

## SCOPING REVIEW: MARKETING STRATEGY OF IN VITRO FERTILIZATION (IVF)

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### ABSTRACT

IVF or In Vitro Fertilization (IVF) is a new service program so to increase consumer or patient interest, a marketing strategy is needed that can increase the number of consumers themselves. This research uses the scoping review method to determine the marketing of test tube babies or IVF by formulating questions using the concepts P (Indonesia and Overseas), C (Marketing Strategy), and C (IVF). The results show that the promotion of In Vitro Fertilization (IVF) services is more efficient by using promotions on social media, distributing brochures, collaborating with ob-gyn doctors, and placing advertisements on websites related to IVF or IVF services. Promotion of IVF or IVF services is carried out to increase the number of users or patients who use these services. Several promotional media are considered capable of attracting customers to use IVF or IVF services, including promoting on social media, distributing brochures, collaborating with ob-gyn doctors, and placing advertisements related to IVF or IVF services on websites.

**Keywords:** *In Vitro Fertilization, IVF, IVF Marketing, Marketing strategy*

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### INTRODUCTION

In Vitro Fertilization also known as IVF is a process of fertilizing a woman's egg cells by male spermatozoa. In Vitro means outside the body. So in vitro fertilization means the process of fertilization of a woman's egg cells by male spermatozoa which occurs outside the body. In Vitro Fertilization (IVF) is a new technique or method that can provide importance for infertile couples. IVF can change the paradigm of thinking about family life for the better so that mothers can get pregnant. IVF is the cultivation (culture) in the laboratory of the results of sowing (insemination) of male germ cells (spermatozoa) into egg cells (oocytes) which are taken by suction (aspiration) of mature egg sacs (follicles) from the ovaries (ovaries) to form embryos, which will be followed by a transfer of the embryo into the uterus through the cervical canal (Wulaningsih, 2021; Zahrowati, 2018).

The results of Yesica, et al's research say that to market the IVF program, which is considered a new program, hospitals need to apply the 7Ps in marketing IVF products, namely products where the hospital needs to provide inpatient and outpatient services for the test tube baby clinic. The price is determined by the party. hospitals are adjusted to the services provided and hospitals must be ready to serve cash and non-cash payments. Places where the hospital marketing must think of strategic locations for new programs that will become superior services so that they can also be accessed via Google Maps. Promotion must be carried out through social media such as Facebook, Instagram and directly, for example by conducting outreach to the community, quality of service by improving service providers by attending training to improve the quality of human resources, physical evidence such as infrastructure to support this program must be available following the latest quality, and finally, the quality of the service process, where the patient asks questions again if there is information that is not clear, so they can immediately ask the officer on duty (Devis et al., 2021; Winarta & Darma, 2018).

The growth of the IVF market in the United States is characterized by both exclusion and inclusion. IVF markets by developing desirable values in United States culture, such as academic achievement, artistry, male height, and male attractiveness to women. American IVF emerged in the scientific context of contraceptive and fertility research. America is also one of the pioneers in spreading IVF for older people, lesbians, gays, bisexuals, and transgender people as well as pioneering egg freezing. IVF has attracted media attention, and access and pricing of reproductive devices based on gender, race, and class-based technology has also driven the development of IVF in the United States (Thompson, 2016).

The results of the research show that the marketing of IVF in fertility clinics is affiliated with those who have registered their promotions on the website. The number of therapies performed at the website's fertility clinic ranges from (74%) to placing promotional advertisements on the website (Stein & Harper, 2021a). IVF units that are being developed and increased in market share must provide high-quality services and focus their efforts on excellence in performance, availability of information packages, and attention to treatment prices (Lass & Brinsden, 2001).

Based on the description above, the IVF or In Vitro Fertilization (IVF) program is a new service program so to increase consumer or patient interest, a marketing strategy is needed that can increase the number of consumers themselves. So the author is interested in writing this article using a scoping review approach to find out more about marketing strategies for IVF.

## METHOD

This research is a scoping review carried out to determine marketing strategies for IVF. The framework used is Arskey and O'Malley (2015) which consists of several stages, namely: (a) Identifying research questions, (b) Identifying relevant articles, (c) Carrying out thorough article selection, (d) Carrying out data mapping using tables, compiling, summarizing and reporting results (Tricco et al., 2016).

### Identify The Question

Research questions were formulated using the concepts P (population), C (concept), and C (contact) recommended by the Joanna Briggs Institute for Scoping Reviews

P (Population)	Indonesia and Abroad
C (Concept)	Marketing Strategy
C (Context)	Test Tube Baby (IVF)

### Identify Relevant Articles

The literature search used 5 databases, namely Google Scholar, Pubmed, Springeropen, Elsevier, and BMC.

No	Data Base	Keyword
1.	Google Scholar	"Marketing" IVF
2.	Pubmed	"Marketing" IVF, "Promotion" IVF
3.	Springer Open	"Marketing" IVF, "Promotion" IVF
4.	Elsevier	"Marketing" IVF, "Promotion" IVF
5.	BMC	"Marketing" IVF, "Promotion" IVF

The selected articles are those that meet the inclusion criteria, namely 1) research articles in Indonesian and English, 2) articles published in 2013-2023, 3) qualitative research type, 4) articles that can be accessed in full text, 5) research location in Indonesia and Abroad. Exclusion criteria are articles that do not match the population, concept, and context.

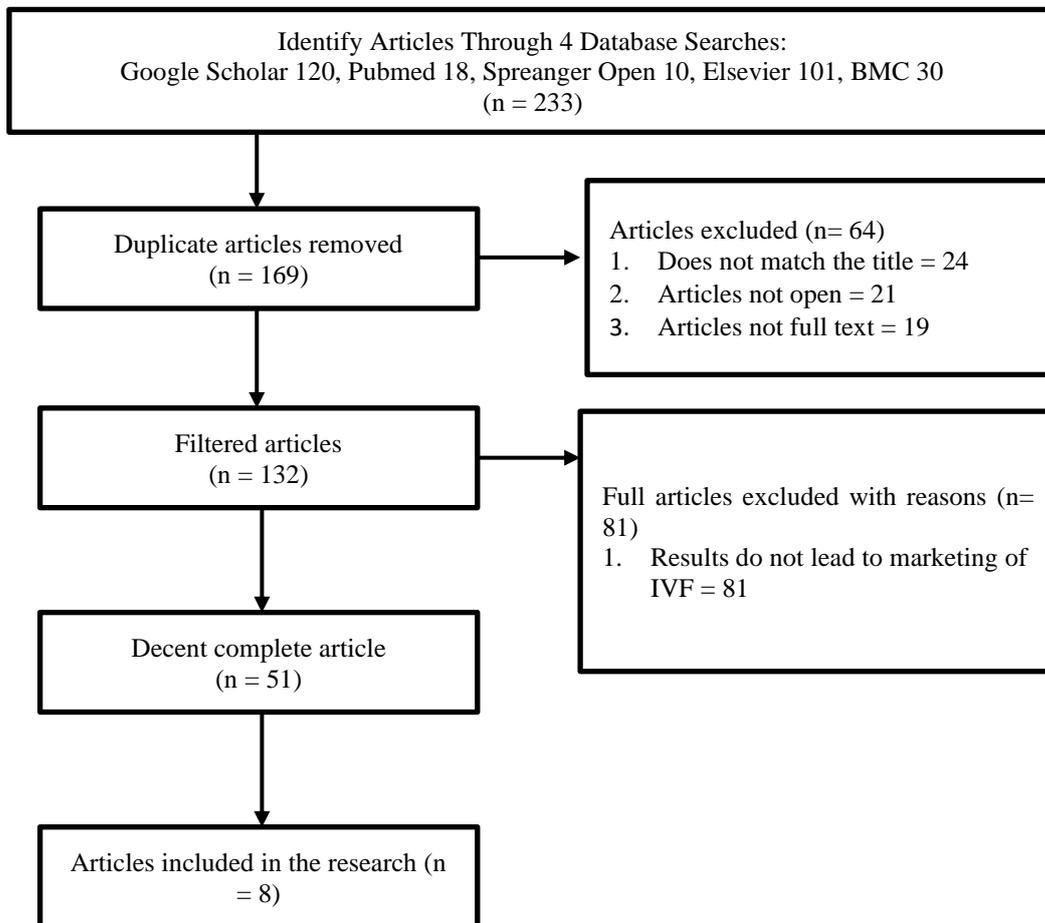


Figure 1. PRISMA Method Flow Diagram for Searching and Selection of Articles

**RESULTS AND DISCUSSION**

The research results can be seen in the following table:

Table 1. Research Place, Methods, Variables Researched, Relevant Variables, Cases

Title	Place of Research	Method	Results	Promotion Type
Marketing Strategy for the In Vitro Fertilization (IVF) Program Using Segmenting, Targeting, and Positioning and 4P (Product, Place, Price, Promotion) Methods in Denpasar Bali	Bali Royal Hospital	Qualitative	IVF services at Bali Royal Hospital in terms of products have become a superior service owned by the hospital and have special policies. IVF services at the Bali Royal Hospital are also supported by facilities and infrastructure that have superior facilities in terms of medical support equipment and are also supported by comfortable buildings including special	Social media Brochure Distribution

Title	Place of Research	Method	Results	Promotion Type
(Methods et al., 2020)			waiting rooms so that they do not mix with other service patients. In terms of price, the hospital determines Activity Based Costing (ABC) techniques and package rates that have been adjusted to suit competing hospitals. Likewise, by promoting IVF services, hospitals have used promotional media through social media, distributing brochures and holding seminars related to IVF at the hospital	
Passion, pressure, and pragmatism: How fertility clinic medical directors view IVF add-ons (Iacoponi et al., 2022)	UK	Qualitative	A total of 93 fertility clinics in the UK used promotions in web advertisements and the results showed that patients who chose to use IVF services came from doctor recommendations and web advertisements. Advertisements on the website help patients or people who need information related to IVF without having to come to a busy clinic just from the website.	Promotion on the website
Analysis of Fertility Clinic Marketing of Complementary Therapy Add-ons (Stein & Harper, 2021b)	UK	Qualitative	Fertility clinics that advertise on the web do not always share complete information such as the supporting therapy required and the location of the clinic is not clear in the web advertisement. The number of supporting therapies shared on fertility clinic web advertisements ranged from 0 – 4, with the majority (49/66, 74%) not including information regarding supporting therapy.	Promotion on the website
Marketing Strategy for IVF in Bali (Winarta & Darma, 2018)	Bali	Qualitative	IVF marketing is carried out by promoting and introducing products and services by approaching ob-gyn doctors in the Denpasar to Nusa Tenggara areas. Furthermore, marketing is also carried out by collaborating with N&J consultant agents to support the development of medical tourism. With this collaboration, hospitals can promote IVF services abroad, especially in China.	Collaboration with an ob-gyn doctor

Title	Place of Research	Method	Results	Promotion Type
How do Patients Choose Private In Vitro Fertilization Treatment? A Customer Survey in a Tertiary Fertility Center in the United Kingdom (Lass & Brinsden, 2001)	Great Britain	Qualitative	100 out of 6 (60.0%) couples got information about IVF services at fertility clinics from their general practitioner, while 53 (30.3%) patients got information from friends or relatives. Meanwhile, the rest rarely received information regarding IVF services and no patients received information through local newspapers or magazines. Almost all patients (97.3%) received information on IVF service packages, and 92.6% knew information regarding prices.	Collaboration with an ob-gyn doctor
The Marketing of Elective Egg Freezing: A Content, Cost and Quality Analysis of UK Fertility Clinic Websites (Gürtin & Tiemann, 2021)	London	Qualitative	43 clinics that distribute promotions via their website have included fertility preservation and egg freezing as part of the IVF service cycle but other information related to IVF is not included. The results showed that more than 70% of fertility clinics had implemented egg freezing as a series of IVF services shown on the EEF market.	Promotion on the website
The Prevalence, Promotion, and Pricing of Three IVF Add-ons on Fertility Clinic Websites (van de Wiel et al., 2020)	Inggris	Qualitative	87 clinics that advertised on unique websites in the UK stated that advertising on website add-ons was very effective and had a positive impact on fertility clinics. Placing IVF advertisements on websites provides valuable information for patients seeking fertility treatment with complete and accurate information.	Promotion on the website

No	Promotion Type	Number of Articles	%
1	Social Media	1	12,5
2	Brochure Distribution	1	12,5
3	Promotion on website	4	50
4	Collaborating with ob-gyn doctors	2	25

Based on the analysis carried out, it is known that there are several types of promotions carried out in promoting IVF or in vitro fertilization (IVF) services in Indonesia and abroad, including promotions through social media, promotions by distributing brochures related to IVF or IVF services, carrying out promotions. on the website by placing advertisements and collaborating with ob-gyn doctors so that ob-gyn doctors can provide recommendations to their

patients. The type of promotion that is most widely used is promotion by placing advertisements on websites where 50% of the articles analyzed state that promotions are carried out on websites by placing advertisements related to IVF or IVF services, then there are promotions by collaborating with ob-gyn doctors where 25% the articles analyzed stated that patients or customers who chose IVF service programs received information from their doctors or referrals from their doctors. Another type of promotion is by promoting via social media where 12.5% of the articles analyzed stated that promotion via social media was considered quite effective, such as distributing brochures where 12.5% of articles also stated that the promotional steps were by distributing brochures related to IVF or IVF services.

### **Social Media and Brochure Distribution**

The results of analysis of several journals show that 12.5% of research carried out promotions via social media. The use of promotions via social media has an influence of 83% on consumer purchasing decisions for products (Diyatma, 2017). In the first article, it is said that promotional media is carried out by hospitals through social media and distributing brochures (Methods et al., 2020).

### **Promotion on the Website**

Based on the analysis of all articles, it is known that as many as 50% use promotional media by placing advertisements on websites. The effectiveness of a website as a promotional medium is influenced by the completeness of the information and being able to attract attention from respondents so that they buy the services offered (Adhanisa & Fatchiya, 2017). Article two states that using promotions in web advertisements and the results obtained are that patients who choose to use IVF services come from doctor recommendations and web advertisements placed. Advertisements on the website help patients or people who need information related to IVF without having to come to a busy clinic just from the website. Likewise, article six states that clinics that advertise on unique websites in the UK state that advertising on add-on websites is very effective and has a positive impact on fertility clinics. Placing IVF advertisements on websites provides valuable information for patients seeking fertility treatment with complete and accurate information (van de Wiel et al., 2020).

### **Establishing Collaboration with Ob-Gyn Doctors**

Based on the analysis of the entire article, it is known that as many as 25% carried out promotions by approaching ob-gyn doctors and collaborating so that ob-gyn doctors would provide recommendations regarding IVF or IVF services to their patients. Likewise, articles four and five stated that 30.3% of patients knew information about IVF or IVF services from their doctor's recommendation because the promotions carried out on the website did not include the information clearly so that the doctor's recommendations were considered more effective (Lass & Brinsden, 2001; Winarta & Darma, 2018).

## **CONCLUSION**

Promotion of IVF or In Vitro Fertilization (IVF) services is a key element in efforts to increase awareness and accessibility of this service. IVF has become a hope for many couples who have difficulty achieving a natural pregnancy, and therefore, promotion has become an

important tool in connecting them with the medical solutions they need. One effective way to reach potential patients is through social media. Platforms like Facebook, Instagram, and Twitter have enabled IVF clinics to interact directly with their audience, provide relevant information, and share the success stories of previous patients. Social media also enables interactive dialogue with patients seeking guidance and support on their journey.

Apart from social media, using brochures is a traditional method that is still effective. Informative brochures can be distributed at various strategic locations such as medical centers, clinics, or hospitals. This provides potential patients with a more detailed overview of the IVF procedure, costs, as well as success statistics. The brochure can also be used as a reference by patients for discussions with their partners, family, and friends. Collaboration with Obstetrics and Gynecology (Obgyn) doctors is a valuable collaboration. Ob-gyn doctors are often the first to interact with patients seeking help with fertility. By building relationships with these doctors, IVF clinics can get important recommendations and refer patients accordingly. This also helps patients to feel more confident in choosing the IVF service that is right for them.

Placing advertisements on websites is also very important in promoting IVF services. Patients often search for information about IVF online, and targeted advertising can help IVF clinics reach the right audience. This advertisement can provide brief information about the clinic's advantages, a direct link to the clinic website, and make it easier for patients to find further information. To achieve the main goal of IVF, namely helping couples realize their dream of having children, careful and varied promotion through social media, brochures, collaboration with Obgyn doctors, and website advertising is the key to achieving success in providing this service to those in need.

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