



A Message from the SART President



Dear SART Member,

As your current president since ASRM in Philadelphia, I am hard at work determining my priorities for the coming year. A current priority is offering relevant educational content for SART members at the ASRM 2020 Congress in Portland.

We are proposing many interactive sessions and symposia that focus on providing quality patient care, and especially excited about our Pre-Congress curriculum proposal on “Challenging Issues for an ART Practice: Staying Out of the Courtroom.” Topics covered will be the management of embryos frozen in ART labs, increasing access care for our patients, and management of increased insurance penetration in the fertility market, among other topics for our curriculum. This will be in cooperation with SRBT, SREI, ARM and LPG, in order to expand its appeal across the fertility field.

As President Elect, I had the opportunity to represent SART at several conferences, including the annual Pacific Coast Reproductive Society meeting in Spring, 2019 and the ASRM Association of Reproductive Managers in May, 2019. At PCRS, I emphasized what SART does for its members. My comments were well received, and I was asked many good questions. As a member of the SART leadership team, I know there is much work to be done to ensure members understand what SART does, as well as the utility of the SART CORS membership portal for more than just data entry. We are excited to be speaking again next year about SART CORS data entry, and also SART benefits to our Fellows and younger REI specialists. I also spoke at the Association of Reproductive Managers national meeting in Austin, Texas, this past May spreading the SART presence where it is most important, to the managers who run our practices.

Last year, in June, 2018, an updated strategic plan prioritized several issues for me:

1. Increase the quality of communication with SART members
2. Build the SART brand so that member clinics, patients and policy makers know that SART emphasizes quality and safety, and finally,
3. Enhance the quality of the SARTCORS portal and improve the quality and clarity of the information that is entered by SART members

As part of the strategic plan, SART created a SART task force specifically to develop the SART brand, led by William Petok, former Chair of the Electronic Committee, and Harry Leiman, Clinical Director of the SART Executive Council. The #StartwithSART campaign emphasizes to patients that they need to focus on establishing their fertility care only with SART member clinics. A video directed toward prospective patients was developed and released at the recent ASRM congress, explaining why SART member clinics should be a patient's first choice. You can see this video on our SART.org website. As SART members, you well know that you abide by higher standards of reporting your live birth outcomes. This data is subject to validation and quality assurance SART criteria to make sure are representing truthfully and transparently to your patients your outcomes. Although this oversight is considered annoying, it is extremely important that our specialty hold ourselves to the highest standards possible. If SART doesn't, someone else who doesn't know our field as well, will. In addition, SART members abide by equal and fair representation in presenting their data in the form of the clinic summary report on the sart.org website. Our website metrics show clearly that this where our patients and prospective patients most often go to. The Advertising Committee works very hard to keep everybody on a level playing field with very clear and specific advertising guidelines. Our patients deserve the best information out there, and Dr. Eli Reshef and his busy committee are hard at work making sure every SART member represents himself/herself truthfully, fairly and transparently.

It will be a busy year indeed. Although the SART leadership is managing many issues, in the end, we are you...busy practicing physicians running busy fertility practices. We are dealing with the same issues you are. If you have any questions or concerns, please do not hesitate to contact the SART office or me directly.

Respectfully serving you,
Paul C. Lin, M.D., President

A message from the SART Electronic Communications

Committee Chair, Kelly Lynch, M.D.



The SART Electronic Communications Committee continues to focus on optimizing the visibility and usefulness of the SART website. The website serves both member clinics and patients as a source of reliable and up-to-date information including IVF success rates (the Clinic Summary Report). A review of the Google Analytics data for www.SART.org reveals some useful insights about traffic to the site. Visitors to the SART website increased by 12.5% in the last six months (Figure 1). The "Find A Clinic" page continues to be the most popular destination for the majority of users.

(Figure 2). Most users access our site via a desktop computer, although a significant proportion, 41%, use a mobile device (Figure 3). The trend of accessing our site via a mobile device appears to be

increasing (Figure 3). We are addressing this trend by developing additional mobile-friendly content for our users, such as podcasts.

The SART Electronic Communications Committee continues to work on the addition of patient-friendly content. This year, several new micro videos are being added to address the increasingly complex array of treatment options available to infertility patients seeking ART. These include, What is a Gestational Carrier and Who Needs One?, Embryo Transfer: Fresh or Frozen?, and Donor Eggs: Fresh or Frozen?. These short presentations are designed to provide a brief overview of pertinent topics and talking points for the patient's visit with the physician. These micro videos are located in the FYI Videos section under "Patients" at <https://www.sart.org/patients/fyi-videos/>. The ECC's latest project is a patient-friendly podcast series. These podcasts are 15-20 minute lively discussions hosted by SART ECC members with recognized experts in the field of infertility. Our first recordings took place at the recent ASRM Congress. Topics included, Tubal Surgery in IVF Era with Dr. Bradley Hurst, Fibroids and Fertility with Dr. Elizabeth Stewart, and Male Infertility with Dr. Stan Honig. The goal is to produce a regular series, available to patients, making "SART" a household name and go-to resource for expert advice.

The Committee wishes to thank the many participants who have volunteered their time and shared their expertise to participate in this ambitious new project, and to recognize the volunteer efforts of the entire Committee during the past year: Asima Ahmad, M.D., Daniel Grow, M.D., Ben Lannon, M.D., Claudia Pascale, Ph.D., William Petok, Ph.D., Brooke Rossi, M.D., and Mark Trolice, M.D. I also wish to recognize Jeffrey Hayes, Ph.D., ASRM education specialist, for his many hours spent recording and editing our podcasts. Finally, I wish to thank Kelley Jefferson, SART Administrator, for her support of our efforts.

Google Analytics Home

Users

102K

↑12.1%

Sessions

156K

↑6.2%

Bounce Rate

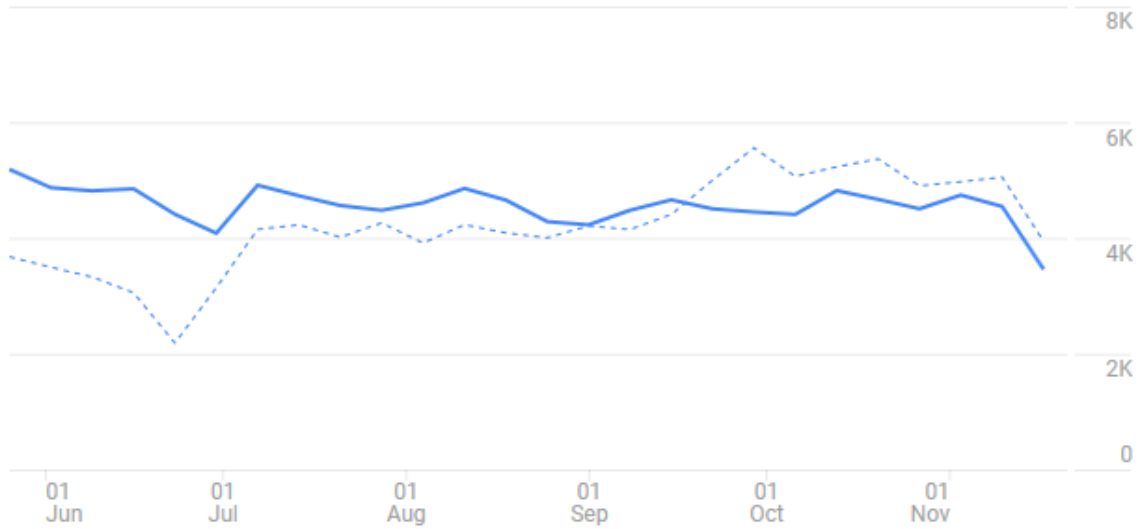
53.81%

↑9.5%

Session Duration

2m 20s

↓10.4%



Last 180 days ▾

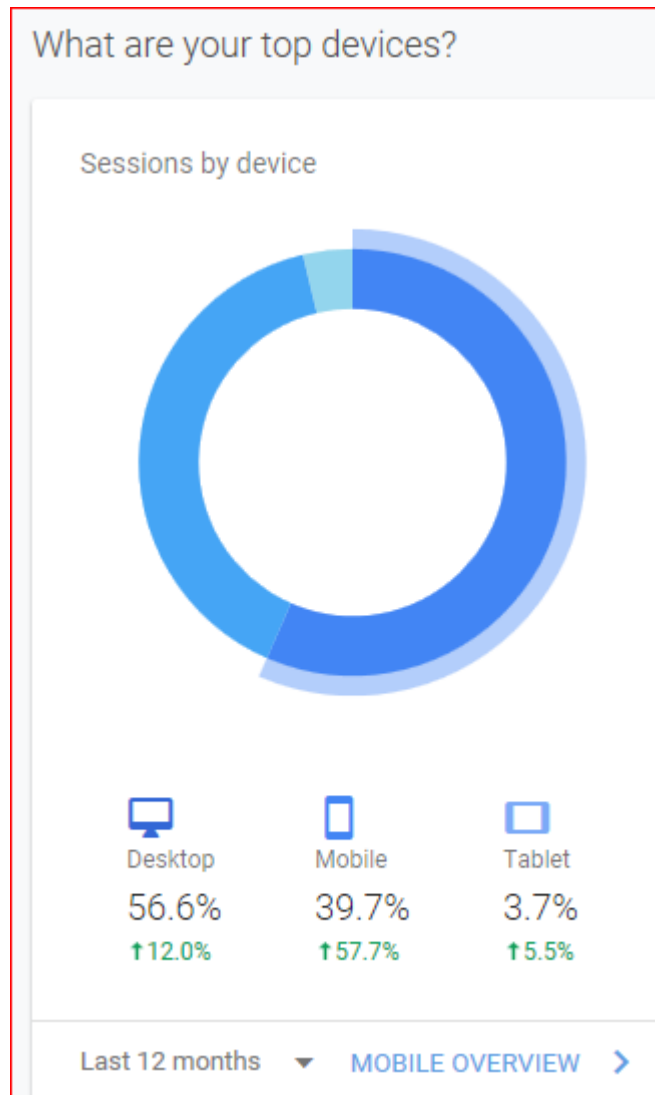
[AUDIENCE OVERVIEW >](#)

What pages do your users visit?

Page	Pageviews	Page Value
www.sart.org/clinic-pages/find-a-clinic/	82,224	\$0.00
www.sart.org/	38,331	\$0.00
www.sart.org/patients...ation/success-rates/	5,820	\$0.00
www.sart.org/patients/start-with-sart/	3,665	\$0.00
www.sart.org/patients...collection-of-semen/	3,581	\$0.00
www.sart.org/patient...cg-and-progesterone/	3,190	\$0.00
www.sart.org/sart_clinic_in_good_standing/	3,079	\$0.00
www.sart.org/patients/history-of-ivf/	2,708	\$0.00
www.sart.org/patients...ional-considerations/	2,405	\$0.00
www.sart.org/patients...tly-asked-questions/	1,973	\$0.00

Last 90 days ▾

[PAGES REPORT >](#)



A Message from ARM

Sara Mooney



I wanted to take an opportunity to share who ARM is, what we have been doing, and what our goals are for the coming year.

The Association of Reproductive Managers (ARM), a Professional Group of the American Society for Reproductive Medicine (ASRM) is committed to advancing the art and science of fertility practice management through leadership, research and education. The ARM leadership has taken great efforts to attempt to provide valid problem-solving solutions and pertinent, timely and progressive information to our membership through engagement at various events, specifically our annual members meeting and also at the various events and courses we put on at each ASRM Congress.

We just recently developed and launched an online forum for our members to which they can post questions or concerns regarding our industry. This is another great way to network and get ideas on

best practices in our field. This has been active since the end of January and we are getting great traction on it.

ARM hosted their national meeting in Austin, Texas in May. It was hugely successful with the highest number of attendees ever. The first night featured our networking event where we learned all about preparing brisket and then held a BBQ sauce competition. The next day's conference topics included:

- Why Patients Drop Out (and What Clinics Can Do About It)
- Risk Management in the Lab
- Role of the Advanced Practiced Provider in the REI Setting: Impacting the Bottom Line
- Engaging Physician Leadership
- Salaries, Benchmarking, and Staffing Ratios

While in Austin, the ARM Board met to discuss goals for 2020. We are working on building a proposal that sponsors ARM members for ASRM congress attendance tied to abstract submission. We also are developing a mentoring program for any manager seeking mentorship and best practices. And lastly, we brainstormed topics for the 2020 ASRM Pre Congress Course, symposia and roundtables.

Society for Assisted Reproductive Technology

An Affiliated Society of the American Society for Reproductive Medicine

1209 Montgomery Highway
Birmingham, Alabama 35216

Email us | (205) 978-5000 | Visit our website

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