

## From Paper to Digital: Transforming IVF Nurse Clinics with Smart Treatment Application

Orian Gerad Leib<sup>1</sup>, Ettie Maman<sup>1,2,3</sup>, Micha Baum<sup>1,2,3</sup>, Ariel Hourvitz<sup>1,2,3</sup>,

1. IVF Unit, Herzliya Medical Centre, Herzliya, Israel, 2. IVF Unit, Sheba Medical Center, Ramat-Gan, Israel 3.IVF Unit, Shamir Medical Center, Zerifin, Israel. 4.Faculty of Medical and Health Sciences, Tel Aviv University, Tel-Aviv, Israel

## INTRODUCTION

Managing busy IVF nurse clinics can be challenging. As healthcare digitalization advances, exploring the potential of digital tools to enhance workflow, improve patient guidance and satisfaction, and optimize treatment outcomes in IVF is increasingly important.

## METHODS

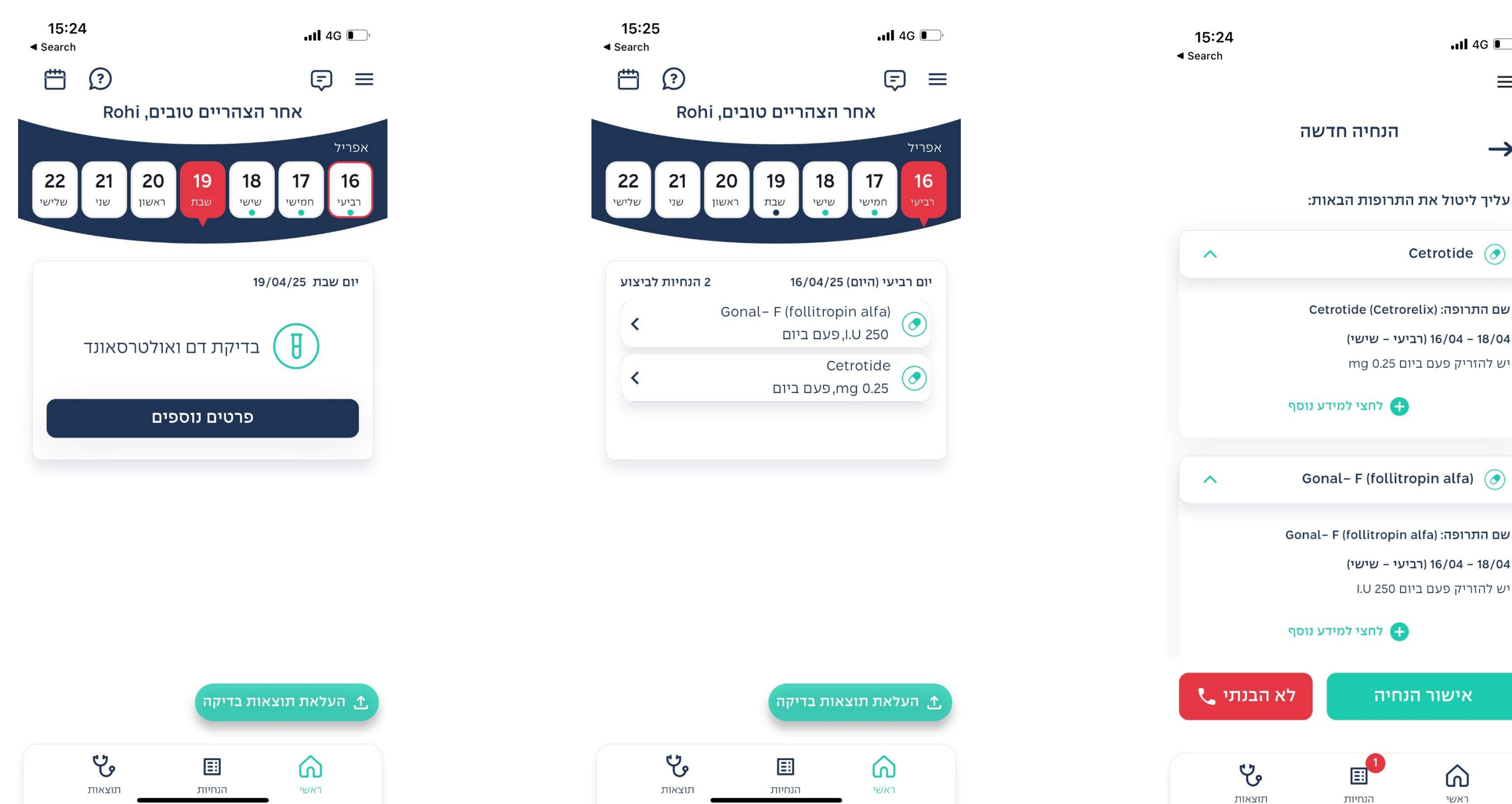
Several digitization-based work processes were implemented in our IVF nursing clinic. At the center of these processes was the transition to a dedicated application for treatment instructions. The application automated communication by extracting patient data from Electronic Medical Records (EMR) and delivering instructions directly to patients, who could approve or seek clarification within the app. In addition, Business Intelligence (BI)-based workflows were introduced, and activity coordination was managed using MD BOOKING, a software specifically optimized for IVF. The impact of these implementations on working hours, telephone call management, and patient satisfaction was assessed.

## RESULTS

Seventy-five percent of patients used the application. The main reason for non-use was the absence of a smartphone. Implementation of the application led to a 46% reduction in total calls and a 33% reduction in total call time compared to the pre-implementation period. A satisfaction questionnaire distributed to patients using the app demonstrated high satisfaction, with an average score of 4.59 out of 5. Overall, there was a reduction of 105 nurse work hours per month and a 7.65% decrease in the rate of overtime work.

## CONCLUSIONS

The digital application enhanced patient communication and substantially reduced nurse workload. Automation of communication processes optimized resource allocation, improved clinical efficiency, and elevated the patient experience.



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