



POWERFUL

SOUTHEND FERTILITY AND IVF

OFFERING HOLISTIC SOLUTIONS TO INFERTILITY

From Infertility Treatments to Advanced Procedures including Third Party Reproduction Techniques, Southend Fertility and IVF has been a front-runner in its league, way ahead of its peers, with diligent staff trained to practice ethical values and active involvement in research work related to the issues of infertility.

Committed to counter the problem of infertility by approaching it in a clinically

approved, logical and methodical top-down manner, Southend follows a protocol of minimizing the stress level of the visiting couple, identifying the cause of infertility, providing patient-specific treatment, and understanding that it is not a disease but a dream unfulfilled that formed the reason for the couple's visit to their institute.

TRACING THE TIMELINE

Southend started operations in 2001, and was founded by Dr. Sonia Malik, renowned Infertility and IVF Specialist and Dr. Avtar Krishan, a leading Anesthesiologist. Before long, their IVF techniques registered a success rate of 47% which is at par with international standards, and donor egg IVF success rate also stood at an impressive 72%. Striving for excellence by keeping itself updated about the latest international practices in the world of reproductive medicine, the institute collaborated with Reproductive Research Centre of the Cleveland Clinic, USA in 2008 and continues to carry out laborious research work in the field. With a team of doctors having a combined clinical experience of more than 100 years, Southend



makes use of cutting-edge technology and provides congenial environment to patients along with a promise of positive results, consequently attaining high success rates in complicated multiple IVF, IUI failure patients and third-party reproduction.

VENTURING INTO REMOTE DOMAIN

First corroborating the fact that Female Genital Tuberculosis is the prime reason for infertility in as many as 19.2% of the cases in India, with the hypothesis of immune modulation by tuberculosis in the genital tract in 2003 in a review article on the subject, Southend also became the first in the country to offer comprehensive detection & management of Genital Tuberculosis. Advanced procedures like Assisted Laser Hatching, Oocyte & Ovarian Tissue Freezing,





issues in hospitals in India & abroad.

PLATFORM OF TRUST

Patients at Southend can obtain an appointment from the central helpline number & be directed to the nearest branch depending upon their convenience, avail the services of a Coffee Chat Forum where the couple can freely interact with the counsellors, doctors, nurses & staff, and get routine examinations carried out at well-reputed labs. There is a standard uniform pricing of all the procedures at each of the branches, underlining the fact that there are no hidden costs involved, and for international patients, Southend extends another helping hand with its Medical Visa Assistance along with Accommodation Assistance programs. Cyro preservation services provided at Southend include embryo freezing, sperm freezing, egg freezing, social freezing and freezing for cancer patients.

Embryo Biopsy are also undertaken at its various centres.

EXPANDING THE HORIZON

Offering a well-designed training program for doctors with a set of Basic, Advanced and Comprehensive set of SFIC-certified courses, a number of courses with FOGSI certification – IUI Stimulation Protocol, Advanced Infertility Training and ICOG Fellowship, Southend Fertility and IVF has conducted symposiums & panel discussions on infertility and its related



QUANTUM LEAPS

- It has won the prestigious India's Best Infertility Chain Award for its contribution to the field of healthcare, given at ABP News Healthcare Leadership Awards