



Customer Case: Nordic IVF Facilitating data-driven clinical processes

Nordic IVF began providing IVF treatments in 2007. It is now part of the Eugin Group and encompasses four clinics - two in Stockholm and one in both Malmo and Gothenburg. All Nordic IVF's clinics use Omda Fertsoft to manage data, inform clinical decision-making and ensure safe and effective treatment

Nordic IVF clinics provide a diverse range of assisted reproductive treatments and require a solution that reflects and accommodates the complex nature of fertility technology and treatment processes. With its configurable design, extensive search capacity and emphasis on cross-discipline collaboration, Omda Fertsoft proved the ideal choice. The company has utilised the solution for more than a decade.

To learn more about how Nordic IVF benefited from adopting the solution, we spoke to Anna-Lena Wennberg, Senior physician at Nordic

IVF, Jonas Eriksson, Omda Fertsoft's Product Manager, and Ingigerður Guðmundsdóttir, the Application Specialist.

Facilitating data-driven clinical processes

"We use the system for everything we do in the clinic. It is an essential part of our day-to-day operations."

*- Anna-Lena Wennberg,
Senior physician at Nordic IVF*

As an end-to-end data management system, Omda Fertsoft enables the collection, storage and analysis of clinical data. On the clinical side, the solution encompasses patient data, freezer management, batch tracking and embryo monitoring and analysis, amongst other things. It also covers every aspect of the patient journey, from the moment they first contact a clinic to treatment completion. "As soon as you book an appointment, you are entered into the system," explained Jonas. "You are registered as a couple and begin the planning stage, where you are assigned an appointment date and a doctor."

For Nordic IVF, centralised access to an extensive array of data points is essential. "Since IVF is very specialised work, we need a solution that provides a comprehensive history of all treatment processes and what stage the patient is at in the treatment," said Anna-Lena. "Omda Fertsoft enables us to use this data to understand what we need to change and improve, and how to alter our methods to achieve the desired results. For instance, the solution provides key insight into embryo analysis. It helps us monitor progress and make more informed selections for embryo transfer, freezing and discarding."

The solution's searchability is key. Omda Fertsoft allows Nordic IVF to search and follow up on any data point in the system. "You can search for the media used, demographic information, or who was involved in the treatment. Anything is searchable," said Jonas. "For instance, doctors can search for specific causes of infertility, look at the treatments couples received in those cases and do an immediate analysis of those treatments. That data can be exported quickly and easily to other statistical databases for additional analysis, too."

"For us, one of Omda Fertsoft's biggest advantages is the statistical element," said Anna-Lena. "Everything is searchable. Our team uses the search function extensively. It is a goldmine of clinical information."

Incorporating business and administrative functionality

However, Omda Fertsoft is not just a clinical tool. Designed to improve and connect processes throughout an entire organisation, it also incorporates business functions. Jonas explained how this is an integral part of Omda's approach. "The software is both a clinical funnel and a business funnel. It allows Nordic IVF to plan and monitor business



operations by providing information that supports KPI analysis on a commercial level.”

Ingigerður described how Nordic IVF utilises clinical data in a business context. “Clinics need to be able to analyse factors such as the time it takes from first visit to treatment completion. It all factors into the way the clinic runs its business and helps it optimise operations.” The same is true for administrative processes. The solution features components for transportation logistics, donor registries, clinic documentation and payment. “Doctors, nurses, midwives and embryologists all use the solution. But so do our administrative staff,” Anna-Lena told us.

For Jonas, Omda Fertsoft’s business features contribute considerably to the software’s appeal. “Nordic IVF has embraced the solution’s business and clinical support functions to identify differences between clinics and improve performance. But this business layer is also very interesting in a wider context. In today’s market, there is a tendency to buy clinics and create conglomerates. That means the ability to share reports and performance data between individual clinics is vital.”

Empowering teams to better work together

“Nordic IVF are very good at using the solution for the whole group and to work as a team. They use the To-Do functionality extensively to achieve a transparent overview of operations. They recognise the importance of the

system for collaboration.”

*– Jonas Eriksson,
Omda Fertsoft’s Product Manager*

Recognising that Nordic IVF clinics are complex, multi-layered environments where close communication between various healthcare professionals is essential, Omda created a solution that prioritises and facilitates collaboration. Each part of the organisation uses the system in a different way,” Anna-Lena informed us. “Omda Fertsoft enables diverse roles to use a single software solution.”

To illustrate her point, Anna-Lena provided an example of how Nordic IVF uses the solution to ease and simplify communication. “Our doctors meet the patient in one setting and the embryologists take care of the tissue and the cells in the lab. This means the doctor has to communicate instructions to the lab.”

“The embryologists must know what the doctor discussed with the couple, what the lab needs to do, and how the tissue should be handled. For the follow-up, the patient may call the clinic and speak to a nurse. So the nurse needs to know what has happened, when the embryo transfer occurred, and whether there are any important updates. Omda Fertsoft facilitates all of this and makes the data available to the people that need it. It works extremely well.”

As well as enabling easy data-sharing, the solution boasts built-in collaboration features. Arguably the most important of these is the To-Do feature. Jonas spoke about how the To-Do function works in practice. “It facilitates closer collaboration. As a nurse,

if you need a prescription, you can add that to the doctor group's To-Do list. It ensures everyone is aware of treatment progress and their responsibilities and centres treatment on the couple, so they are always in focus."

"Fertility treatments are much more variable today," continued Anna-Lena. "Previously, there was only micro-injection or IVF. Now, there are so many combinations of treatments available. And that complex information needs to be communicated quickly and accurately between doctors, nurses, lab technicians and patients."

Enhancing statistical analysis and traceability

The solution's data collection and sharing functions are further enhanced by its statistical tools and the central role Omda Fertsoft plays in establishing data trails. The solution enables Nordic IVF to perform spot analysis on individual data points and to build reports from that data. While this is useful for visualising, interpreting and analysing the data, it also contributes to a safer, more efficient clinic.

"The solution's analytical features allow you to quickly identify issues in the clinic, trace the data, find the root of the problem and correct it," said Ingigerður. She added that an insight into how data is entered, edited and managed is critical in an environment when the stakes are high. "In this field, you cannot make mistakes. The repercussions are enormous."

Anna-Lena agreed that it is important to have a detailed account of who did what and when they did it. "Traceability is a key issue for us. More general healthcare systems cannot achieve the level of oversight Omda Fertsoft provides." While this helps Nordic IVF monitor and improve its processes, it also benefits its clinics when it comes to their legal responsibilities.

"In Sweden, there are many mandatory reporting requirements, and the government regularly updates legal regulations. It can have a significant impact on the way we work," Anna-Lena continued. "There is a lot of data to collect and communicate to the government. And Omda Fertsoft makes that easy." The solution also ensures Nordic IVF remains compliant with GDPR.



Streamlining workflows and simplifying communication

Omda Fertsoft's comprehensive approach and data sharing and collaboration features result in greater efficiency within the clinic. "Without an end-to-end solution, you have to use several pieces of software," Anna-Lena explained. "It is challenging to work in multiple systems. In the clinic, we only want to open one system - it is a far more efficient approach."

At Nordic IVF, the way Omda consolidates processes into single, streamlined workflows is typified by its use of the Prescription module. Anna-Lena elaborated on this aspect of the clinical process. "Our prescriptions are registered in another system. However, rather than having two systems open, we can do it all through Omda Fertsoft's Prescription module. We write the prescriptions in Omda Fertsoft and it automatically updates the information



Anna-Lena Wenneberg

in the other system. We certainly need more of these types of connections in the laboratory setting."

The solution's easy-to-use and intuitive interface also streamlines the process of pulling information when discussing treatment with patients. "The clinicians can extract information to communicate to patients more easily," said Jonas. "They can create print-outs and letters, simplifying communication from both a clinical and an administrative perspective. It offers a couple greater clarity about the treatment process."

Anna-Lena agreed. "It is essential that the doctor has a clear overview of the previous treatments. The doctors and patients often want to change or tweak the treatment - to alter the stimulation, introduce alternative medications or adapt the approach. Instant access to that information makes it easier to speak to patients."

"When I speak to a patient on the telephone to plan another treatment, Omda Fertsoft gives me an excellent overview of their treatment journey. I can quickly check individual treatments in greater depth. It helps with treatment planning and communication a great deal."

A bespoke solution, configured to meet each clinic's needs

"Each part of the organisation uses the system in a different way. Omda Fertsoft enables diverse roles to use a single software solution."

- Anna-Lena

Omda Fertsoft is a highly configurable solution that is tailored to the needs of different customers and individual clinics. Jonas explained why this is particularly important in the fertility sector. "Clinics need an interface that is tailor-made for their process. Even though all clinics do essentially the same thing, they do it in slightly different ways depending on local regulations, who the doctors and nurses are, how the clinic is physically set up, and traditions and workplace culture. The solution has to be configurable."

Anna-Lena confirmed that this is the case in Nordic IVF and that Omda Fertsoft allows each clinic a degree of independence. "All of our clinics use different configurations. Each is adapted to what we want and need. The Stockholm clinic uses an interface that looks

different from the Malmo clinic, for instance. It is necessary because we have evolved different routines and use modules in distinct ways."

The Omda team can configure the system to function in the way that best meets a clinic's needs. Small clinics may want to focus more on clinical treatment and not utilise all the business components. Physical limitations and how a clinic is organised can also influence the way they want the interface to look and behave.

Thanks to its modular design, Omda Fertsoft's versatility ensures the software adapts to Nordic IVF's processes. It also means its clinics can respond to changes in regulations or working practices without having to radically overhaul their digital systems.



Configurability is not restricted to a clinic's choice of core components. Each page can be configured to display the data fields clinics require and omit any irrelevant fields. From the initial menu interface right down to individual pages, the entire system is responsive to how Nordic IVF clinics provide treatments.

Comprehensive support and a close working relationship

"The Omda team is available and communicative. If we have feedback, I can always email them. If we need something explained, we can jump on a video call. They are always responsive.

- Anna-Lena

Omda Fertsoft is evolving and growing alongside Nordic IVF and the wider fertility sector. The Omda team introduces new features and improves existing ones to ensure the solution continues to deliver value. To achieve this, Omda works closely with customers to generate feedback and respond to emerging clinical needs.

Jonas discussed how this customer outreach works. "We have regular contact with

customers in several arenas. We offer regular support platform meetings and user meetings in conjunction with local conferences to get feedback on development, and talk about what is important and what clinics need right now. We also communicate closely when upgrading systems."

In the context of Nordic IVF, Jonas highlighted two instances in which the customer's feedback resulted in changes to the product. "We created a contract-handling module on the back of Nordic IVF feedback. And the To-Do functionality was improved to better suit its clinics' workflows."

For Anna-Lena, Omda's willingness to listen to and act upon customer feedback is absolutely necessary for a cutting-edge field that is always evolving. "The fertility sector is going through considerable changes and digital technology is playing a significant role in that. For instance, recent changes to donation regulations mean that the process has become more complex. It resulted in several significant changes to clinical processes. Donation is a really big issue for us and the wider fertility sector. To see that Omda is already working on new donation functionalities is great."

