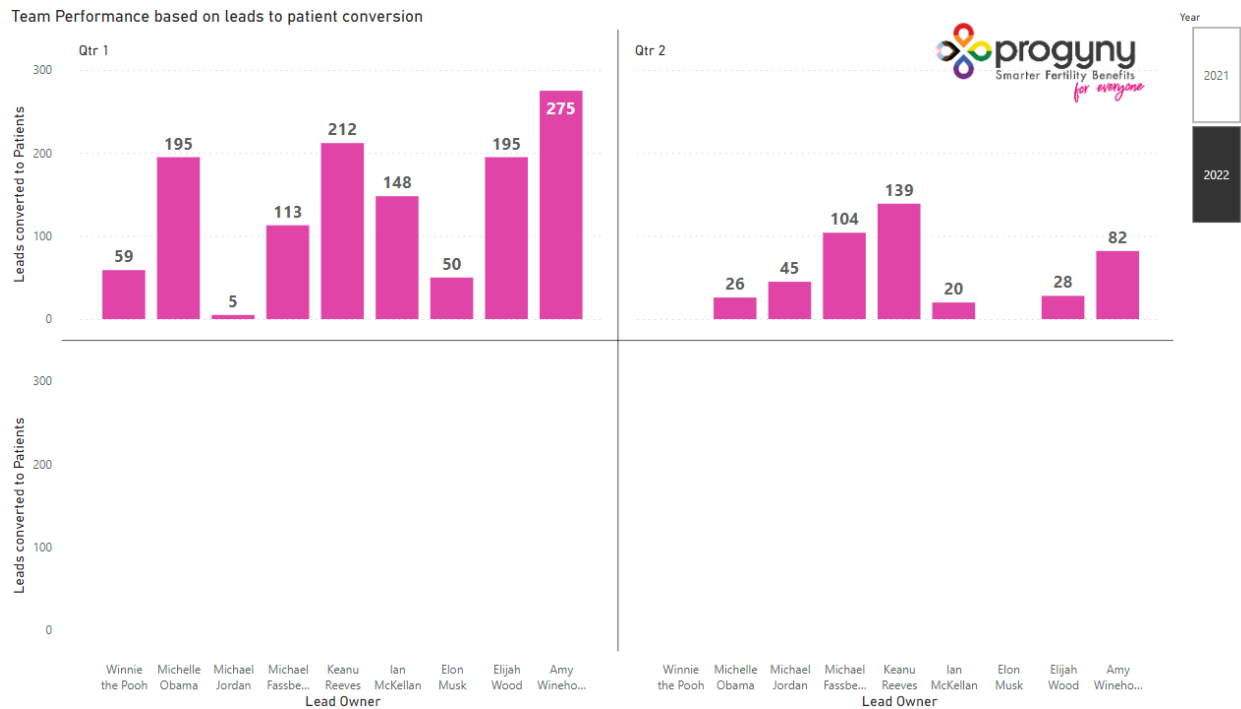


Figure 11: Team Performance based on leads to patients' conversion for 2022 (Top 8 Lead Owners)

## Insights

**Decreasing Conversion Rates:** The drop in conversion rates from 81% in 2021 to 69% in 2022, and particularly to 56% in Q2 2022, is concerning.

**Quarterly Variability:** Q1 2021 and Q1 2022 showed relatively high conversion rates, suggesting potential seasonal factors or effective strategies during these periods.

**Performance Improvement Areas:** Focus should be placed on understanding why the conversion rate dropped in Q2 2022 and how to replicate the success factors from the higher-performing quarters.

## Strategies to Increase Conversion Rates

- **Review and Optimize Lead Nurturing:** Analyze the lead nurturing process to identify bottlenecks and areas for improvement.
- **Training and Support for Teams:** Ensure the team is well-trained and supported to handle leads effectively.
- **Customer Feedback:** Collect feedback from leads who did not convert to understand their concerns and address them.



- Seasonal Campaigns: If there are seasonal trends, create targeted campaigns to boost conversions during slower periods.

## Report

### Q3 2022 Conversion Rate Report

Metric	Q1 2021	Q2 2021	Q3 2021	Q4 2021	2021 Total	Q1 2022	Q2 2022	Q3 2022 Goal
Leads	1269	694	622	938	3523	1683	871	TBD
Patients	1110	582	510	652	2854	1259	488	TBD
Conversion Rate (%)	87%	84%	82%	70%	81%	75%	56%	Target: 75%+
Team Performance (Composite)	High	High	High	Medium	High	Medium	Low	Goal: High

### Goal for Q3 2022:

Increase Conversion Rate: Target a conversion rate of 75% or higher.

Improve Team Performance: Ensure the team's performance is rated as 'High' by focusing on training and effective lead management strategies.

### Conclusion:

To achieve the Q3 2022 goals, the team should focus on understanding the reasons for the drop in conversion rates in Q2 2022, implement targeted strategies to address these issues, and continuously monitor performance to ensure improvements.

By addressing these areas, the team can work towards increasing the leads to patient conversion rate and meeting the Q3 2022 targets.

