SOCIAL MARKETING
in Infertility Treatment

Creating New Lives

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IVF – worldwide

* It is estimated that over 3.75 million babies have been born worldwide since the first baby (Louise Brown) was born 32 years ago using ART. Professor Robert Edwards – has been awarded the Nobel Prize in Medicine 2010.

* ART – fast-growing technologies.

* ASRM and ESHRE – hold annual congresses, workshops, conferences on ART:

  www.asrm.org
  www.eshre.eu
**IRM** – leading IVF Centre in Ukraine

Professor **Fedir Dakhno** – pioneer of ART in Ukraine, Director of IRM  

- 2011 - 20-th anniversary of the 1-st IVF Baby in Ukraine.

- Now - 25 IVF centres in Ukraine - more choice, more opportunities

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**The role of Social Marketing in Infertility Treatment**

**Why Social Marketing?**

- Where are we?
- Determine Objectives & Goals
- Select Target Audience
- Influence & change public behavior
- How make our campaign successful
Social Marketing Environment - where are we?

• Is Infertility a Disease or a "Lifestyle Choice"? WHO – recognized is a disease

• About 15% married couple has problem of infertility? – global issue (50-80 mln)

• Fertility problems concern women & men

Objectives & Goals

- Information to patients about IVF
- Contact in time to clinic
- Pregnancy achievement

Delivery of a healthy single baby
Change public behavior

**Before**
- Smoking
- Alcohol drinking
- Not healthy food
- No sports

**After**

3 “secrets” of successful campaign

1. **Immediate feedback**
2. **Individual approach**
3. **Feeling support**
Promotion

Message strategies:
* What do we want to say?
* How do we want to say it?

Media Channels:
• Mass Media
• Printed materials
• Special Events

Evaluation & Monitoring

★ Patients contacts to clinic
★ Programs which were performed
★ Pregnancies achieved
★ Babies born
★ How the children are growing up
Conclusions

* Make *easier* access to IVF technologies

* Make the treatment cost *cheaper*

* Achieve *better* results of treatment

Benefits for: patients, nations and future generations

Social Marketing – creating new lives
Welcome to Ukraine!

Thank you for attention