



Jenny Hall, Origin's Managing Director talks exclusively to the Ulster Tatler

“Our success rate is up but the cost is down.”

Leading fertility clinic cuts major treatment costs by 15%

“People are reappraising their priorities. Enquiries about personal and family health and wellbeing issues are dramatically up in the past year. Origin is responding very strongly to that message in terms of services, priorities and price.”

In a year when global markets, investor confidence and even domestic property began to show the first signs of recovering from the worst economic downturn since the great depression, Jenny Hall, MD of Origin Fertility Care says the new landscape is very different. *“It’s back to basics,”* she says, *“family and wellbeing are replacing property and consumption as domestic priorities.”*

Talking exclusively to the Ulster Tatler, Jenny Hall says the response to Origin’s offer in January’s Tatler of a limited number of free infertility consultations, took everyone by surprise, *“In January’s Ulster Tatler we offered a limited number of complementary consults for couples. Every single consultation was booked within days of the magazine hitting the bookshelves. The uptake was frankly incredible, including potential patients from Dublin to Donegal.”*

Jenny says that sent her and her fellow directors a message about client priorities, *“Every year, over 5,500 Northern Ireland couples tell their GP they suspect they may have a fertility problem. The demand for infertility treatment is soaring, but an analysis of our website enquiries (www.originfertilitycare.com), tells us that couples prefer the certainty of private treatment.”*

She says patients want to know their likelihood of becoming pregnant, the length of waiting lists, and they want clarity about the cost of private treatment. Announcing that Origin is cutting 15 per cent off the cost of their major IVF and ICSI treatments for a three-month period, Jenny says the clinic is responding to market demand, *“One of our claims has always been, ‘no waiting lists,’ but this time last year, that’s where we were. We invested heavily in additional staff and resources to get the waiting lists down and, now we have succeeded, we intend to fully utilise our clinical capacity – hence the price reduction.”*

Jenny Hall says another consideration is the steady increase in demand from the Republic of Ireland where the costs can be considerably higher and couples often travel to Britain for treatment, *“We are confident that a three-month price reduction will be attractive to couples in the South as well as offering real cost reductions to local couples for whom price has been a barrier.”*

Origin has come a long way in the past five years. Staff and facilities have increased to cope with growing patient numbers and the most recently published results put Origin’s clinical pregnancy rates above the average of HFEA-regulated clinics throughout the UK.

Question:

“What are my chances of getting pregnant and what will it cost?”

Answer:

“Better than average and less than before.”

And that, says Jenny, is exactly what patients want, *“Couples come to Origin and they ask two questions, ‘what are the chances of getting pregnant and what will it cost?’ As our results continue to improve, the answer to the first question is, ‘better than average;’ and when it comes to cost, now we can say, ‘less than before.’”*

The Origin 15 per cent price reduction applies to new patients registering for IVF and ICSI from Monday 1 March to Monday 31 May 2010.

For further information on fertility treatment at Origin, visit www.originfertilitycare.com or call 028 9076 1713.