




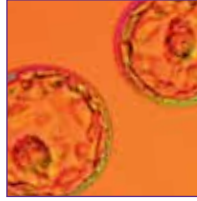
Cambridge IVF

Creating your future



'We want to make Cambridge
IVF unique in its patient focus'

Mr Raj Mathur – lead clinician



Creating your future – Cambridge IVF

Cambridge IVF is a new, assisted conception unit providing a range of fertility treatment. Purpose-built, at its heart is a team that will bring you quality care, the best in science and the latest in research so that between us we can create your future.

Our approach is to provide personal, supportive care delivered by a team whose strength is their combined expertise, knowledge and experience. Cambridge IVF is about the individual. Your care and treatment is unique to you and we will involve you every step of the way offering advice that is based on good-quality evidence, years of practical experience and our knowledge of the latest research.

We want you to be confident in your treatment and comfortable in your surroundings. Cambridge IVF has been designed around you. Part of Cambridge University Hospitals

(CUH) but located away from the main hospital campus, we provide a discrete supportive and welcoming environment with state-of-the art equipment and facilities offering a safe, seamless experience from investigation to treatment.

‘Our unit is purpose-built with the latest equipment, the highest safety standards’

Mr Raj Mathur – lead clinician





Creating Cambridge IVF – our background

Cambridge IVF is one of the most exciting developments in healthcare in our region. There is no other comprehensive assisted conception facility in the NHS in the East of England.

We are a new service, but Cambridge IVF builds on our 20 years as a fertility treatment centre at CUH and our experience of partnering other leading units in running a successful satellite IVF service.

Our established links to the research community in Cambridge at the university, the hospital and the Cambridge Biomedical Campus mean that we can bring the latest developments into clinical practice quickly and safely. Our consultants also work at the Rosie Hospital (Cambridge IVF and the Rosie

are both part of CUH) which means that we can provide continuity of care from outpatient fertility tests through medical or surgical treatment to care during and after pregnancy. The Rosie has provided maternity services for over 25 years and is not only regarded with affection locally but recognised as one of the safest maternity hospitals in the country.

Creating our relationship with you – personalised care

The team at Cambridge IVF is supportive and friendly. We spend a lot of time with patients so we get to know you well – that's important to us as we want you to be at ease, able to ask whatever questions you need, so you feel less anxious about having your treatment.

The building has been designed to focus on the patient journey;

we are well aware this is a difficult and emotional process and we want to make sure you are cared for in an environment which is as comfortable, caring and sympathetic as possible.

Your treatment and care will be personalised to suit your particular circumstances; there will be no sense of being on a production line. Whether you are part of a couple, here as an individual or as the supporting partner – male or female – our approach is to include and involve you all the way.

We'll make sure you always have time to air your views on how your treatment should be managed; you'll be included in any decisions to be taken and in control of what's happening at key stages of your treatment. We'll be there to help you with any additional expertise which you may need, such as specialist treatment for existing medical conditions.



Mr Raj Mathur – lead clinician

Raj trained under two of the pioneers in fertility treatment in the UK – Professor Ian Cooke in Sheffield and the late Professor Mike Hull in Bristol. He spent five years at the University of Bristol IVF Service and has played a key role in developing leading-edge fertility treatment at CUH. Raj is an internationally recognised expert in IVF.



'I firmly believe
Cambridge IVF is one
of the most exciting
developments in
healthcare in our region.'

Mr Raj Mathur – lead clinician

We're unique among clinics in the East of England in being able to provide this integrated approach to give you a holistic service which goes beyond the boundaries of the standard clinic.

At the same time, we keep in mind the things that make life easier for patients: flexible appointment times including extended patient-friendly opening hours, a comfortable waiting area, and support beyond consultation and treatment. Our website offers interactive pages created to support you beyond the clinic with opportunities for you to discuss treatment concerns, ask questions, find local support groups and share your experiences with other patients on our private discussion boards.



Stephen Harbottle – lead embryologist

Stephen designed and managed the construction of the laboratory clean room – the heart of Cambridge IVF. He began his career at the University of Bristol followed by Newcastle Fertility Centre. His national profile includes the Executive Committee of the Association of Clinical Embryologists and he is Chair-Elect of the Association of Biomedical Andrologists.

'It's all about you –
ensuring the quality of
your care is supported
by the highest possible
standard of laboratory
services.'



Treatments and services we offer at Cambridge IVF

- ovulation induction (OI)
- intra-uterine insemination (IUI)
- in vitro fertilisation (IVF)
- intra-cytoplasmic sperm injection (ICSI)
- intra-cytoplasmic morphologically selected sperm injection (IMSI)
- culture of embryos and blastocysts
- vitrification of blastocysts
- frozen blastocyst transfer
- microsurgical laser assisted hatching
- diagnostic semen analysis
- cryopreservation of sperm
-
- donor insemination (DI)
- treatment with donor sperm
- sperm donation

Our relationship with you is also about your trust in our expertise. Embryology is a dynamic field. You can be sure that as a team we keep our collective 'fingers' on the pulse of new developments, carefully evaluating new treatment options, culture media, equipment and techniques to ensure that our range of services gives you the maximum possible chance of a successful outcome.

Creating the right environment – expertise and safety

Cambridge IVF has been designed to deliver a full range of assisted conception treatments in an environment that promotes the highest standards of expertise and safety. The unit includes:

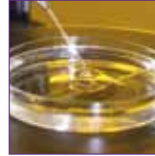
- a theatre suite and recovery area
- three scan and consultation rooms
- comfortably furnished room for counselling and confidential discussions
- a suite of laboratories and cryostore
- comfortable and private sample production rooms



Kate Waldock senior fertility nurse specialist

Kate has spent the last 13 years of her career in reproductive medicine, nine of them leading a team of experienced nurses working in assisted conception. Kate and the nursing team not only provide expert care, they are the familiar and friendly contact point for patients and a support throughout treatment.

‘Every patient has a common goal in wanting to achieve a pregnancy, yet all have different circumstances, lifestyles and beliefs.’



'Getting to know you is important – we want you to feel comfortable, welcome and able to ask any questions you want.'

Michala Jansons –
fertility services administrator

The building has been designed to provide what few units anywhere can match in terms equipment, safety and clinical processes. Our sophisticated laboratory suite has been equipped with the very best in leading-edge technology – including the latest and most reliable equipment currently available – to prevent risk, improve efficiency and give the best possible platform to help you conceive.

Safety and confidence in our processes are built into the DNA of Cambridge IVF. We have an electronic system to

constantly monitor key parameters such as the temperature of our incubators, fridges and freezers and even the quality of the air inside the laboratory – all to protect your developing embryos in every way possible. Should a problem arise outside of normal working hours, the system will call us and let us know.

We are the first service in the East of England to use a technology called RI Witness – a robust identification system designed to eliminate the risk of errors in the IVF laboratory. The system is based on having your own card which essentially becomes the 'key' to your treatment. We use this to 'unlock' the system and transfer your embryos which grow in culture dishes electronically tagged exclusively to you. In this way, you own and control your treatment cycle. We know how important security and confidence are to you and we have taken every possible step to demonstrate that

the safety and exclusivity of your developing embryos is our primary concern.

Cambridge IVF represents the future of fertility treatment: the combination of leading-edge scientific knowledge, state-of-the-art equipment and individually tailored clinical care means that Cambridge IVF is well placed to help you **create** your future.

Your next steps ...

Please visit our website, or better still come and meet us and look around the unit. We run pre-treatment sessions which guide you through the treatment steps so you can get an idea of what is involved and ask any questions before you make a decision.

Please call us on 01223 349010 to arrange a visit. We look forward to meeting you.



Michala Jansons
fertility services administrative co-ordinator

Michala has worked for Cambridge IVF since 2008 and acts as a point of contact for general questions about appointments or treatment. She also provides administrative support to her clinical and nursing colleagues so the unit runs smoothly.



Cambridge IVF

Kefford House
Maris Lane
Trumpington
Cambridge CB2 9LG

Telephone

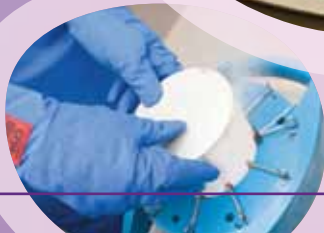
01223 349010

Web

www.cambridgeivf.org.uk

Email

enquiries@cambridgeivf.org.uk



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