

Status and Challenges of In Vitro Fertilization in the Philippines. A Basis for the Development of Enhanced Marketing Strategies

Bernard Gajudo

Master in Business Administration, Adamson University

ABSTRACT

In vitro fertilization (IVF) in the Philippines presents a landscape characterized by a growing demand for fertility treatments amidst legal, cultural, and economic challenges. This abstract explores the status quo and identifies key challenges in the field of IVF in the Philippines. It further proposes marketing strategies to address these challenges and enhance accessibility and acceptance of IVF services. The status of IVF in the Philippines is marked by a burgeoning demand driven by factors such as delayed childbearing, increasing infertility rates, and rising awareness about fertility treatments. However, IVF faces significant challenges including legal restrictions, limited access to advanced technology, socio-cultural stigmas surrounding infertility treatments, and financial constraints. To tackle these challenges and promote IVF services in the Philippines, several marketing strategies are proposed. Firstly, education and awareness campaigns targeting both the general public and healthcare professionals can help dispel myths and misconceptions surrounding IVF, while also highlighting its efficacy and safety. Collaborations with medical institutions and fertility specialists can facilitate knowledge dissemination and promote trust in IVF procedures.

Furthermore, leveraging digital platforms and telemedicine technologies can enhance outreach to remote areas and underserved communities, thereby expanding the reach of IVF services. Offering affordable financing options and insurance coverage for IVF treatments can alleviate the financial burden on patients and improve affordability.

Keyword: In Vitro Fertilization (IVF), Philippines, challenges, marketing strategies

Chapter 1

INTRODUCTION

1.1 Background of the Study

Reproductive science has brought hope to millions of couples struggling from infertility in the form of In vitro fertilization (IVF.) But in the Philippines, IVF is a new frontier and encountering unique socio-cultural, legal, and economic barriers. The country is extremely Catholic, which has guided the crafting of policies and opinions on assisted reproductive technologies (ART), such as in vitro fertilization. In terms of business, the IVF landscape in the Philippines offers a great deal to both challenged and stimulated. The market for fertility treatments is pretty lucrative as the prevalence of infertility, due to factors like postponed child bearing age, lifestyle changes and environmental variations are on an increase.

On the other hand, market is very young but heavily regulated so you need to have a good knowledge about legislation and ethics. Mendoza, R. L., & Nakamura, R. M. (2018)

In addition, cost is still a lingering problem for several Filipino partners need to undergo IVF processes. So this pricing scheme, which is a product of equipment cost input skilled labour and regulatory requirements has become more than one hurdle to deploy the market. Still, the competition among IVF clinics is increasing with new entrants providing different quality of service as well as technological status and pricing strategies. With such rapid growth, a competitive environment is created that demands strategic marketing efforts to both distinguish services and create trust in the face of new regulations. De Leon, J. A. (2015)

Consequently, marketing for IVF in the Philippines becomes a unique strategy that shall be written around amid restricting laws yet modern-cultural backward feelings and unusual patient/end-client financial capabilities & perceptible. With a focus on these aspects, IVF centers can effectively prepare themselves to accept the demands of Filipino couples who are looking for ART solutions and play an important role in expanding Philippine's ART market. Amongst this, infertility has emerged as a major hurdle at global level and is enacting both healthcare practices alongside business landscape through its solution In vitro fertilization (IVF) (Agenda, n.d.). IVF is a growing trend in the Philippines, with many clinics offering this service. National success rates for IVF range from 30 to 50 percent and a single cycle cost about P135,000 without added expenses such as medicine or the visit of your doctor. (P. Dupont, n.d.). A solution to the ever-increasing incidence of infertility, now pegged at 10% among Filipinos. There are chances for marketing initiatives to increase awareness and attract potential patients as the IVF market in the nation continues to grow. (Keehler, 2023) This research aims to investigate the role of marketing innovation in shaping the healthcare business related to IVF, contributing to our understanding of how innovative marketing strategies can foster market growth in this domain.

1.2 Statement of the Problem

The researcher sought and answered the following questions:

1. What are the existing marketing strategies and practices of the IVF Centers?
2. How do the existing practices support the operations of IVF Centers?
3. What are the challenges of IVF Centers regarding marketing strategies and practices?
4. What will be the proposed marketing strategies for IVF Centers?

1.3 Significance of the Study

This study will be vital to the following sectors:

Student. This study will help students understand why marketing strategies and innovation are essential for building business success in the future.

Management. The findings of the study can be used to design effective marketing strategies for IVF facilities, thereby increasing patient volume and revenue growth.

Entrepreneurs. The study attracted investments in the IVF-related business in the Philippines, as it highlights the growing demand for IVF services and the potential for profitability

Government Sector. By understanding the challenges and opportunities in the IVF industry, the study helped the government sector improve the quality of their services, leading to better outcomes for government agencies.

Future Researcher. This study could serve as a tool for future researcher, providing them with information on what is lacking in this study and others.

Stakeholders. These people have an influence on a company and can either affect or be affected by the organization and businesses. It follows that more stakeholders will be oriented and will know the basic concept of this study.

1.4 Scope and Limitation

The research investigated the role of marketing innovation in shaping the healthcare business industry related to IVF, contributing to our understanding of how innovative marketing strategies can foster market growth in this domain. Moreover, it also discussed healthcare today and how it has affected the market growth rate here in the Philippines.

The research has not included the advanced factors of IVF, such as technology use for gender preferences, the legality of IVF – Surrogacy, Religious Beliefs, and Practices. However, the basic structure of IVF and its benefits are covered. It also highlighted the most beneficial statement for IVF Treatment: to improve the family's well-being and a chance to have a happy life.

1.5 Definition of Terms

Status and Challenges - a social or professional position, condition, or standing to which varying degrees of responsibility, privilege, and esteem are attached to the relative position or standing of a person or thing.

Invitrofertilization (IVF) - is a complex set of techniques intended to aid in fertility or the prevention of genetic disorders, as well as child conception. It is also known as a "test-tube baby" in layman's terms.

Marketing Strategies - a long-term strategy for meeting a company's objectives by understanding the demands of its consumers and establishing a distinct and durable competitive edge. It includes everything from defining who your clients are to deciding how you will approach them.

1.6 Literature Review

According to a new WHO study published today, infertility affects a substantial number of people throughout their lives. One in every six adults worldwide, or 17.5% of the adult population, struggles with infertility, highlighting the critical need to increase access to high-quality, fairly priced fertility care for those in need. According to the most recent data, the prevalence of infertility varies little among regions. The rates are comparable in high, middle, and low-income countries, indicating that this is a major global health concern. The lifetime frequency in high-income countries is 17.8%, whereas in low- and middle-income countries it is 16.5%. (WHO, 2023)

In the IVF procedure, the natural egg cycle is suppressed with medication, and the egg supply is increased using medication to generate more eggs than usual. An ultrasound scan is performed on the patient to track the development and maturity of the eggs; medication is frequently used to hasten this process. The eggs are then extracted and collected using a needle, fertilized for a few days by combining them with the sperm, and one or two of the embryos are then implanted into the womb. (Britmed, 2021)

The POGS(Philippines Obstetrics and Gynecological Society) established an Ad Hoc Committee on Infertility in 1984 with the following members Drs. Leonardo A. Almeda, Florante P. Gonzaga, Delfin A. Tan, Rosalinda B. Arceo, and Amelia P. Roa. They compiled their thoughts and wrote a Handbook of Infertility, which was then published. Ultrasonography was added to the specialization, and Dr. Trinidad Vera was requested to join the group. The Society's objective to improve this specialty's training and establish standards for treating infertility problems has been taken seriously. The organization adopted Consensus statements on endometriosis in 2008; these statements were upgraded to Clinical Practice Guidelines (CPG) in 2014. Notably, the Assisted Reproductive Technology (ART) component of the PSRM is the most active subspecialty group. This section has implemented its self-regulatory regulations

and guidelines on ethical procedures to improve competency development and preserve quality assurance and safety for patients receiving ART. There are four levels of credentialing for ART practitioners: Level III includes practice, Level II includes individuals who can practice with supervision, and Level 1 is for new PSRM members. A demonstrated increase in skill in their field is necessary for promotion to a higher level. (PSRM, n.d.)

The recognized Philippine Society for Reproductive Medicine is an association of top specialists dedicated to the admirable advancement of proficient and morally sound reproductive endocrinology and infertility practices. Through the development of its subspecialties, research, continuing medical education, innovative technologies, the regulation of training practice, and the provision of affordable specialty services, PSRM commit itself to delivering exceptional patient-friendly healthcare. True to its mandate to promote research in reproductive medicine, the Committee on Research and Development has embarked on an educational series to lay the groundwork for creating excellent, meaningful research. (PSRM, n.d.)

There are already ten established IVF centers in the Philippines, which is a sign that more cases of infertility have been documented. First, the Ortigas Pasig City CARE IVF Center was intentionally used by the Philippine Center for Assistive Reproduction Inc., built upon a base of more than 20 years of IVF technology and infertility treatment experience (Care, n.d.). Second, the Victory Art Laboratory, also known as Victory Group of Laboratories, was founded in 1998 and has roots in Central Hong Kong. Asian IVF centers of excellence include Victory Central HK. Victory Group opened a second branch in Makati, Philippines, a few years later. Victory Philippines, one of the country's first IVF laboratories, has performed hundreds of thousands of IVF cycles and has a decade of experience in ART (Assisted Reproductive Technologies) and genuine patient care (Victory, n.d.). Third, TOWAKO Reprobiotech Inc. Dr. Osamu Kato founded the Towako Maternity Clinic in 1990 in the Japanese city of Kanazawa, part of the Ishikawa Prefecture. He developed his In Vitro Fertilization (IVF) stimulation procedures through clinical study. After seeing some success, he relocated to Tokyo's Shinjuku-ward in 1993 and opened Kato Ladies Clinic. He persisted in trying to come up with the optimal in vitro fertilization stimulation procedure (IVF). His techniques changed over the following 19 years to take a more physiologic and natural approach to follicular stimulation. Additionally, his IVF lab improved the culturing, cryopreservation, and transfer processes. A pioneer in assisted reproductive technology (ART) in Japan, Kato Ladies Clinic combines a natural approach with cutting-edge technology. The Philippines gets this from the Kato Repro Biotech Center (Kato, n.d.). Fourth, CARMI was established in St. Luke's Global City in October 2011 and offers completely integrated comprehensive fertility treatments to identify infertility issues accurately and to help couples who want to conceive a child. It is the Philippines' first and only hospital-based IVF center (Carmi, n.d.). Fifth, Co-Sy IVF Center in Angeles, Pampanga, the first laboratory IVF Center in the northern Philippines, Co-Sy Fertility and IVF Center is an institution for reproductive medicine that provides couples seeking infertility treatment with professional care and seamless assistance. With a highly skilled team of clinicians, personnel, and cutting-edge infrastructure and technology, the center is well-prepared to assist couples with complex fertility challenges (CoSy, n.d.). Sixth, the Repro Optima in Cebu, led by Dr. Optima. One of the top reproductive facilities in Asia is Marivic Tan. It is a one-stop clinic for advanced reproductive care, offering a wide range of services, from straightforward consultations to laboratory evaluations to more complex procedures like IVF and laparoscopic reproductive tract surgery. The overwhelming need for excellence in this field is met by highly skilled medical professionals, who provide innovative fertility solutions of the highest caliber while upholding a strong commitment to patient comfort and cost-effectiveness (Reprooptima, n.d.). Seventh,

Dr. Ma Lourdes Cabling launched the IVF Davao, Inc. on October 28, 2015. They are the first and only IVF clinic ever built in Mindanao, in the southern part of the Philippines, and they seek to give their patients access to high-quality, patient-friendly treatment. The facility's top-tier fertility physicians offer top-notch fertility treatment services (IVFDavao, n.d.). Eighth, the most recent member of the AccuMed Group is AccuMed Advanced Reproductive Technology, Inc., better known as Accu-ART, Inc. This Fertility Center is the most up-to-date and well-equipped outside of Metro Manila. The Fertility Center was created for couples who want to start a family by having a child through assisted reproduction (Accumed, n.d.). Ninth is the IVF Center in Iloilo City, which Dr. Rey Castillo began in January of 2023. Lastly, the newly established IVF Center in Quezon City is Conceive IVF Manila, and it is also a satellite IVF Center of Towako in Makati City.

The global market for treating infertility has grown significantly. A medical specialty that started as a cutting-edge, academic research project has now developed into a business and industrial service that goes far beyond infertility treatment. Options for treatment, once intended for infertile couples, are now being aggressively promoted to a more significant number of young, fertile people. Many promises are made in this marketing, such as having healthy offspring after relying on genetic preconception testing, such as pre-implantation genetic testing for aneuploidy, or protecting future fertility through oocyte freezing. (Pasquela et al, 2022)

Considering that there are 108 million Filipinos in the country right now, about 11 million of them have difficulty becoming conceived. Couples in their 20s have the best prospects of becoming parents. A couple's chances of getting pregnant decrease significantly from their 30s to around 20% at the age of 35. There is a 5% possibility of becoming pregnant if you are over 40. Some couples may find this distressing, particularly those who want several children.

These statistics are concerning, but perhaps more troubling is that some individuals do not seek medical care. Due to their lack of understanding of In Vitro Fertilization (IVF) and other Assisted Reproductive Technology procedures and financial constraints, this is essentially the result. (Kato, n.d.)

In order to start a family, millions of individuals worldwide suffer from infertility, and many of these patients today use in vitro fertilization. Every year, at least sixty-five countries submit reports on their IVF outcomes to the International Committee for Monitoring Assisted Reproductive Technology, which makes global data on IVF treatment and access available. Despite the fact that everyone wants a child, national laws and healthcare systems now dominate the IVF market. (G.E., n.d.).

The first part of the literature review focused on IVF and the healthcare business. In this part, the focus is more on the Status, Challenges, and Marketing Strategies that now exist in IVF Centers in the Philippines.

1.6.1 Marketing Strategies

IVF centers can use various marketing strategies, including conventional and digital techniques. Some successful digital tactics are investing in the clinic's reputation and brand, extending marketing initiatives to social media, and using pay-per-click (PPC) advertising, content marketing, and search engine optimization (SEO). Success also depends on creating a solid website, displaying authority and experience, and establishing a high-ranking online presence. Furthermore, fertility marketing relies heavily on conversion optimization, targeted advertising, and well-managed partnerships with referring providers. By implementing these tactics, IVF centers can expand their patient base, enhance their reputation, and attract prospective patients more effectively. (Gavino, 2023)

To promote the IVF program, Hospitals must use the 7Ps, which are a new program, to market IVF goods. Promotion needs to be done via social media platforms like Facebook and Instagram as well as directly,

for instance, through community outreach; quality of service through training providers to enhance the caliber of human resources; tangible evidence, such as infrastructure supporting this program, which must be accessible by the most recent caliber; and, lastly, the quality of the service procedure, in which the patient follows up with additional inquiries if any information is unclear so they can speak with the on-duty officer right away. (Prabandani et al, 2023)

Conventional advertising methods for IVF clinics can include print ads in regional newspapers and magazines and radio, television, and billboard advertisements. Another successful traditional marketing tactic for promoting the clinic's offerings is to go to neighborhood health fairs and activities. Developing a rapport with referring healthcare professionals, such as primary care physicians and OB-GYNs, can also aid in generating referrals and patient volume growth. These conventional marketing techniques can effectively advertise IVF facilities and attract new clients when paired with digital tactics. (Keehler, 2023) Fertility clinics and IVF centers are now considered essential for many modern couples hoping to conceive. IVF clinics need to step up their digital marketing because patients are more tech-savvy and can access a wealth of online information. Also, It can be challenging to separate from the competition with the growing number of IVF clinics vying for patients' attention. IVF clinics have relied on recommendations and word-of-mouth for years to draw in new clients. However, they must adopt a new strategy because the market is now more competitive. IVF clinics that use digital marketing can improve patient outreach, boost traffic and sales leads, cultivate client loyalty and brand awareness, and optimize profits. It's among the best strategies to introduce yourself to potential clients and pique their curiosity about your available treatments. (Amura, 2022)

Even while assisted pregnancy has been more accepted in recent years, it still carries a stigma and is primarily motivated by emotion. Patients may be reluctant to divulge private details or have candid conversations about their problems with reproduction. These pairs look for solutions to their problems online. Digital marketing for IVF may be the most effective strategy for connecting with these patients and raising awareness of the many treatment choices. Additionally, it's the most effective approach to build trust and have personalized discussions with these patients. Additionally, it aids in identifying the proper audience to target and cultivate across the funnel. (Amura, 2022)

Given that most patients look up reproductive clinic information online, you can target more patients with clever fertility center marketing. The marketing practices of fertility centers have evolved significantly in the last ten years. Many patients use the internet to look up reproductive and fertility health information. Your fertility center must have a professional website. Without a functional website, one can't inform people about fertility center's services. This strategy will also enable you to connect with patients searching online for fertility. A minimum thorough comprehension of the desired perspective of your fertility center's patients' attitude and an impeccable marketing campaign plan are required to consistently generate more and more profit. People must be aware of the reliability of your fertility center's therapy since it will provide fertility treatment to those who are interested. Creating an effective marketing strategy for your IVF fertility center is possible if you have a solid understanding of reproductive marketing. (Mokashi, n.d)

1.7 Synthesis

IVF has advanced and is now widely used in all nations, including the Philippines, particularly in first-world nations where many couples prioritize their careers. In conclusion, the provision of infertility services is quickly developing into big commercial organizations, endangering patient care as well as the future of reproductive medicine teaching and research. This for-profit medical industry is expanding

because of private businesses like hospitals and IVF Centers, whose sales tactics are becoming more aggressive. (Pasquale et al, 2022) IVF clinics can use radio, television, billboard, and print advertisements in local newspapers and magazines as traditional forms of advertising. Attending local health fairs and events is another effective conventional marketing strategy for highlighting the clinic's services. (Keehler, 2023) Conversion optimization, targeted advertising, and well-managed relationships with referring providers are all critical components of fertility marketing. By implementing these strategies, IVF clinics can grow their patient base, improve their reputation, and draw in new clients more successfully. (Gavino, 2023) Social media sites like Facebook and Instagram should be used for promotion, in addition to more traditional methods like community outreach, improving the quality of service by training providers to raise the standard of human resources, providing concrete evidence like infrastructure supporting this program that is easily accessible and up to date; and, lastly, improving the quality of the service process by having patients follow up with follow-up questions if any information is unclear so they can speak with the on-duty officer immediately. (Prabandani et al, 2023)

1.8 Theoretical Framework

Integrated Marketing Innovation Framework (IMIF) draws from the Diffusion of Innovations Theory (Rogers, 1962), the Resource-Based View (Barney, 1991), and Ambidexterity Theory (March, 1991). This framework examined how marketing innovation influences the adoption of IVF services, the utilization of organizational resources, and the balance between exploration and exploitation in healthcare business strategies. The IMIF is a strategic marketing approach that aligns and coordinates all marketing mix elements (product, price, place, and promotion) to create a consistent and coherent message and experience for the target audience. It aims to achieve synergy, consistency, and relevance across multiple channels and touchpoints and optimize marketing activities' return on investment (ROI). The IMIF can help healthcare businesses create and deliver value in new and better ways, differentiate themselves from the competition, and adapt to their customers' and stakeholders' changing needs and preferences.

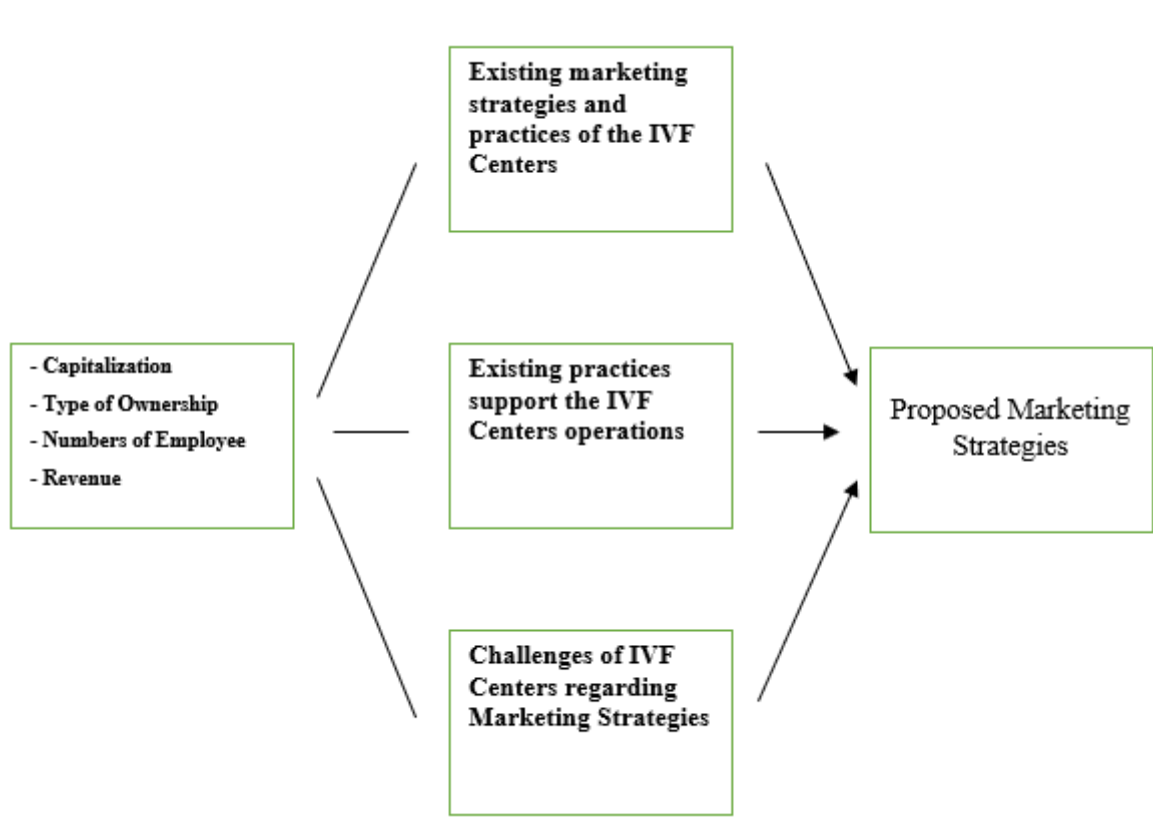
Integrated marketing strategies significantly influence the marketing efforts of in vitro fertilization (IVF) centers in several ways:

1. **Consistent Branding:** By employing an integrated marketing strategy, IVF centers maintain a consistent voice through various channels which in turn strictly builds brand recognition and trust. For example, as reinforced in this research from Liu & Shankar (2017), it has the potential to increase revenue 23% through increased room consumption. This sense of predictability is important for IVF centers in gaining trust among patients, most of whom have to deal with a complex mixture of emotions and decisions while contemplating fertility options.
2. **Enhanced Patient Engagement:** IVF centers can better connect with patients using other marketing channels, including social media, email and informational webinars. In a study, it was identified that organizations using IMC had engagement rates 50% higher than who did not (Hollensen, 2015). This is vital to IVF centers looking to engage and care for patients during their fertility journey.
3. **Targeted Messaging:** By delivering individualized content to specific demographics, IVF centers see an increase in sales up 20 –% from personalized marketing efforts (HubSpot, 2020). Integrated Marketing strategies. This allows IVF providers to cater their services and address the concerns of an infinite number patient groups, leading to a more powerful return on investment for all marketing campaigns.

4. **Data-Driven Insights:** IVF centers can use integrated marketing strategies, that make it easier for IVFs to raise awareness and gather data from multiple platforms. This means that they are able to make informed decisions on how and where resources should be redirected. According to Deloitte (2018), data-driven organizations are also three times as likely to report significant improvements in their businesses than those that use technology only sporadically. More effective marketing: By using patient data analytics, IVF centers can gain a better understanding of the behavior and preferences of patients.
5. **Improved Patient Experience:** An organized marketing strategies approach improves the patient experience by providing clear and consistent information. Research indicates that effective patient communication enhances satisfaction and loyalty (Kaiser Family Foundation, 2021). For IVF centers, ensuring that patients have access to coherent messaging across all platforms can help alleviate anxiety and confusion.
6. **Strengthened Partnerships:** Integrated marketing also makes it easier to partner with other healthcare providers for referral links. The American Hospital Association underscores that successful partnerships can improve patient access to care (American Hospital Association, 2019). For example, the IVF centers can easily explain their services to other healthcare providers due to integrated marketing strategies. Efficient communication between these two parties not only helps in creation of better referral network but also promotion a collaboration culture among them.



1.9 Conceptual Framework



Chapter 3

RESULTS

This chapter presents the findings from the research on the status and challenges of in vitro fertilization (IVF) in the Philippines. This provides an analysis of the current market conditions, identifies the key barriers to the adoption and success of IVF, and evaluates the effectiveness of the existing marketing strategies.

3.1 Existing Marketing Strategies and Practices of the IVF Centers

A strategy is an action plan taken to reach a goal. Launching a new product is a strategy while practice is a method to achieve a goal. For example, best practices for new product development. The IVF center's marketing strategies reflect a comprehensive approach that combines traditional and digital channels to increase healthcare engagement. This wide-ranging approach persisted to use digital promotional tactic pairs away with traditional media straightforward marketing. This includes optimizing their website, social media and data-driven marketing to remain highly relevant online. There is no substitute for traditional marketing channels, like event promotion and face to face interaction when it comes to outreach at the community level or patient engagement. This is how the IVF center draws and maintains patients, by using varied connection points to establish a ubiquitous presence in the market through multi-channel marketing strategies. By way of data analytics and personalized communication, the center has been able to speak directly to its patients about issues they care most (in a more patient-friendly manner) about in doing so provide tailored outreach that strengthens relationships and builds trust, while providing increased confidence among their constituents as well as streamlining administrative support all at once.

Table 1. Thematic Analysis of the Existing Marketing Strategies and Practices of the IVF Center

Table 1.1 Digital Marketing

Themes	Defining Elements	Key Informants
Website Optimization	Website Information Social-Media Engagement Website Professionalism	Medical Director 1,3,5,6,7,8,9,10, Managing Director 2,4
Informative Content	Collaboration Innovation, Testimonial Expertise	Medical Director 5 Managing Director 2
Email Campaigns	Email Marketing Targeted Campaigns, Online Visibility	Medical Director 1,3,5,6,7,8,9,10 Managing Director 2,4
Strategy Adaptation	Digital Landscape, Adaptation	Medical Director 5,6,8,9

Table 1.2 Traditional Marketing

Themes	Defining Elements	Key Informants
Multi Channel Promotion	Face to Face Marketing, Patient Engagement	Medical Director 1,3,5,6,7,8,9,10 Managing Director 2,4
Educational Event	Event Promotion, Community Outreach	Medical Director 2, 3, 5, 10 Managing Director 4

Tables 1.1–Table 2 summarize a thematic analysis of marketing techniques for better healthcare engagement, which encapsulate comprehensive themes and constituent components as well as informant perspectives on these objectifications respectively. The strategy integrates both digital and traditional tactics through targeted campaigns, production management & diversification for resource optimization. Through its tools such as website optimization, social media and trend adaptation like strategies they keep their way towards building trust over anything. Traditional marketing is a three-part strategy consisting of face-to-face communications, multi-channel promotion and community outreach. Finally, this analysis also highlights the necessity of taking an all-channel marketing approach as well.

3.1.1 Digital Marketing

Promotion of IVF centers services in the Philippines requires crucial use cases for digital marketing. (Cruz & Harrison, 2020) Through different means including websites, social media engagement ads/display or newsletter multichannel can easily touch base to a thousands of people globally and locally hip inception across the IVF centers in the hallow corner. The platforms allow IVF centers to distribute knowledge about their practice, post medical articles and potentially connect directly with future patients. Moreover,

digital marketing helps in messaging receiving to the targeted audience and better campaign optimization which results in getting more visibility & credibility for IVF services. A layered, dynamic effect that drives visits and appointments by upping demand for services combined with building their brand in new markets while both informing patients of the options available as well as making them more reachable.

3.1.1.1 Website Optimization. As indicated in the responses, website optimization is essential when advertising In Vitro Fertilization (IVF) services in the Philippines. It can attract potential patients to the site and convey what your IVF center has to offer if you work on making their time spent on it enjoyable, informative & visually pleasing. Web Optimization Primary aspects of web optimization: clean navigation menu, intuitive layout design, short but informative content on IVF procedure as well as subscriptions and visible call to action buttons for scheduling appointments or inquiries. Also, By making the website mobile-friendly as well as SEO optimized can increase visibility on search engines and make it accessible at ease resulting in more organic visitors looking for fertility treatment information online. Website optimization can flesh out IVF centers online, allowing for more interaction to be had between the potential future patients and the clinic. This is a way of fostering trust which leads them asking questions or visiting in person. (De Guzman & Manalo, 2022).

Content is critical for IVF center website optimization and must balance conciseness and depth. Information about IVF strategies, the medical team's expertise, and available support services should be prominently displayed. Calls-to-action (CTAs) are strategically placed on websites to encourage visitors to schedule consultations, request information, or sign up for newsletters, converting traffic into valuable leads. Additionally, optimizing for mobile alertness and search engine visibility is critical, as many users browse on mobile devices. Effective SEO techniques improve a website's visibility in search engine results pages, attracting organic traffic and establishing the IVF center as a trusted authority. Overall, a well-optimized website increases user engagement credibility and converts visitors into patients looking for fertility treatments.

Website optimization is critical for marketing IVF services in the Philippines, as it is the primary platform for prospective patients to obtain information. IVF facilities strive to create user-friendly, informative, and visually appealing websites with simple navigation, intuitive layouts, and concise procedure content. They also ensure mobile responsiveness and search engine visibility, which attract organic traffic. This optimization improves online presence, trust, and inquiries, increasing visibility in the competitive fertility landscape while meeting patients' informational needs (Cruz & Harrison, 2020). IVF clinics improve their online effectiveness and patient relationships by integrating website improvements with marketing strategies.

3.1.1.2 Informative Content. Informative content plays a vital role in the promotion strategies of the in vitro fertilization (IVF) offering in the Philippines, as indicated by the responses. IVF centers prioritize the arrival and dissemination of educational material that offers comprehensive statistics on fertility treatments, techniques, success rates, and sufferer testimonials. This content material aims to educate and empower those considering IVF through insight into the method, dealing with unusual questions and concerns, and highlighting information and success stories of the middle. By delivering informative content through various channels, including websites, social media systems, and in-person interactions, IVF centers can improve patients' awareness, reasoning, and manual skills to make informed decisions about their fertility adventures (Hida & Dewi, 2021).

Informative content is a crucial issue in promotional techniques for in vitro fertilization (IVF) services in the Philippines, as highlighted in the responses. IVF facilities favor the arrival and spread of educational

substances that offer a complete overview of infertility treatments, techniques, fulfillment fees, and patient testimonials. The purpose of this content is to help people get IVF there by carrying useful stuff and responding some FAQs & misconceptions with true stories from center. IVF facilities serve the target group with informative content over different channels, websites, social media, and by the way of character interactions to increase their awareness level which leads them finally to make informed choice about taking a deeper dive in their fertility journey.

3.1.1.3 Email Campaigns. Email campaigns are essential when it comes to promoting In vitro fertilization (IVF) services in the Philippines. They use powerful tools such as email marketing to interact with potential patients, give them valuable knowledge about fertility treatments and eventually promote their services. These campaigns range from newsletters, educational content for consumers such as patient testimonials, to actual offers. For IVF centers, email is also an opportunity to form relationships and nurture leads preparing them for consultations. Frequent communication leads to perceived expertise and drives interaction (Bai et al., 2021; Muñoz, 2023). Such a tactic not only boosts patient engagement but also falls in line with the larger marketing strategy to build trust and remain supportive towards people seeking support with fertility issues across Philippines.

Figure 3 IVF Davao Brochure



In-Vitro **FERTILIZATION DAVAO**
Turning you into Parents

Services Offered:

- ✓ Intracytoplasmic Sperm Injection (ICSI)
- ✓ In-Vitro Fertilization (IVF)
- ✓ Oocyte (Egg) Harvest
- ✓ Oocyte (Egg) Freezing
- ✓ Embryo Freezing
- ✓ Fresh Embryo Transfer
- ✓ Frozen-Thawed Embryo Transfer
- ✓ Blastocyst Culture and Transfer
- ✓ Assisted Hatching
- ✓ Sperm Freezing
- ✓ Testicular Sperm Extraction/Aspiration

Free FERTILITY COUNSELING
Prior and after IVF Procedure

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+639 17 712 3327
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G/F Brokenshire Woman Center building,
 Brokenshire Hospital, Madapo Hills, Brgy 8-A
 Davao City 8000 Davao Del Sur Philippines

Figure 4 CARE IVF Center Brochure



care
cryopreservation

Freezing of eggs, sperm or embryos allow **YOU** to preserve your fertility.

EGG / OOCYTE FREEZING
Process in which a woman's eggs (oocytes) are extracted, frozen, and stored as a method to preserve reproductive potential in women of reproductive age.

SPERM FREEZING
Process in which a man's semen sample is frozen and stored for future use.

WHAT TO EXPECT:

Ovarian Stimulation
11-12 days daily injection of medication to induce the ovaries to produce more follicles.

Egg/Oocyte Retrieval
Eggs (Oocytes) are retrieved from the ovaries under ultrasound-guided procedure. Ovarian follicles are punctured with a thin needle that goes through the vaginal wall. The procedure is performed under sedation.

For Men
Patients will produce semen sample via masturbation. Ideal semen sample will be frozen immediately.

For Couples
Patients who had undergone IVF procedure with more than 1 embryo, wherein excess embryos will be frozen & may be used on a later cycle.

info.ivfcarecenter@gmail.com
CARE IVF CENTER

+ (63) 9178631001
+ (63) 7-968-1001

Figure 5 Conceive IVF Manila Brochure

Location

If you're looking for a fertility clinic around Quezon City, Conceive IVF Manila Inc. is the best place to go to. It is located at Unit 02, 8th Floor, Hexagon Corporate Center, 1471 Quezon Ave. Brgy. West Triangle, Quezon City 1104.





CONCEIVE IVF Manila Inc.

A MEMBER OF KATO MEDICAL GROUP PHILIPPINES

How to set an appointment?

Email us at recep@conceive.ph with the following details:

- Couple's full name
- Age
- Email address
- Contact number
- Service you are interested in

Contact Us

recep@conceive.ph
+63 917 6352 526
+63 (02) 8298 4734
www.conceive.ph

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A future you can conceive.

Figure 6 KATO Rerobiotech Center



ACCESS

From EDSA Southbound, turn right on Ayala Avenue then make a left at Makati Avenue then turn right on Dela Rosa. The entrance to the parking is on your right just before you reach Paseo de Roxas.

From Ayala Avenue, the pedestrian entrance is beside the Hong Kong Shanghai Banking Corporation (HSBC).

Address: 8th Floor Tower 1, The Enterprise Center 6766 Ayala Avenue Makati City 1226, Philippines

Clinic hours: Monday to Sunday and regular holidays*: 8:30 a.m. to 3:30 p.m.
*otherwise advised

Visit us at

+63 (2) 7617 8030 to 8039
+63 (917) 723 8279
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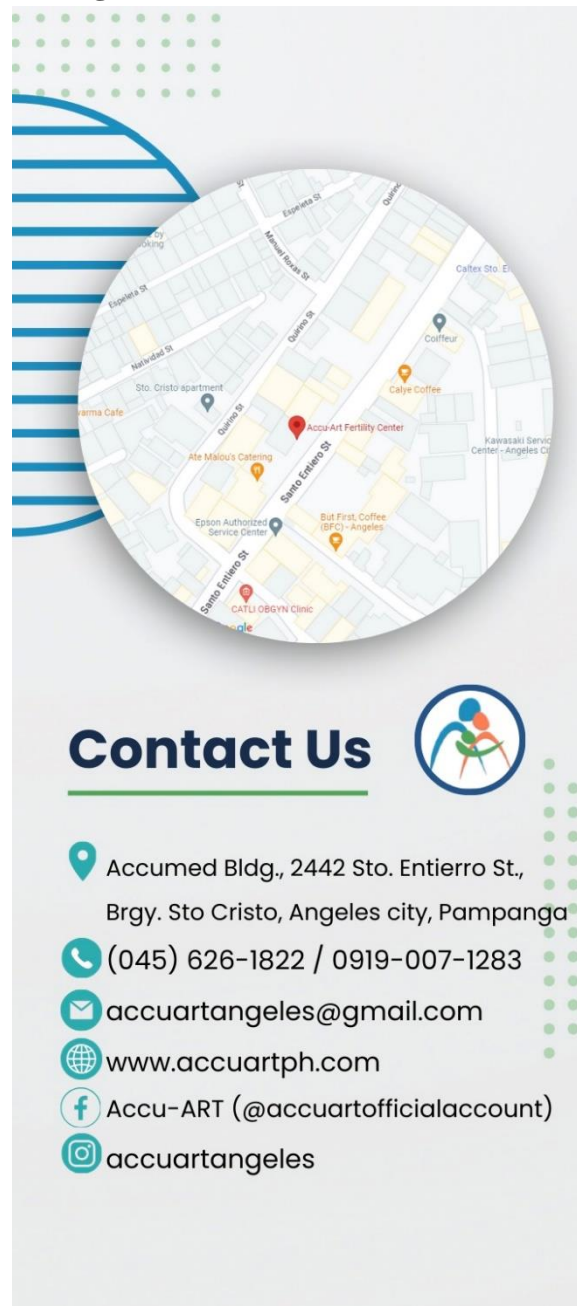
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A future you can conceive.

Kato Repro Biotech Center

Figure 7 Accuart Center Brochure



Email campaigns are essential components of In Vitro Fertilization (IVF) marketing strategies in the Philippines. Email marketing campaigns for IVF centers serve a dual purpose: to build a connection with prospective patients while also educating them about some options and offering services in the process. On top of all that these opt-in campaigns typical weapons email campaign are newsletters, educational collateral, patient stories or a well-crafted offer. Email is a form of direct communication that helps IVF centers establish personal connections with those interested in treatment, and compel them to take action eg. make an appointment for a medical consultation Enhanced patient outreach: You can reinforce marketing messages across a wider reach and improved patient engagement. Email campaigns help in improved response times from patients. (Bai et al., 2021; Muñoz, 2023).

3.1.1.4 Strategy Adaptation. The strategic model for In Vitro Fertilization (IVF) Services in the Philippine is an essential one as mentioned above. IVF centers focus extensively on flexibility in designing treatment

modules driven by dynamic market forces, patient preferences and technology advancements. This flexibility allows them to quickly adapt to changes in customer behavior, regulatory requirements, and the competitive landscape. By focusing on performance metrics, incorporating the defined results of a stakeholder analysis, and staying up-to-date with business trends, IVF centers are able to fine-tune their approach towards full utilization of support features and they can stay competitive even in an actual evolving healthcare landscape. Additionally, embracing innovation and leveraging growing technologies allows IVF centers to stay ahead of the curve and adequately meet the evolving wishes of patients while ensuring the long-term sustainability of their services (Kelm & Ibrahim, 2023).

Adapting strategies is critical when advertising in vitro fertilization (IVF) services in the Philippines. Some of these trends involve IVF centers adapting to evolving market conditions, patient demands and technological advancements. With this an innovation mindset, they will be ready to adapt for the new consumer that emerges and regulatory features etc. IVF centers can both optimize their strategy and resource use by continuous monitoring of performance metrics, as well collecting input from stakeholders. Creating a culture of innovation helps IVF centers predict patient desires, improve service offerings and establish themselves as pioneers in 21st-century healthcare (Bai et al., 2021; Muñoz, 2023). This focus on adaptation leads to a healthier bottom line and better patient care over time.

3.1.2 Traditional Marketing

Traditional marketing is an important tool for promoting In Vitro Fertilization (IVF) services because allows IVF centers to increase visibility and engagement around your offer. From academic seminars and workshops to community health outreach events, fertility conventions. Because IVF centers can reach their target market directly through these activities, they are able to provide information about fertility treatment options and answer any doubts or questions people might have. In addition, advertising an event allows IVF centers to demonstrate their knowledge and reassure potential patients while conveying them that they are a trustworthy resource in the field of reproductive medicine. In conclusion, IVF centers are most capable of advertising and marketing to potential patients in order to make meaningful connections with them while offering correct statistics about the use of fertility drugs. (Ganguanco & Eustaquio, 2023).

3.1.2.1 Multi-Channel Promotion. Multi-channel promotion is essential to raising awareness and extending the potential of In Vitro Fertilization (IVF) offerings. Promotional IVF centers have numerous communications channels, such as sms mailing and traditional media directed at the most effective reach of different target groups. Through varied channels, these centers can then communicate specific messages that appeal to various demographics and in turn help ensure their fertility treatment services remain top of mind for losses across the spectrum. This approach is no longer the most effective and is outdated for launching their marketing strategy. It is essential to move away from this method, as it fails to align with current trends and the evolving dynamics of relationships with all stakeholders, including social interactions. Systems. IVF centers can create widespread recognition of their brand, educate the public on infertility solutions and over time generate inquiries-consultations appointments by multi channel marketing thus increasing patient footfall. (Horns et al., 2023).

Multi-channel promotion is crucial for increasing the visibility and reach of In Vitro Fertilization (IVF) services. IVF centers use many promotional channels, including TV ad systems, text messaging advertising and marketing, and traditional media to target exclusive demographics appropriately. By leveraging multiple channels, these facilities can tailor their messages to resonate with specific patient

societies and ensure that records of fertility drugs reach a broad audience. This method already maximizes the impact of their advertising and marketing efforts and promotes steady and continuous engagement with the community. Through multi-channel promotion, IVF centers can build emblem recognition and teach the general public about infertility answers and power inquiries, consultations, and appointments, ultimately increasing sufferer appeal and retention.

3.1.2.2 Educational Events. Educational opportunities are fundamental to the outreach and techniques involved in in vitro fertilization (IVF) equipment. These events, including workshops, seminars, and face-to-face lectures, provide valuable opportunities to teach those affected about infertility treatment, demystify the IVF technique, and deal with unusual problems. IVF centers can build trust and credibility among participants by providing complete and practical records and promoting a sense of community and help. These educational initiatives, which are not the easiest, decorate the public recognition of infertility solutions but also generate increased inquiries and consultations, which in the long term contributes to the increase and filling of IVF centers (Sheoran et al., 2022).

Figure 8 KATO Fertility Summit and Consultation Fair



The poster features a purple dove logo at the top center. Below it, the title "Kato Fertility Summit and Consultation Fair" is written in a mix of bold and cursive fonts. Two location pins on the left indicate the Makati City Branch at KATO REPRO BIOTECH CENTER and the Quezon City Branch at CONCEIVE IVF MANILA INC. The event is scheduled for Saturday, December 07, 2024, from 1 PM to 5 PM. A calendar icon and a consultation icon are also present. At the bottom, five medical professionals in white coats are shown, with a QR code and a "REGISTER NOW" button overlaid on the image.

Educational activities are central to the outreach and strategies involved in in vitro fertilization (IVF) services. These opportunities, such as workshops, seminars, and one-on-one lectures, offer valuable opportunities to educate those affected about infertility treatment, demystify the IVF procedure, and address common concerns. By presenting comprehensive and practical records, IVF centers can build acceptance and credibility among members while promoting a community and support experience. These educational projects no longer best embellish the public's attention to infertility answers but also generate increased inquiries and consultations, contributing to the growth and success of IVF centers. In addition, using a combination of digital and traditional channels to promote these opportunities allows the center to effectively reach people with disabilities and strengthen its reputation as a leader in reproductive medicine.

3.2 Existing practices support the IVF Center Operations

The IVF centers face several challenges in their marketing strategies, demanding a comprehensive approach to promote services effectively. Regulatory compliance, technological advancements, changing patient expectations, and the need for disability-centered care are all significant challenges. Collaboration among stakeholders and a focus on patient education and inspiration can assist IVF centers in navigating the changing advertising landscape while ensuring patient satisfaction and achieving broader health goals.

Table 2. Thematic Analysis of Existing Practices Support the IVF Center Operations

Themes	Defining Elements	Key Informants
Online Visibility	Resource Allocation, Digital Trend	Medical Director 1,3,5,6 Managing Director 2,4
Strategic Partnership	Expert Collaboration, Stakeholder Collaboration	Medical Director 1,3,5,6,7,8,9, 10 Managing Director 2,4

Table 2 analyzes healthcare marketing challenges and strategies, emphasizing digital marketing adaptation, ethical principles, and the need for collaboration and professional development to enhance patient outcomes.

3.2.1 Online Visibility

As highlighted in the responses that finding your way to Online Visibility presents lots of challenge for In vitro fertilization (IVF) services. IVF centers grapple with the challenges of institutions that capitalize digital marketing systems, maximize online presence and still comply with rigorous health regulations. This, paired with a competitive landscape and rapid changing digital trends, is compounded by the need for constant adaption & innovation. Moreover, the sensitive landscape of infertility care demands a fine line be drawn between facts communicated effectively and preserving patient confidentiality whilst upholding ethical standards. IVF centers are able to embed the features and overcome hurdles of digital marketing when they engage communities with expert service delivery from onsite innovative strategy experts that can increase the profitability in digital advertising.

Online visibility is critical for marketing IVF services (Rosário & Raimundo, 2021). IVF clinics concentrate on building a solid digital presence through websites, social media, and online communities. This approach broadens reach, establishes credibility, and fosters trust among potential patients. IVF clinics can grow their patient base, improve accessibility, and advance reproductive healthcare by increasing online visibility.

Online presence obviously plays a huge role in IVF due to these responses. IVF centers lay a top emphasis on online market with the help of digital sources including detailed informative websites, active social media presence and contributing to different groups in internet. IVF centers can reach out to their audience, word of mouth about the services and engage with potential patients by strategically positioning themselves across these channels for max visibility. More than that, a strong online presence builds up credibility and trust in the minds of the patients; it recognizes us to be relied upon for reproductive medicine. But in an increasingly complex digital environment that is undergoing fragmentation into new technologies and platforms, IVF clinics are finding it challenging to keep up with the newest trends online while ensuring their web presence is optimized for success through ever changing landscape of Digital Marketing. Nevertheless, by leveraging their online presence in an intelligent way IVF centers can widen its investor base for related sufferers, thereby influence uptake of fertility treatment options.

3.2.1.1 Resource Allocation. The importance of how resources are used in maximizing operations within IVF services is reflected through the responses received. For IVF centers, the idea is to distribute and control strategic assets as best they can in order for them to be useful with little waste or inefficiency. This involves a careful consideration of human resources, equipment and finance. IVF centers want to be able to implement greener processes and new technologies while advancing a culture of continual improvement so as ultimately improve efficiencies, reduce cycle times both during treatment rounds but also time between cycles in an effort to positively impact patient outcomes. This saves resources and allows IVF facilities to provide superior care with excellent resource allocation, cost-effectively responding to new indications for fertility intervention without others failing because of unsustainable operations. By the practical support allocation, IVF centers can boost strategies and development of sufferer evaluations that all contribute to a fundamental fulfillment of the organization. (Ramazani et al., 2023).

Various answers highlight the importance of appropriate resource allocation in optimizing operations within an IVF service. Efficient distribution and management of resources to minimize spillages, wastage or inefficiency is an integral part, with asset management in high priority IVF centers carefully strategize the approach. Each of these elements read as excessive personnel, equipment redundancy and substantial amounts of time and financial resources behind. By utilizing efficient methods, incorporating the best in technology and development and cultivating a culture of ongoing improvement — fertility care centers obtain better office productivity with less treatment cycles to achieve successful results for those seeking infertility treatments. Optimal resource allocation further allows IVF facilities to practice exceptional care more affordably, and meet expanding needs for fertility correction as the means of remedy change well past just treatment while facilitating operational sustainability. Resource allocation can be effectively managed by IVF centers in order to streamline their operations, improve the patient experience and contribute positively towards organizational success.

3.2.1.2 Digital Trends. With the aid of several perspectives, the discussion has highlighted the importance of digital trends in managing and nurturing In-Vitro Fertilization (IVF) service provisions. It is crucial for stakeholders to stay updated and embrace emerging digital trends in order to remain relevant in the ever-evolving world of social media. Whether it be using highend statistical analysis and synthetic intelligence

for individualized incapacity care to drawing on social media systems and virtual advertising campaigns greater electronic shifts matter. Furthermore, the rise of telemedicine and virtual care hubs provides IVF centers with an opportunity to enhance their outcomes by offering comprehensive consultations and support services. IVF clinics that adopt these digital advances will stand to benefit patient experience, operational efficiencies and overall fertility success. (Horns et al., 2023).

Digital trends are playing a transformative role in the landscape of in vitro fertilization (IVF) offerings, as evidenced by the use of different perspectives. IVF centers should remain proactive and adaptable to growing digital trends to remain relevant and competitive in the unexpectedly evolving digital arena. The use of advanced technologies such as data analytics and synthetic intelligence enables personalized care for people with disabilities, even as the use of social media and digital marketing systems enables effective outreach and engagement. In addition, the emergence of telemedicine and digital care gives IVF centers new opportunities to increase their results and provide remote consultations and assistance. However, between these options lie challenging situations that include constantly monitoring developments, optimizing online visibility, and navigating the complexities of digital advertising and marketing. By embracing digital innovation and effectively addressing these challenges, IVF centers can improve the assessment of affected individuals, streamline operations, and achieve better outcomes in infertility treatment in the long run.

3.2.2 Strategic Partnership

Strategic partnerships are vital for advancing in vitro fertilization (IVF) services. By collaborating with healthcare professionals and organizations, IVF centers enhance treatment efficacy, broaden patient bases, and strengthen their credibility in reproductive medicine.

3.2.2.1 Expert Collaboration. The cooperation of experts is paramount to progress in the field of in vitro fertilization (IVF), as various findings underline. IVF facilities prefer to engage with multiple experts, including clinical specialists, fertility experts, researcher, and technology innovators, to leverage their collective information and capabilities. By working together, these professionals can exchange ideas, promote pleasant practices, and conduct studies to embellish the efficacy and safety of IVF. By fostering a collaborative lifestyle, IVF centers can stay at the forefront of clinical progress, expand innovative treatment protocols, and ultimately improve patient outcomes. Collaboration with experts now facilitates knowledge exchange and fosters a supportive environment that drives continuous improvement and innovation in reproductive medicine (McLaughlin et al., 2022).

Collaboration among professionals is crucial for advancing IVF, as highlighted by studies (Muñoz, 2023). IVF centers engage medical experts and researcher to exchange ideas, promote best practices, and innovate new treatments. This approach improves patient care and establishes IVF centers as leaders in reproductive healthcare.

3.2.2.2 Stakeholder Collaboration. Stakeholder cooperation is the cornerstone of efficient in vitro fertilization (IVF) operations, as evidenced by numerous opinions. IVF centers prioritize engaging various stakeholders, including patients, healthcare professionals, regulatory bodies, and network agencies, to ensure comprehensive patient-centered care. IVF facilities can deal with numerous wishes and opinions by actively involving stakeholders in choice approaches, comment mechanisms, and treatment plans, particularly advanced carrier transportation and disabled persons pleasure. This method of collaboration promotes transparency and consent and fosters a sense of ownership and accountability among stakeholders. In addition, the cooperation of the parties involved enables the sharing of information and

the allocation of valuable resources and assistance, which in the long term contributes to the development of IVF offers and the proper functioning of individuals and communities (De Guzman & Manalo, 2022). Collaboration among stakeholders is critical for providing effective in vitro fertilization (IVF) services. IVF centers offer comprehensive, patient-centered care by bringing together patients, healthcare professionals, and regulatory bodies. Collaboration improves service delivery, transparency, accountability, patient outcomes, and a trusted reputation for IVF centers (Muñoz, 2023).

3.3 Challenges of IVF Center in Marketing Strategies and Practices

IVF facilities face significant challenges in digital marketing, necessitating a multifaceted strategy to overcome budget constraints and ensure effective outreach. High marketing costs necessitate careful resource allocation and prioritization of methods that have demonstrated ROI. Collaboration with industry stakeholders can help you navigate financial challenges, and ethical practices ensure trust and reputation in marketing efforts.

Table 3. Thematic Analysis of Challenges IVF Center with Regards of Marketing Strategies and Practices

Themes	Defining Elements	Key Informants
Financial Challenges	Advertising Costs, Marketing Costs, Budget Constraints, Resource Allocation Budgeting Constraints	Medical Director 1,3,5 Managing Director 2,4
Difficulty in Strategic Planning	Market Research, Targeted Marketing,	Medical Director 5 Managing Director 2
Professional Development	Continuous Learning, Industry Trends	Medical Director 5,9 Managing Director 2,4
Ethical Consideration	Patient Privacy Regulatory Compliance Privacy Protection, Consent Acquisition	Medical Director 6,7,8,9 Managing Director 11

Table 3 analyzes approaches to financial challenges in healthcare marketing, highlighting budget constraints, advertising costs, ROI assessment, content marketing, strategic planning, professional development, integrated marketing, and ethical practices. These insights emphasize the need for a multifaceted approach to maximize marketing impact and organizational success

3.3.1 Financial Challenges

Financially demanding situations represent considerable obstacles to the in vitro fertilization (IVF) offer, a truth that is obvious from different points of view. There is a huge amount of money that an IVF facility has to deal with, due to its sophisticated scientific system as well hiring dedicated staffs and investing into research & continuous improvement. And, more importantly so the exorbitant cost of IVF resources on regular basis overextend to a number of probable patients: adding concerns about affordability and availability. It is not possible to discount on other values but IVF centers might take advantage of the current crisis and approach in a number of ways. They can streamline administrative methods, negotiate with merchants for better agreements or associate territories with insurance companies so that fertility treatment coverage goes up. It will also be possible to conduct fundraising, promotional activities and assistance programs for reducing the additional financial burden on patients guaranteeing that economic restrictions do not always represent a barrier in accessing IVF treatments. Through better negotiating these expensive situations, IVF centers need to offer accessibility and address payments that should enhance BOTH affordability...and extend access...for the persevering family in time for their long-term benefit. (De Guzman & Manalo, 2022).

3.3.1.1 Budget Constraints. However, research increasingly indicates that cost is a significant challenge for in vitro fertilization (IVF) centers. IVF clinics are often constrained by limited resources, preventing them from investing in new systems, hiring highly specialized staff, or conducting extensive behavioral studies to improve treatment options. Containing the significant economic charges associated with IVF methods might also deter a lot more sufferers from looking for remedy, further contributing to financial pressure. Moreover, to compete with these restrictions IVF centres may also bear in mind focussing on investment priorities and cost-saving alternatives for device elements while exploring percentage resources and bundle agreements. In addition to creating price context, implementing actionable operational strategies and optimizing support allocation can drive greater utility out of the range while preserving superior patient experience. IVF facilities may attempt to reclaim the economic frontier by prudent control of price range constraints and exploring innovative choices that help sustain them in providing exceptional fertility deals for those who need it. (Novero et al., 2021).

Many associated findings indicate that the challenges are huge with regard to budget constraints especially for in vitro fertilization (IVF) devices as a result, the often imposed restrictions prevent IVF centers from investing in up-to-date equipment and hiring specialized personnel to develop treatment options. Also, the high costs linked with in vitro fertilization (IVF) techniques may hinder individuals from availing of treatment and magnify financial burdens. In response to these roadblocks, IVF facilities may also wish to make efforts on expenditure prioritisation; seek value-based pricing for services and products being procured; embark upon developing collaborations/partnerships aimed at reducing costs. It can also benefit from proper operational practices as well as optimal allocation for care among the support, enabling spending to go further whilst not diminishing quality of life for people who experience disability. Carefully navigating the waters of stiff budgets and finding new answers, IVF centres will be able to rise above income boundaries while still offering superb fertility care where it is needed.

3.3.1.2 Marketing Cost. As various views suggest, marketing prices are a massive problem in the financial landscape of in vitro fertilization (IVF) equipment. This expenditure includes advertising and marketing campaigns, digital marketing, promotional materials, and information projects to attract and protect disabled people. Given the competitive nature of the IVF business and the importance of maintaining a solid online presence, allocating sufficient margin to advertising efforts is essential to

enhance visibility, attract patients, and ultimately increase revenue. However, managing advertising spending effectively and ensuring quality return on investment requires careful strategic planning and analysis. IVF centers must balance investing in effective marketing strategies and cost optimization to remain financially sustainable while providing excellent patient care. Through thoughtful budgeting and targeted advertising efforts, IVF facilities can maximize the effectiveness of their advertising and marketing spend and reap their business goals (De Guzman & Manalo, 2022).

Marketing costs represent a large aspect of the economic landscape of in vitro fertilization (IVF) equipment and include numerous activities, marketing campaigns, digital marketing, and promotional materials to attract and retain those affected. Given the competitive nature of the IVF business and the importance of maintaining a solid presence on the line, allocating sufficient margin to marketing efforts is critical to improving visibility, patient appeal, and increasing revenue in the long term. However, managing advertising and marketing spending successfully and ensuring a good return on investment requires careful strategic planning and evaluation. IVF facilities must ensure stability between investing in effective advertising techniques and optimizing fees to remain financially sustainable while turning to top-notch care for affected individuals. Through thoughtful budgeting and targeted advertising efforts, IVF centers can maximize the effectiveness of their advertising and marketing spending and achieve their business goals.

3.3.2 Difficulty in Strategic Planning

As highlighted by many perspectives, strategic placement is fundamental to the in vitro fertilization (IVF) environment. IVF centers play a strategic role in the market by emphasizing accurate fee proposals, including modern times, customized patient care, and high-quality performance fees. With experience in the aggressive environment and the needs of their target audience, IVF centers can tailor their messages and offers to counter and appeal to sufferers. This strategic approach helps differentiate them from the competition and allows them to leverage their strengths and adequately address the exact wants of patients seeking fertility treatment. Through strategic positioning, IVF centers can embellish their presence in the market, promote the affected person's consent, and ultimately gain their business goals (Shiraishi et al., 2021).

3.4.2.1 Research Driven Prioritizing Marketing. Research-driven advertising prioritization is a strategic technique employed by in vitro fertilization (IVF) facilities to efficiently allocate assets and focus advertising efforts where they are most likely to produce the desired results. By conducting thorough research that includes market assessments and demographic studies, IVF centers perceive regions or demographics with excess demand for fertility treatment or limited access to reproductive health care services. This record-breaking technique allows them to prioritize advertising tasks and target areas where they can most effectively reach their target audience. By matching advertising techniques with regions of high demand or unmet desire, IVF facilities can maximize the effect of their advertising efforts, increase patient inquiries, and ultimately improve access to fertility treatment for people in need (Liamzon et al., 2021).

<i>Managing Director 2</i>	<i>We conduct research to identify provinces or regions with a high individuals seeking fertility treatment...</i>
<i>Medical Director 5</i>	<i>Ah, well, we research to, um, identify provinces or regions with a high concentration of individuals seeking fertility treatment...</i>

Research-backed advertising and marketing prioritization is a strategic methodology that IVF centers use to optimize resource allocation and focus advertising and marketing efforts for maximum impact. By carefully examining market dynamics, demographic trends, and local differences in access to reproductive health care offerings, IVF facilities identify areas with increased calls for fertility treatment or underserved populations. This data-driven technique allows them to efficiently allocate advertising resources and direct efforts to regions where they can effectively engage their target market. By adapting advertising and marketing strategies to cope with areas of excess call or unmet need, IVF centers can amplify their advertising effect, stimulate patient inquiries, and ultimately increase the availability of fertility treatment for people in need.

3.3.3 Professional Development

Professional development is a crucial aspect of the career progression of in vitro fertilization (IVF), as evidenced by numerous findings. IVF professionals prioritize continuous learning and upskilling to keep up with advances in reproductive medicine, growing technology, and evolving patient care practices. This includes participating in specialist training packages, attending meetings, workshops, and seminars, and undertaking peer-reviewed research and guidance. By investing in their expert boom, IVF professionals can deepen their knowledge, broaden their perspectives, and stay at the forefront of innovation. In addition, continuous professional development fosters a culture of excellence, collaboration, and constant improvement in IVF facilities, ultimately benefiting patients by ensuring the delivery of remarkable and evidence-based fertility care (Jiménez-Zarco et al., 2021).

3.3.3.1 Continuous Learning. Continuous adoption is the cornerstone of professional growth and improvement in the in vitro fertilization (IVF) field, underscored by various insights. IVF specialists prioritize ongoing education and skill enhancement to keep up with improving reproductive medications, new technologies, and evolving patient care practices. This commitment to lifelong learning includes actively seeking out training opportunities, including attending conferences, workshops, and seminars, and conducting self-directed exams and studies. By staying up-to-date on state-of-the-art features and best practices, IVF professionals can ensure they provide their patients with the most effective and evidence-based comprehensive care. Continuous learning, which is not the most skillful, complements individual information but also contributes to the overall development of IVF, leading to improved treatment results and patient satisfaction (Katsikeas et al., 2019).

The constant acquisition of knowledge serves as the basis of professional progress and improvement in the field of in vitro fertilization (IVF), as evidenced by various findings. IVF doctors prioritize ongoing education and upskilling to keep up with advances in reproductive medicine, growing technologies, and evolving patient care methodologies. This willpower for eternal learning means actively pursuing study opportunities, consisting of attending conferences, workshops, seminars, and independent study. By keeping abreast of current capabilities and excellent practices, IVF professionals ensure they deliver the most effective, primary-based care to their patients. Continuous research is no longer the most accessible source of information for men or women. Still, it also supports the holistic improvement of the field of IVF, bringing improved treatment effects and increased patient satisfaction.

3.3.3.2 Industry. The in vitro fertilization (IVF) industry operates within a dynamic landscape involving various stakeholders, including IVF centers, healthcare professionals, and patients. Strategic marketing practices, such as fostering collaborations and engaging with professional associations, enable IVF centers

to adapt to evolving technologies and patient needs, ultimately enhancing outcomes and shaping the future of reproductive healthcare (Hida & Dewi, 2021).

The field of in vitro fertilization (IVF) operates within a dynamic landscape involving various stakeholders, including IVF centers, healthcare professionals, and patients. By employing strategic marketing practices and fostering collaborations, IVF centers adapt to evolving technologies and patient preferences, ultimately enhancing outcomes and shaping the future of reproductive healthcare (Gnizy, 2020).

3.3.4 Ethical Consideration

Ethical issues are paramount in in-vitro fertilization (IVF), reflecting a conscientious commitment to patient welfare and moral integrity. IVF facilities adhere to ethical advice and concepts that favor the affected person's autonomy, confidentiality, and informed consent in all remedies. This includes ensuring that those affected fully recognize the dangers, benefits, and consequences of IVF approaches, in addition to respecting their reproductive selection and choices. In addition, IVF facilities adhere to ethical standards in handling and using patient facts and always protect privacy and confidentiality. In addition, ethical issues extend to the responsible use of reproductive technologies, ensuring that interventions are carried out with the utmost respect for the human dignity and well-being of the individuals and households concerned. By adhering to these ethical principles, IVF centers attempt to maintain consent, integrity, and patient-centered care in their practice (Campbell et al., 2021).

3.3.4.1 Patient Privacy. Patient privacy is fundamental to the ethical medical practice of in vitro fertilization (IVF). IVF facilities prioritize the confidentiality and protection of affected persons' facts to protect sensitive clinical records and personal information. This commitment to data privacy includes measures such as robust data encryption, limited access controls, and adherence to strict privacy regulations and rules, including HIPAA (Health Insurance Portability and Accountability Act). IVF centers ensure that disabled people's facts are accessed as efficiently as possible by authorized staff for valid functions. They are transparent about how disabled people's records are collected, used, and stored. By adhering to strict privacy requirements for affected individuals, IVF facilities aim to instill confidence and faith in patients, assuring them that their sensitive facts are handled with utmost care and respect (Cruz & Harrison, 2020).

Patient privacy is a cornerstone of the ethical practice of in vitro fertilization (IVF), with IVF centers prioritizing the confidentiality and protection of affected person statistics. Robust measures that include information encryption and limited access to controls are applied to protect sensitive medical and private facts by strict privacy guidelines such as HIPAA. IVF Centers conduct transparent communications with affected individuals regarding collecting, using, and retaining their information and obtain specific consent for any advertising and marketing functions. By adhering to strict privacy requirements, IVF centers intend to promote acceptance as valid and trust among patients, assuring them that their records are handled with the utmost care and appreciating, in the long term, emphasizing the importance of patient privacy in each concern operation.

3.3.4.2 Regulatory Compliance. Compliance is the cornerstone of responsible functioning in vitro fertilization (IVF), characterized by compliance with several legal guidelines and advice governing reproductive medicine and medical procedures. IVF centers prioritize compliance with regulations such as HIPAA (Health Insurance Portability and Accountability Act) and FDA (Food and Drug Administration) proposals to ensure the protection, privacy, and ethical treatment of those affected. This

commitment to compliance extends to all elements of IVF operations, such as fact management, laboratory protocols, patient care, and research efforts. By complying with these requirements, IVF facilities demonstrate their commitment to ethical practice most effectively, contribute to the overall integrity and credibility of the IVF enterprise, and ensure the integrity of patients and the credibility of the fertility treatment offering (Biana & Domingo, n.d.).

Compliance is the foundation of responsible in vitro fertilization (IVF) operations, ensuring adherence to laws and legal guidelines governing reproductive medicine and clinical procedures. IVF facilities prioritize compliance with HIPAA and FDA requirements, safeguarding individuals' privacy, safety, and ethical treatment. This commitment to compliance extends across all aspects of IVF operations, including data management, laboratory protocols, patient care, and research efforts. However, IVF facilities may not always effectively emphasize their commitment to ethical practices. Still, they strengthen the integrity and credibility of the IVF industry, protect the pursuit of afflicted individuals, and improve the credibility of infertility drug offers. In addition, adherence to principles governing healthcare advertising and marketing, data subject privacy and scientific ethics, promoting acceptance as truthful and credible by maintaining professional websites attractive to patients on social media, and transparently sharing relevant content and testimonials are also crucial in the digital advertising sphere.

DISCUSSION

This chapter presents the implications of the study findings, the interpretation within the context, and the significant results, addressing the discrepancies and the unexpected outcomes.

4.1 Conclusion

In-vitro fertilization (IVF) represents a convergence of clinical innovation, moral concerns, and patient-centered care, requiring a multifaceted technique to ensure fulfillment and sustainability. As highlighted at some point in this survey, several key elements support the effective operation and growth of IVF centers: economic management, optimization of care, patient involvement, moral exercise, and strategic advertising and marketing.

Financial Management: IVF centers incur high costs, necessitating careful financial management. Budget constraints restrict spending on technology, staff, and research. Strategic prioritization and cost-effective measures can aid in overcoming these obstacles. Advanced planning and predictive analytics improve resource utilization, reduce waste, and increase efficiency. Partnerships can also share resources, reducing financial burdens while maintaining high-quality care standards.

Community Engagement Strategies: The recommendations of the study for community engagement could significantly impact health agencies seeking to increase access to fertility services. Clinics can effectively reach underserved populations, raise awareness of fertility services, and address access barriers by working with community health organizations to develop informational programs, resulting in increased utilization and better health outcomes.

Quality Improvement Initiatives: A patient feedback system can aid in continuous quality improvement within healthcare organizations. Clinics that collect real-time insights from patients can identify areas for improvement, address concerns, and tailor services to meet patient needs better, resulting in higher satisfaction and care delivery.

Policy and Advocacy Efforts: Increasing community engagement and raising awareness about fertility services can have a broader advocacy impact. Clinics can help destigmatize infertility by organizing networking events and awareness campaigns, promoting reproductive health education, and advocating

for policies that ensure affordable and equitable access to fertility care, all of which advance reproductive rights.

To summarize, IVF facilities' successful operation and growth requires a comprehensive approach that includes financial prudence, resource optimization, patient engagement, ethical practice, and strategic marketing. IVF facilities can navigate the complexities of providing high-quality fertility services by addressing budget constraints through innovative financial management, optimizing resources for efficiency, promoting trust through clear communication and ethical behavior, and implementing a multifaceted marketing strategy. Continuous research and adaptation to new advancements keep IVF clinics at the forefront of reproductive medicine, fulfilling their commitment to assisting individuals and couples on their path to parenthood. Through this collaborative effort, IVF facilities make significant contributions to the larger field of reproductive health and have a long-term impact on the lives of those they serve.

4.2 Recommendations

The following suggestions have been made from the research outcomes:

1. Enhance Patient-Centered Care

Recommendation: Promote personalized care plans for all patients, especially people with disabilities who require specific requirements and challenges. Train staff members on communication and compassion skills to create an environment of support. Workshops should be held to sensitize patients and the community on fertility options. **Rationale:** The study identifies how poor patient involvement requires more personalized care to enhance satisfaction levels. Clinics could achieve higher levels of patient engagement and better health outcomes by customizing their services to suit particular patient needs, particularly those that have disabilities. The findings also support this by indicating that effective communication directly improves the experiences patients have during their treatment.

2. Maintain High Standards of Ethics and Data Protection

Recommendation: Patient data should be encrypted and security protocols updated regularly to shield them from intrusion. Compliance with legal and ethical standards like confidentiality and informed consent should be ascertained through the conduct of audits.

Rationale: The significance of ethical practices in IVF clinics is highlighted by the data obtained. To develop trust between these people and the clinic's services, it is important to protect sensitive patient information while simultaneously meeting legal and ethical requirements.

3. Improve Marketing and Community Engagement

Recommendation: Craft combined marketing approaches employing both digital and traditional methods that can reach a wider demographic. To build awareness, they may employ social networks, search engine optimization (SEO), email campaigns, or attend local events among others; this would enhance their reliability within the community.

Rationale: According to this study, one way towards better access to reproductive health services particularly for underprivileged groups is through community involvement and awareness creation. A good marketing strategy could broaden the reach of the clinic thereby helping educate about fertility choices available and consequently increasing its use rate.

Developing a 4Ps (Product, Price, Place, Promotion) marketing strategy for in-vitro fertilization (IVF) involves a customer-focused approach to address the needs of patients and communicate the value of IVF services effectively. Below is a detailed recommendation.

1. Product

- **Service Offerings:**

- Provide a range of IVF-related services, such as fertility assessments, egg freezing, donor egg/sperm programs, genetic testing, and counseling.
- Ensure high-quality medical facilities with advanced technologies, emphasizing success rates and patient care.
- Include complementary services such as nutrition counseling, stress management programs, and aftercare support for a holistic approach.

- **Customer Experience:**

- Design a seamless patient journey with personalized consultations, empathetic care, and transparent communication about procedures and outcomes.
- Offer digital tools like patient portals for scheduling, treatment updates, and accessing medical records.

- **Differentiators:**

- Highlight unique factors like specialized expertise, success rates, ethical practices, and certifications to build trust.

2. Price

- **Transparent Pricing:**

- Provide clear information about costs, including consultation fees, IVF cycles, medication, and optional services like genetic testing.
- Offer packages or bundled pricing for multiple cycles to make costs predictable and manageable.

- **Payment Options:**

- Introduce flexible payment plans, financing options, and collaborations with insurance providers to reduce the financial burden.
- Offer discounts or promotions during awareness months or special occasions (e.g., Mother's Day).

- **Value Justification:**

- Emphasize the quality of care, advanced technology, and high success rates to justify premium pricing, if applicable.

3. Place

- **Accessibility:**

- Establish clinics in easily accessible urban areas, ensuring proximity to public transportation or ample parking facilities.
- Consider partnerships with regional healthcare providers to expand your reach.

- **Convenience:**

- Leverage telemedicine for initial consultations, follow-ups, and patient education.
- Develop satellite clinics or mobile units in underserved areas to make services available to a broader audience.

- **International Outreach:**

- If applicable, cater to medical tourism by offering packages for overseas patients, including accommodations, airport transfers, and concierge services.

4. Promotion

- **Awareness Campaigns:**

- Run digital marketing campaigns highlighting success stories, patient testimonials, and educational content about infertility and IVF.

- Use search engine optimization (SEO) and pay-per-click (PPC) advertising to target potential patients searching for fertility solutions online.
- **Educational Efforts:**
 - Host free webinars, workshops, or live Q&A sessions with fertility experts to engage and inform the audience.
 - Collaborate with influencers or advocacy groups specializing in fertility issues to reach a broader demographic.
- **Targeted Outreach:**
 - Use personalized email marketing for potential patients who have shown interest in fertility services.
 - Partner with gynecologists and other healthcare providers for referrals.
- **Community Engagement:**
 - Participate in health fairs and community events to create awareness and build relationships.
 - Support local or global initiatives related to infertility awareness to position your brand as a trusted partner.

This 4Ps strategy, tailored to IVF services, ensures you address the emotional, financial, and logistical challenges faced by patients while creating value and building trust in your brand.

4.3 Output

The output provides concrete marketing strategies in line with the study’s pre-identified research gaps.

Goal 1. Improving Digital Marketing for Wider Reach

Recommendation	Action Plan	Timeline	Department	Explanation
Leverage social media, SEO, and email marketing	Create social media campaigns, optimize SEO, and initiate email marketing to enhance patient outreach	Q3–Q4	Marketing, IT	Social media, SEO, and email marketing can significantly increase the clinic's online presence, allowing it to reach more prospective patients. This strategy directly responds to findings on the need for improved visibility and patient outreach.

Digital marketing allows IVF clinics to target a wider audience, especially prospective patients who may not be aware of the services offered. By improving online visibility through SEO and strategic social media campaigns, the clinic can expand its reach and engage with a more diverse clientele.

Goal 2. Expanding Community Outreach through Educational Programs

Recommendation	Action Plan	Timeline	Department	Explanation
Conduct educational programs and partner with local health organizations	Organize fertility awareness seminars and participate in health fairs to educate communities about fertility services	Monthly (Q3)	Outreach, Marketing	Educational programs are crucial for spreading awareness about fertility services, especially in underserved areas. This initiative aligns with the study's findings on the importance of community

Recommendation	Action Plan	Timeline	Department	Explanation
				engagement and service accessibility.

By conducting regular educational sessions, the clinic can demystify fertility services, which often have stigma attached to them, particularly in underserved communities. Partnering with local health organizations strengthens credibility and helps build trust, leading to increased service utilization.

Goal 3. Launching a Referral Program for Increased Patient Acquisition

Recommendation	Action Plan	Timeline	Department	Explanation
Implement a referral program for existing patients	Offer incentives for current patients who refer new clients; promote the program through digital and in-clinic materials	Q3	Marketing, Customer Service	Referrals from satisfied patients offer a cost-effective way to attract new clients. This program taps into existing patient networks, encouraging word-of-mouth marketing based on positive experiences, as highlighted in the study’s focus on patient engagement.

A referral program capitalizes on patient satisfaction and loyalty, turning existing patients into advocates for the clinic. This initiative directly supports findings related to the importance of personal connections and trust in healthcare decision-making, which can significantly boost new patient acquisition.

Goal 4. Enhancing Brand Reputation through Corporate Social Responsibility (CSR)

Recommendation	Action Plan	Timeline	Department	Explanation
Launch CSR initiatives, such as free fertility screenings and partnerships with reproductive health charities	Offer free fertility assessments and support local charities by donating a percentage of service proceeds	Quarterly (Q3)	Marketing, PR	CSR initiatives enhance the clinic's brand by demonstrating a commitment to community well-being and social responsibility. This recommendation reflects the study’s findings on the importance of ethical practice and community involvement.

CSR initiatives allow the clinic to give back to the community while simultaneously building its reputation. Offering free screenings and forming partnerships with charities shows a commitment to accessible reproductive health services, promoting both goodwill and increased brand awareness.

Goal 5. Implementing Patient Testimonial Campaigns for Authentic Marketing

Recommendation	Action Plan	Timeline	Department	Explanation
Use patient testimonials to build credibility	Create testimonial videos and written stories for newsletters and social media to share success stories	Ongoing (Q3)	Marketing, PR	Patient testimonials provide authentic, real-life success stories that build trust and credibility. This approach supports the study’s emphasis on improving patient engagement and promoting the clinic’s services through personal experiences.

Testimonials are an effective marketing tool that humanizes the services offered by the clinic. Sharing positive patient stories through various media platforms helps build trust with potential clients, aligning with the study’s findings on the importance of patient-centered care in attracting new clients.

4.4 Implication of the Study

The following are the implications of the study;

1. **Enhancing Clinical Practice:** The findings of this study may inform medical practice by emphasizing the importance of daily training for healthcare professionals to improve communication skills. Infertility clinic providers can prioritize ongoing conversational training as part of their professional development to enhance patient satisfaction, treatment plan adherence, and overall care quality.
2. **Community Engagement Strategies:** The study's recommendations for community engagement may significantly impact health agencies seeking to increase access to fertility services. Clinics can effectively reach underserved populations, raise awareness of fertility services, and address access barriers by collaborating with local health organizations to develop informational programs, resulting in increased utilization and better health outcomes.
3. **Quality Improvement Initiatives:** A patient feedback system can aid in continuous quality improvement within healthcare organizations. Clinics that collect real-time insights from patients can identify areas for improvement, address concerns, and tailor services to meet patient needs better, resulting in higher satisfaction and care delivery.
4. **Policy and Advocacy Efforts:** Increasing community engagement and raising awareness about fertility services can have a broader advocacy impact. Clinics can help destigmatize infertility by organizing networking events and awareness campaigns, promoting reproductive health education, and advocating for policies that ensure affordable and equitable access to fertility care, all of which advance reproductive rights.

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