# Revenue Dashboard

Dashboard to show the company's revenue metrics

## Coloring

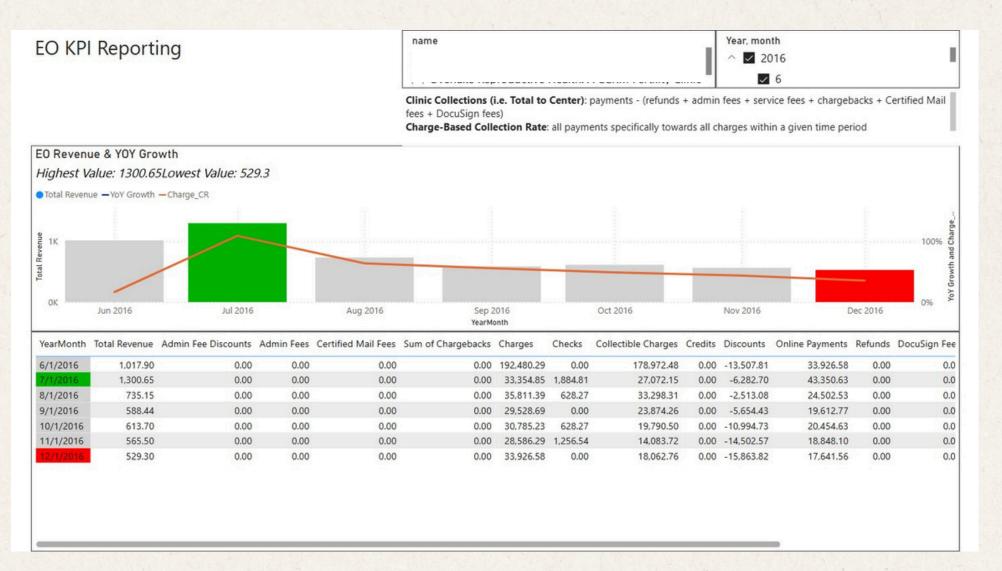
Highest months in green, lowest in red

## Time-series based

MOM-YOY data and filterable

### **Details**

Easy to see details of calculations in table at the bottom.



## Product Scorecard Dashboard

Dashboard to show product performance

## **Top Metrics**

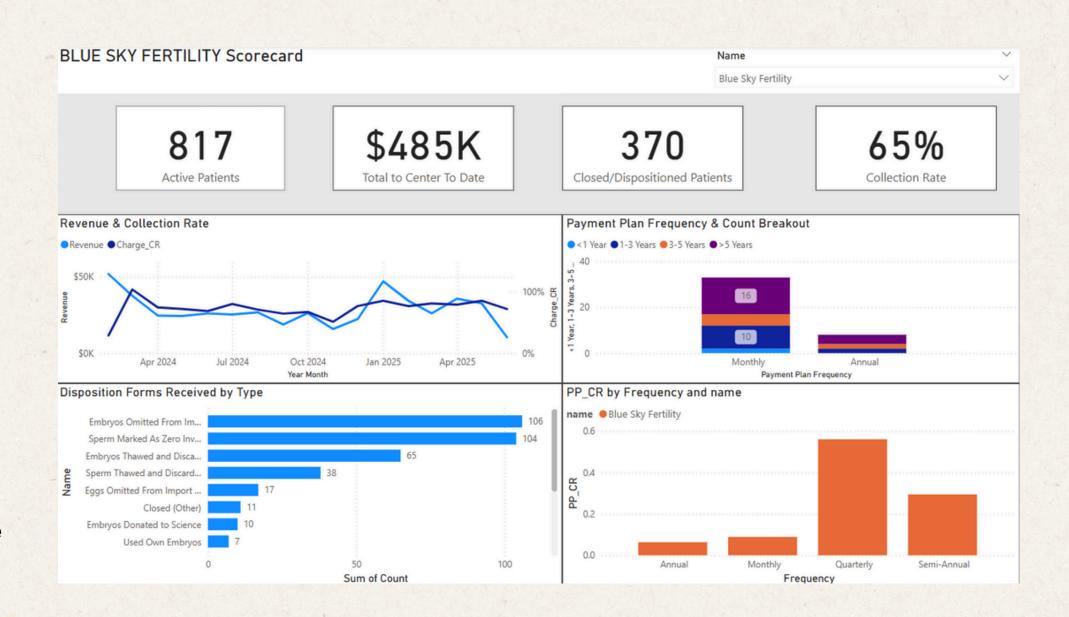
Metrics at top, easy to see

## Time-series based

MOM-YOY data and filterable

#### Actionable

Product owner (in this case a clinic) could easily take this info and take action



## **Published Scientific Abstracts**

accounts across 122 US clinics from 2015 to 2024.

38.5% of accounts failing to engage (Figure 1).

Data were extracted from the automated cryo management platform database - a live feed of clinic information — and encrypted. Logic was

created to develop calculations utilizing the coding language Structured

dosed to generate the engagement rate. Data were analyzed by

Engagement rates fell from 92.6% to 61.5% in relation to oocytes, 89.4%

to 48.1% for embryos, and 82.3% to 41.0% for sperm. Patients with stored

oocytes are least likely to dispose of or abandon cryopreserved samples,

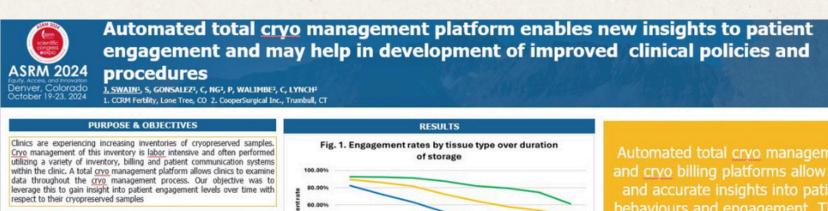
with 49.2% of accounts maintaining storage payments beyond 14vrs and

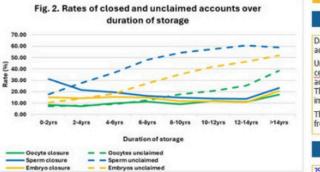
32.7% of stored embryo accounts and 23.5% of stored sperm accounts maintain payment beyond 14yrs, with 51.9% and 59.0% failing to engage respectively. Abandoned accounts exceed paying accounts after 6-Byrs storage for stored sperm, but this does not occur until beyond 14yrs storage in embryo accounts and is not observed with oocyte accounts (Figure 2).

American Society for Reproductive Medicine
Published abstract at right

# **European Society of Human Reproduction and Embryology**

Published abstract: Analysis of patient response rates to automated cryomanagement platform communications by length of cryostorage and tissue type





4-6yrs 6-8yrs 8-10yrs 10-12yrs 12-14yrs >14yr

Automated total cryo management and cryo billing platforms allow new and accurate insights into patient behaviours and engagement. These can be leveraged to improve clinic policies and procedures and help identify and address accounts at highest risk of abandonment.

#### CONCLUSIONS

Data held by automated cryo management platforms permits rapid and accurate review and analysis of cryo storage and cryo management metrics. Unclaimed inventory/non-paying accounts is an increasing issue for fertility centers increasingly. Mined data could be used to more accurately classify accounts and assist clinics in managing their sample abandonment policies. The efficient cryo management platforms can also aid in identification and implementation of measures to maintain patient engagement.

The data presented clearly shows a need to investigate why patients with frozen sperm display the highest and earliest account abandonment rates.

#### CONTACT INFORMATION

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# Leadership Philosophy

Data needs "a seat at the table."

## Team success is equal parts growth and utilization.

We cannot succeed if we stay the same.

## Growth

I promise to assist in the individual growth of my team members.

## Utilization

I will have one on ones with my team to discuss the over or under utilization of the team.

