Analysis of the most frequented posts/comments on Fertility Lab Insider blog reveals potential areas of improvement for patient counseling

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Abstract

ANALYSIS OF THE MOST FREQUENTED POSTS/COMMENTS ON FERTILITY LAB INSIDER BLOG REVIEWS 2-2.

Material and methods. Google Analytics data were analyzed to identify key topics discussed in patient/community and laboratory discussions in the clinical settings.

Results. During the study period (August 2010 to August 2012), patient and community discussions on the Fertility Lab Insider blog and Facebook page assessed the perceptions of patients and the opinions of laboratory professionals, respectively. Patients and community members discussed topics such as laboratory fees, IVF cycle success rates, and the impact of laboratory parameters on patient outcomes. The most frequented posts/comments were related to patients' concerns about the IVF process, how fertilization failure can occur—even with ICSI, and understanding laboratory decision-making processes. Analysis of the most frequented posts/comments on the Fertility Lab Insider blog revealed that 30% of patients expressed a desire for more laboratory information, and 70% of patients expressed a desire for more laboratory information.

Conclusions. The findings of this study suggest that patients and community members may have different perspectives on the IVF process and the role of the laboratory in patient care. Patients may have different perspectives on the IVF process and the role of the laboratory in patient care. Patients may have different perspectives on the IVF process and the role of the laboratory in patient care.

Take Home Messages

Patients are often interested in lab topics to better understand their treatment plan and the chances of success. Patients were usually interested in how embryo morphology, embryo scoring systems, and the impact of laboratory parameters on patient outcomes were discussed in patient/community and laboratory discussions in the clinical settings. Patients were usually interested in how embryo morphology, embryo scoring systems, and the impact of laboratory parameters on patient outcomes were discussed in patient/community and laboratory discussions in the clinical settings.

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