

Real-World Patient Voice in Fertility Care: Characterising Unmet Informational, Emotional, Decisional, and Navigational Needs From Social Media to Inform Patient-Centred Care Pathways

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1 OBJECTIVE Fertility treatment is mostly lived between appointments

Fertility care evidence is dominated by clinical-outcome metrics. Patient articulated concerns i.e. what patients struggle to understand, emotionally process, and decide about remains inconsistently captured.

This study characterised informational, emotional, decisional, and navigational needs voiced by fertility patients on social media to identify actionable targets for patient education, care pathway redesign, and value delivery.

30–65% discontinue IVF after the first cycle — mostly for behavioural and psychological reasons, not biological failure.

2 METHODS Retrospective cross-sectional content analysis · unit of analysis is the post or comment, not the patient

