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A CLIENT STORY

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## Virtus Health: A Leading Force in Fertility Care

Virtus Health is a global leader in assisted reproductive technology, specialist pathology and day hospital services, operating in Australia, Singapore, Ireland, the United Kingdom, and Denmark. Committed to patient-centered care and continuously improving the patient journey, Virtus (Melbourne IVF, IVF Australia, Queensland Fertility Group and Tas IVF) has teamed with Cemplicity to take a data-driven approach to the power of patient feedback.

### Charlotte Davies

At the forefront of this effort is Charlotte Davies, Patient Experience Specialist at Virtus Health Australia. Since joining the organisation, Charlotte has leveraged Cemplicity's real-time patient feedback system to drive significant improvements in communication, care delivery and organisational strategy. This is the story of how.



## **The Challenge: Fragmented, delayed patient feedback**

Before implementing Cemplicity, Virtus Health faced several challenges in collecting and acting on patient feedback:

- Significant delays in obtaining and distributing patient insights, making it difficult to address concerns in real-time.
- Inconsistent timing of patient surveys, meaning feedback was often influenced by pregnancy outcomes rather than the care experience itself.
- Limited actionable insights, as feedback was scattered and not structured into meaningful themes.

***"The way we collected feedback in the past was really haphazard. We didn't measure at a single point in time, and then there was a significant delay in actually getting that feedback out into our teams and onto the clinicians. So it sort of felt as if we weren't able to action anything in a reasonable manner." – Charlotte Davies***

## **Cemplicity's expertise brings scientific rigor to patient feedback**

The introduction of Cemplicity's digital patient-reported experience system transformed how Virtus collects, analyses and acts on patient feedback. With automated SMS-based surveys sent at day 21 of the IVF cycle, Virtus now ensures:

### **Timely, unbiased insights**

Feedback is collected before patients know their pregnancy outcomes, removing bias.

### **Real-time data accessibility**

Clinicians and local teams can access patient comments immediately.

### **A structured, comparable dataset**

Surveys are sent at the same point in every patient's journey for meaningful comparisons across clinics.

***"Since implementing Cemplicity, and because of the ease of Cemplicity for our patients, we are receiving more qualitative feedback." – Charlotte Davies***



## Aligning local improvement efforts with strategic initiatives

Virtus Health has established Patient Experience (PX) Champions in each business unit to focus on local-level patient feedback and operational improvements. These PX Champions assess feedback from their specific clinic or location, identifying themes and trends and actioning improvements specific to their environments.

Charlotte's role takes a more strategic view. As Patient Experience Specialist, her priority is to ensure that overarching business-wide trends are identified, escalated to executive and director level stakeholders and addressed on a structural level.

Keeping these two roles aligned requires co-ordinated communication to ensure that local-level and enterprise-wide efforts don't either clash or overlap.

"Each business has a patient experience champion that runs a PX huddle at a local level. As the patient experience specialist, it's important for me to communicate what we are working on at an enterprise level to our champions so there is no cross over." - Charlotte Davies



## How patient feedback has paid it forward with the development of The Cycle Navigator

One of the most impactful outcomes of patient feedback has been the development of the Cycle Navigator - a comprehensive, step-by-step guide for IVF patients. This document was created in response to feedback highlighting confusion and uncertainty about the fertility treatment journey.

This initiative has been rolled out across all Virtus Health clinics in Australia, with ongoing tracking of patient feedback to refine and enhance its impact.

**"We discovered that patients felt really unsure about what to expect next on their IVF journey. They were unsure: what do I need to do tomorrow? What do I need to do next week? What do I need to do in a month's time?" – Charlotte Davies**

## Taking the guesswork out of improvement ideas

Now that Charlotte has reliable data, she is using it to not only identify improvement opportunities but to back up initiatives with relevant and current patient feedback.

She has developed a structured backlog of patient experience priorities, ensuring decisions are backed by real patient voices. Using an Excel-based tracking system, she aligns every improvement initiative with qualitative patient comments gathered through Cemplicity. Charlotte workshops these improvement opportunities with the wider executive team, including managing directors, operational leads, and nursing leads, to identify the next priority areas.

***"I don't believe I could do my job without Cemplicity. I now have a backlog of priority areas. We've divided it into key themes and I have a column on my Excel document that is the voice of the patient which I use to present to our managing directors." – Charlotte Davies***

## Patient voices heard at executive level

The evolution to a data-driven approach has led to executive-level engagement, with Virtus leadership increasingly prioritising patient experience initiatives. Patient feedback is now considered a foundational part of executive decision-making and is fully integrated into executive and operational workflows:

### Executive meetings start with 'Voice of the Patient'

***All our exec meetings now start with patient feedback, not just NPS scores. We display direct patient comments and use them to shape our discussions." - Charlotte Davies***

### Local patient experience champions

Each clinic has designated Patient Experience Champions, who run regular huddles to discuss themes and improvement opportunities.

### Improved complaints management\

Cemplicity has triggered a national standardisation of how Virtus Health manages patient complaints, classifying issues into Level 1, 2 and 3 categories for clear resolution pathways.

***"We've redone our entire complaints process. Now, if a complaint comes in via Cemplicity or another channel, it's categorised and assigned a clear action plan." – Charlotte Davies***

## The Future: Expanding Patient-Centered Digital Transformation

With the success of real-time feedback and data-driven improvements, Virtus Health is scaling up its patient experience initiatives:

### Expanding the Patient Experience (PX) team

Leadership has recognised the impact of patient insights and is investing in growing the team.

### Enhancing automation and transparency

From appointment reminders to cost estimates, Virtus is working towards a seamless, digital-first experience so patients can concentrate on why they are there, to have a baby.

## A new era of patient-centric fertility care

Virtus Health's commitment to listening to patients, acting on insights and embedding their voices into strategic decisions has transformed its approach to fertility care. With Cemplicity enabling real-time feedback organised around themes, Virtus Health has successfully created actionable, patient-driven improvements; standardised and improved complaints management across all clinics; engaged leadership and frontline staff in patient experience initiatives; and paved the way for digital transformation to further enhance patient support.

By putting patients at the heart of their journey, Virtus Health is setting a new benchmark for personalised, responsive fertility care.



### Key Learnings

#### **Timely patient feedback is critical**

Real-time data allows for immediate action and meaningful improvements.

#### **Standardisation enhances efficiency**

A structured approach to complaints and feedback ensures consistency across all clinics.

#### **Qualitative insights matter**

Understanding patient stories provides deeper context beyond numerical survey results.

#### **Executive buy-in drives change**

Leadership support has enabled Virtus to embed patient experience into strategic decision-making.

#### **Empowering local teams is essential**

Patient Experience Champions and clinic huddles ensure insights translate into action.

#### **Digital transformation is the future**

Investing in patient-centered technology will streamline communication and enhance care.



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