



**Embryo  
Options<sup>SM</sup>**  
The Complete Cryo  
Management Solution

**Together** for next  
level **growth**







# Let's take the next step – together

“

Every successful interaction between a fertility clinic and its patients comes down to trust. Patients place their trust in you, and you do your best every day to honor that trust.

That's why we are excited to introduce Embryo Options<sup>SM</sup>, a digital platform for cryo billing, inventory management, and patient engagement. With easy patient access to end of storage information, educational materials, and account data, Embryo Options promotes more effective clinic operations. By supporting on-time payments and transparency throughout the cryo journey, we help you maintain strong relationships with your patients. We know there might be a mental barrier switching to a new digital platform. However, we are confident that you – and your patients – will find it intuitive and easy to use.

More importantly, we know that it will free up valuable time in your clinic, so you can spend it on what matters: being there for your patients.

Let's take the next step together. We promise it will be worth it.

**The Embryo Options Team**

## Pressure on your industry is an opportunity to level up

---

### The situation

A global increase in infertility and IVF cycles, new advancements, and trends, such as freeze-all and social freezing are transforming the industry. Today's clinicians face increased and changing demands from patients and peers, increasing the complexity of their work.

Cryo billing and management present several challenges for the clinics, including labor-intensive and time-consuming tasks, payment discrepancies, and lack of transparency.

This usually leads to patients contacting the clinic, increasing the workload and reducing the patient's sense of control – a cascading effect that creates less than ideal working conditions. Clinics also need to navigate the operational and regulatory complexities required to maintain IVF safety and quality standards.

That is why it is time to reimagine cryo billing. We invite you to enter a new level of smart, flexible, digital cryopreservation and management with Embryo Options.




# A complete solution at your fingertips

Embryo Options<sup>SM</sup> is a digital cryopreservation billing and management platform that enables you to reduce your workload, improve cash collections, and empower your patients: a holistic solution that frees up your time and creates more seamless cryo journeys. Welcome to the next step in cryo.

## Performance

Embryo Options is making a difference to clinics and patients alike:

- 2000 active admin users
- 570,000 enrolled patients
- 82,000 monthly bills sent
- 300,000 monthly emails sent
- 39,000 monthly letters sent
- 24-36 contacts per year/account
- >100 partnered clinics



“Patients can get in touch with me whenever, which makes it really clear for me. Even if they’ve had a conversation with the Embryo Options team, I can see everything they’ve discussed. There is such continuity. I don’t have to check paper documents or the clinic’s database for notes: all is consolidated on this one site, and everybody associated with it – the clinic, the financial person, and the hospital billing person – can all see the same thing.”

**Leilani Castleman**

IVF Lab Supervisor at Saint Luke’s ART Lab



# We think cryo billing ...

Embryo Options<sup>SM</sup> releases your clinic from time-consuming admin tasks and communication with clients caused by lack of clarity. The platform streamlines and automates the cryo billing process, increases collection rates, and informs patients of their cryopreservation options.

The results from clinics using Embryo Options paint a clear picture:

**24%**  
increase in  
patients paying

Up to  
**27%**  
increase in  
cash collections

**14%**  
reduction in  
Accounts Receivable

**21%**  
increase in  
billable charges

The patient engagement analysis is based on the billings and collections data obtained from a cross-section of centers with greater than 2 years of billing activity.

# ... so you can think patient care

By reducing admin workload, time-consuming coordination, and patient uncertainty, we enable you to form strong partnerships with your patients and empower their IVF journey.

With time freed from administrative tasks, you can focus on what matters.

“ Now I don't have 50 tasks sitting there waiting for me. With Embryo Options, there has been a significant increase in consent forms returned versus when we sent them out manually ... it has lightened the load for the cryo storage team, and it has also made the process very easy for patients.

**Crystal Goundar**

Embryologist at No.1 Fertility



# Unlock efficient operations with one platform

Embryo Options<sup>SM</sup> is a software platform designed to optimize cryo billing and management with services covering cryo management, clinic connectivity, and patient empowerment.

## Automated cryo billing & collections

An automated billing system with reminders reduces time-consuming payment follow-ups, ensures invoice accuracy, offers convenient billing processes for patients, and helps enhance end of storage and collection rates.

## On-demand platform for patients and fertility clinics

Embryo Options is a platform for both clinics and patients to be accessed whenever needed. This allows your patients to access account records, receive educational resources, explore end of storage options or communicate with the clinic.

## Optional embryo donation platform

The platform offers a comprehensive network which allows donation, effectively offering patients alternative end of storage options.

## Dedicated support team

The online portal gives patients on-demand access to professional and experienced support to ensure attentive care at any time.

## Simplifies end of storage education and management

Embryo Options' user-friendly interface provides easy patient access to end of storage support, educational materials, and important information, all helping to support informed and autonomous decision-making.

## Assists centers with enforcing abandonment policies

To help decrease abandonment rates, your clinic can establish and implement procedures to deal with abandoned embryos. This can include developing protocols for communication with the clients, the ability to set abandonment time frames and determine next steps.

## Robust communication and collection processes

Embryo Options is a software system that allows efficient long-term communication and management of collections, which is built to ensure that all information and materials are handled in a reliable, organized, and secure manner.

## Full financial reporting and account activity

Streamlined inventory management, automated patient notification protocols, and easily generated financial reports. Supports to optimize tank space and efficient clinic management and compliance.

## Easy Electronic Medical Record (EMR) integration

The platform streamlines integration and easy availability of patient data, including contact information from your clinic's EMR.





# Empower your patients on their journey

Embryo Options<sup>SM</sup> promotes patient engagement through easy access to consolidated patient data, educational material, and total confidentiality for more informed, autonomous decisions.

The user-friendly platform provides easy online enrollment and convenient access to specimen and storage information, document signing, and notifications of payment dues to promote informed end of storage decisions at home.

The platform is designed to help every patient stay updated and empowered to take control of their journey.

“ Embryo Options’ communication is so easy ... You can immediately log in and right away it prompts you to put in your information, pay the bill and then you’re done. I’m just excited. Not excited to pay the bill, but excited like: “oh cool – yes, the embryo is still there.”

**Laura Muri**

Embryo Options user, now CooperSurgical employee\*

“ I think any sort of education that we can offer to patients is a huge benefit. It allows them to make really important decisions about their fertility journey and their family goals. Anything that allows them to be better informed and gives them more education can be nothing but a benefit to patients.

**Crystal Goundar**

Embryologist at No.1 Fertility



# Experience the ripple effects of **true connectivity**

While Embryo Options<sup>SM</sup> optimizes your cryo billing management, it also increases connectivity inside and outside your clinic. Multiple ripple effects derived from going digital are reported by Embryo Options users.



EMR ID: #22564  
Juliette Dubois, Lyon  
Freeze date: 23/08/2019  
Account type: Embryo  
Payment plan: Monthly  
Next Payment: €40.00 on Dec 01, 2024



EMR ID: #586631  
Rachel Johnson, Chigaco  
Freeze date: 12/10/2017  
Account type: Oocyte  
Payment plan: Annually  
Next Payment: \$700.00 on Oct 01, 2024



## Improved connectivity for your patients

Embryo Options provides patients and clinics with full access to all information on one platform including:

- Easy access to their storage account
- Educational resources
- End of storage forms
- Payment options



EMR ID: #463122  
Victoria Carter, Baltimore  
Freeze date: 06/07/2019  
Account type: Embryo  
Payment plan: Monthly  
Next Payment: \$70.00 on Jan 01, 2024



EMR ID: #395261  
David Aoki, Manchester  
Freeze date: 07/02/2014  
Account type: Sperm  
Payment plan: Annually  
Next Payment: £500.00 on Dec 01, 2024



# Next level cryo management starts here


Digitalize your cryo billing and experience the numerous benefits for your clinic and your patients. The solution is here.

## Onboarding is easier than you think

Embryo Options<sup>SM</sup> Cryo Management software can be seamlessly integrated into clinic operations through personalized installation, configuration, and customization to meet your specific needs.

Your team will undergo comprehensive training to confidently navigate the software, while meticulous data migration ensures a smooth transition, preserving uninterrupted patient record flow.

Ongoing customer support fosters a supportive environment for issue resolution, and your feedback propels continuous improvements aligned with your clinic's evolving needs.



“ It has been fantastic, building a really close relationship with the Embryo Options team. They're always there; anytime I needed anything, they were quick to help, and very willing to go above and beyond. It's been a great experience and a big support system.

**Paulette Leverett**

Operations Specialist, Ovation Fertility



# Take your cryo management to the next level

Explore the benefits of digital cryo billing with Embryo Options, your complete solution for improved cryo inventory management and billing that connects and empowers clinics and patients for a more seamless cryopreservation journey.



Learn more at  
[www.coopersurgical.com](http://www.coopersurgical.com)

© CooperSurgical, Inc. The trademarks used herein are the property of CooperSurgical, Inc. All rights reserved • Order No. EMO\_BRO\_0002\_ROW\_US\_V1 • March 27, 2024. All information correct at time of print. Specifications are subject to change without notice or obligation on the part of the manufacturer.

CooperSurgical, Inc. | [coopersurgical.com](http://coopersurgical.com)

Embryo Options™ | by  CooperSurgical®