



Bridge Clinic

www.thebridgeclinic.com

IFM/LASUTH Website Edits

Section 1: Info on Patient's web page

CTA: *Trying to have a baby? We help make miracles happen* [put this in a blue colour block on the site to make it stand out]

Body Copy: *When it comes to fertility care, you want a team that is highly qualified, professional and cares about helping you conceive. You want the best.*

Top 3 benefits of this CSR initiative

- *Cost-effective IVF treatment*
- *High quality of care*
- *The combined expertise of LASUTH and Bridge Clinic*

What is Infertility?

Infertility is defined as the inability to conceive after 12 months of trying to become pregnant. Approximately 30% of the Nigerian population is affected by some related infertility issue. There are many reasons couples face challenges with conception.

Causes of Infertility

[Include this graphic]





- Harmful lifestyle choices including smoking, drinking or substance abuse
- High rate of adolescent sexual exposure, unwanted pregnancy and post-abortion damage
- High rate of secondary infertility that stems from infections after birth
- Fibroids are very common and up to 50% of women develop significant adhesions following myomectomy
- Poor access to healthcare for the management of STIs
- Poor semen quality
- Age-related infertility

What is the IVF process?

[Include this graphic]



In vitro fertilization is a process by which an egg is fertilized by sperm outside the body that is, in vitro meaning “in glass”. IVF is globally recognized as one of the most effective treatments to address infertility.

IVF is recommended when women face challenges such as problems with the fallopian tubes or when it has been established that there are issues with the man’s sperm quality. The process involves the monitoring and stimulation of a woman’s ovulation cycle,



collecting the eggs directly from the ovaries and letting treated sperm fertilize the eggs in a medical laboratory under very specialized conditions.

After a 5-day incubation period, the embryo is transferred into the woman's uterus. A pregnancy test is done two weeks after transfer.

Benefits of the Institute of Fertility Medicine (IFM)

- *Almost 100 babies and counting*
- *The IFM affords couples the opportunity to have IVF*
- *The quality of care is equal to having treatment at the prestigious Bridge Clinic*
- *The IFM creates awareness about infertility and infertility treatment*
- *The IFM seeks to educate and inform*

Section 2: Info on doctor's or Clinical professional's web page:

- **Blog page/ tab:** Include URL direct to chosen blogs

s/ n	Blog Title	Blog Link	Proposed publishing period in 2020	Proposed publishing period in 2021
1	-	-	Jan	
2	In vitro fertilization-an overview	https://www.thebridgeclinic.com/blog/in-vitro-fertilisation-an-overview	Feb	
3	The Psychological Impact of Infertility	https://www.thebridgeclinic.com/blog/the-psychological-impact-of-infertility	Mar	



4	What you should know about IVF mix-ups & witnessing	https://www.thebridgeclinic.com/blog/what-you-should-know-about-ivf-mix-ups-and-witnessing	Apr	
5	When You are Fertile and Then You are Not...(Secondary Infertility)	https://www.thebridgeclinic.com/blog/when-you-are-fertile-and-then-you-are-not-	May	
6	What is male factor infertility and why the stigma?	https://www.thebridgeclinic.com/blog/what-is-male-factor-infertility-and-why-the-stigma-	June	
7	The Role Intracytoplasmic Sperm Injection (ICSI) Plays in IVF	https://www.thebridgeclinic.com/blog/the-role-intracytoplasmic-sperm-injection-icsi-plays-in-ivf	July	
8	IVF Implantation Issues	https://www.thebridgeclinic.com/blog/ivf-implantation-issues	Aug	
9	How to prepare for and cope with failed IVF	https://www.thebridgeclinic.com/blog/how-to-prepare-for-and-cope-with-failed-ivf	Sept	
10	Fallopian Tubes and Female Infertility	https://www.thebridgeclinic.com/blog/fallopian-tubes-and-female-infertility	Oct	



11	Why trust & high standards are important	https://www.thebridgeclinic.com/blog/why-trust-and-high-standards-are-important	Nov	
12	When do I need IVF & how many cycles?	https://www.thebridgeclinic.com/blog/when-do-i-need-ivf-and-how-many-cycles-	Dec	
13	Boy or girl: who determines the sex of the baby?	https://www.thebridgeclinic.com/blog/boy-or-girl-who-determines-the-sex-of-a-baby-		Jan
14	How to emotionally prepare for negative IVF results	https://www.thebridgeclinic.com/blog/how-to-emotionally-prepare-for-negative-ivf-results		Feb
15	Stress could be the Reason you are not Conceiving	https://www.thebridgeclinic.com/blog/stress-could-be-the-reason-you-are-not-conceiving		Mar
16	Separating the facts from the fiction	https://www.thebridgeclinic.com/blog/separating-the-facts-from-the-fiction-		Apr
17	Contraceptives & their effects	https://www.thebridgeclinic.com/blog/contraceptives-and-their-effects		May
18	Sexually transmitted diseases and infertility	https://www.thebridgeclinic.com/blog/sexually-transmitted-diseases-and-infertility		June



19	Recurring pregnancy loss	https://www.thebridgeclinic.com/blog/recurring-pregnancy-loss	July
----	--------------------------	---	------

About the Institute of Fertility Medicine (IFM)

When it comes to fertility care, you want a team that is highly qualified, professional and experts in their field. You want the best.

Bridge Clinic is Nigeria's most sought after fertility clinic. With a dedication to recruiting only the best personnel, a commitment to international standards and through ongoing investment in facilities and equipment, Bridge Clinic has grown from strength to strength.

In 2011, Bridge Clinic formed a partnership with the Lagos State Teaching Hospital (LASUTH) to set up the Institute of Fertility Medicine of the Department of Obstetrics and Gynaecology. Our purpose is to provide the highest quality fertility care to socio-economically challenged families in Lagos State.

*The combined expertise of LASUTH and Bridge Clinic at the Institute of Fertility Medicine have helped in birthing **almost 100** babies since inception.*

- Include IFM logo;



Managed by  BridgeClinic
www.thebridgeclinic.com

- Include contact details thus:
 - *Customer Service: +234 810 460 7745 | +234 810 460 7751*
 - *Email: ifmenquiry@gmail.com*





Bridge Clinic

www.thebridgeclinic.com



- **Concluding CTA:** *Become part of our IFM family*

