Salve health

The Complete Buyer's Guide to Fertility Experience Platforms

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Introduction

Fertility treatment is unlike any other area of healthcare. The journey is deeply personal, medically complex, and often emotionally overwhelming. For clinics, this creates unique pressures: to provide world-class care, ensure compliance, manage rising workloads, and deliver a patient experience that builds trust and confidence.

A Fertility Experience Platform bridges the gap between clinical systems and the patient journey, giving clinics the tools they need to reduce complexity and improve outcomes.

This guide explains what a Fertility Experience Platform is, how it differs from other patient engagement tools, and what to look for when choosing a partner.

The Modern Fertility Clinic Challenge

Fertility clinics face a perfect storm of challenges:

Patients feel overwhelmed

Fertility treatment involves multiple medications, synchronised testing, and frequent appointments. Without clear communication and reminders, patients can easily feel lost, increasing anxiety and risking mistakes.

Staff are under pressure

Nurses and coordinators spend hours each week answering calls, sending reminders, and managing paperwork. This administrative burden contributes to burnout and reduces the time available for direct patient care.

Compliance risks are increasing

With many clinics relying on a mix of phone, email, and even WhatsApp, there are serious risks around data security, auditability, and GDPR/HIPAA compliance.

Competition is intensifying

Patients are increasingly drawn to clinics offering modern, digital tools that make the journey easier. Clinics without them risk losing patients and reputational ground.

The takeaway: Without the right technology, clinics struggle to deliver both operational efficiency and the patient experience today's families expect.

What is a Fertility Experience Platform?

A Fertility Experience Platform is a patient-facing digital solution designed specifically for the fertility journey. It complements your EMR by focusing on patient communication, adherence, and support.

Core Functions of an FEP

- **Centralised Communication:** Patients and staff interact in one secure hub, reducing reliance on multiple channels.
- **Automated Reminders:** Timely prompts for appointments and medication, reducing missed steps.
- **Fertility-Specific Education:** Structured, step-by-step information tailored to treatment protocols.
- **Secure Document Sharing:** Patients can upload and access medical information safely.
- **Compliance Support:** Full audit trails, multi-factor authentication, and GDPR/HIPAA alignment.
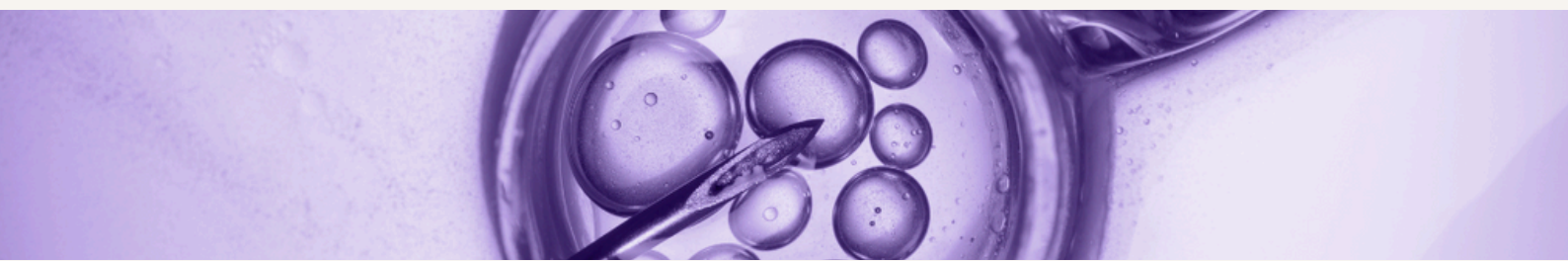
Future-Focused Features: Innovations such as in-app payments and cryostorage management.

Why Fertility Specific Matters

Generic portals were not built for fertility. Fertility journeys involve far more moving parts than most healthcare treatments, and success depends on precision. A missed dose, a late appointment, or unclear instructions can have real consequences. Patients also require more reassurance and contact than in most other areas of healthcare.
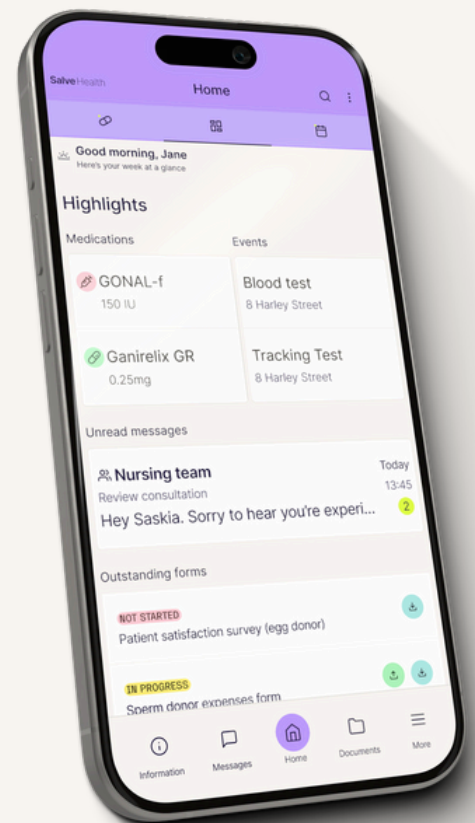
Salve was designed exclusively for fertility clinics, ensuring that every feature addresses these unique challenges.

Build vs Buy: understanding your options

When it comes to digital patient engagement, most clinics face three choices.

Option 1

Build In House

Pros:

- ✓ Full control of features and design
- ✓ Custom fit with existing EMR
- ✓ Intellectual property remains yours

Cons:

- ✕ Very high cost of development and maintenance
- ✕ Long timelines before any benefit is realised
- ✕ Requires specialist fertility expertise to be effective
- ✕ Heavy compliance burden on your IT team

Bottom line: Building may seem attractive but often drains time, money, and focus away from your core services.

Option 2

Rely on EMR Add-ons

Pros:

- ✓ One vendor relationship to manage
- ✓ Some level of digital communication support
- ✓ Familiar platform for existing staff

Cons:

- ✗ Designed for general healthcare, not fertility
- ✗ Limited functionality, often "good enough" but not transformational
- ✗ Does little to reduce patient anxiety or admin workload
- ✗ Innovation tends to be slow and generic and slows innovation on core product

Bottom line: EMR add-ons provide basic support but rarely meet the specific needs of fertility patients and staff.

Option 3 — Partner with a Fertility Experience Platform (like Salve)

Pros:

- ✔ Built specifically for fertility journeys
- ✔ Rapid implementation and proven impact
- ✔ Seamless integration with leading EMRs
- ✔ Ongoing innovation and regular new features
- ✔ Up to 80% reduction in patient phone calls reported by clinics
- ✔ GDPR and HIPAA compliant with full audit trails
- ✔ Scales easily across multi-site networks

Cons:

- ✖ Requires partnership management (though far less than building in house)

Bottom line: Partnering delivers faster results, lower risk, and greater impact than either building or relying solely on EMR add-ons.

Key Evaluation Criteria Explained

When assessing a Fertility Experience Platform, use these four lenses:

1 **Patient Experience**
Look for structured reminders, clear educational content, and 24/7 messaging. These reduce anxiety, build confidence, and support patient adherence.

2 **Clinic Efficiency**
The right platform should reduce inbound queries by automating communication. Salve clinics report up to an 80% drop in patient phone calls.
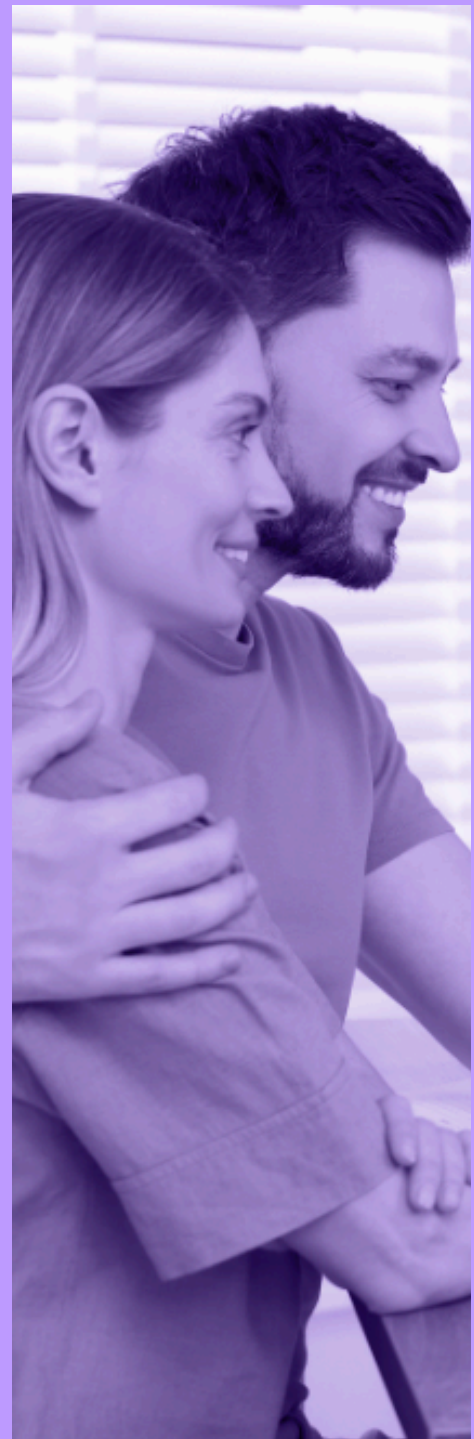
3 **Security and Compliance**
Verify GDPR and HIPAA compliance, encryption, and full audit trails.

4 **Scalability and Innovation**
Choose a partner that evolves with you, that has a committed roadmap to improve patient experience.

Why Clinics Choose Salve

Salve is the only Fertility Experience Platform designed exclusively for fertility clinics.

✓ **Exclusively fertility-focused:** Every feature is tailored to the complexity of fertility care.

✓ **Proven results:** Clinics using Salve report dramatic reductions in calls and improved treatment adherence..

✓ **Compliance assured:** Built on rigorous GDPR and HIPAA standards, with every interaction securely logged.

✓ **Future-proofed:** New features like SIDE (Salve's Intelligent Data Engine), in-app payments, keep clinics futureproofed and only using the best technology.

✓ **Global expertise, local support:** Trusted by clinics worldwide, with dedicated support for implementation and beyond.
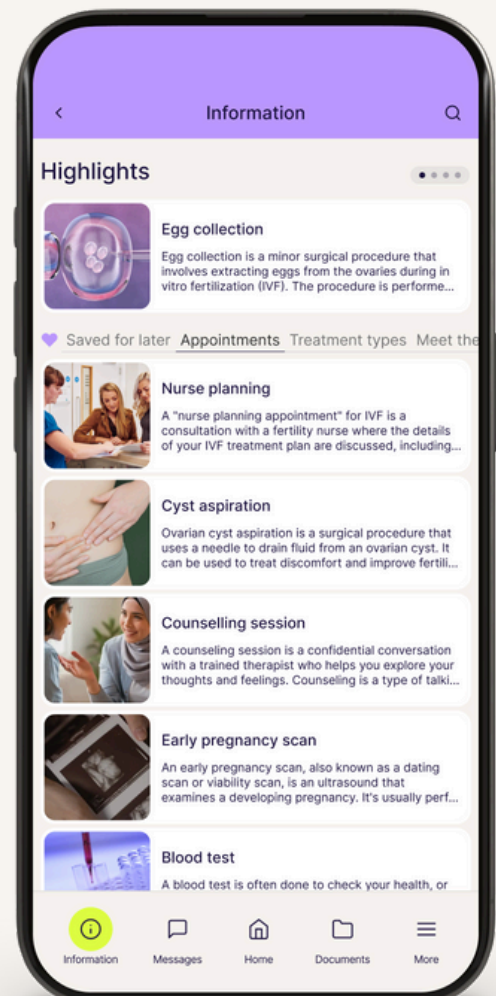
Questions to Ask Potential Vendors

When comparing platforms, ask:

How is your platform specifically designed for fertility?

Can you provide real data from clinics like ours?

How do you ensure compliance with GDPR and HIPAA?

How quickly can we implement and see results?

What ongoing support and training do you offer?

How often are new features introduced?

Do you provide case studies demonstrating ROI?

Next Steps

Choosing the right Fertility Experience Platform is a strategic decision that will impact every patient and every member of your team.

With Salve, you can:

- ✓ Deliver smoother, less stressful journeys for patients
- ✓ Free staff from repetitive admin
- ✓ Safeguard compliance and security
- ✓ Stay competitive with continuous innovation