

# The Birth Company and Tricefy: Clinical Collaboration for IVF Patients

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# The Birth Company



## Tricefy Supports International Clinical Collaboration for IVF Patients

**In the last few years, The Birth Company in London, England, has experienced an increase in demand for gynecology scans to be sent to IVF clinics in Spain, Greece, and the Czech Republic where fertility treatments are more cost-effective for the patients.**

To provide the highest possible quality of care for their patients, across specialist functions and national borders, obstetric, Gynecology practices in England use Tricefy to collaborate and network with international multidisciplinary teams in the Women's Health and IVF segments. Through collaboration in Tricefy, The Birth Company can share

baseline imaging, lab results, consultations and more with practices abroad ensuring they are informed, prepared for the patients' arrival, and better able to provide continuous, high-quality fertility treatments.

### Who are your patients?

**“We see women in our clinics who are going to go for their embryo transfer in other countries. They go first of all because of the cost, since the cost of IVF in Britain is very high. The standard monthly IVF treatment in central London is about 6000 GBP”,**  
**- Dr. Donald Gibb, The Birth Company in London.**



The cost to do an average unsubsidized IVF cycle in the United States is around \$12,000, but only between \$2,500 and \$5,000 in Continental Europe. Most patients will have multiple cycles and the cost difference between the countries pushes many women to travel abroad for treatment.

### **When do you use Tricefy?**

**“We use Tricefy with just about every patient we see. The patients would come to our clinics for scans of their ovaries and their wombs, and for blood tests. We use the ViewPoint 6 program to create our reports and we store our images in DICOM within the Tricefy cloud. It’s very simple. All we do at the end of an ultrasound scan is to click the screen,**

**and we either send all the images or select some of the images via Tricefy. It’s all done in one simple workflow integrated into the ViewPoint application.”**

**- Dr. Donald Gibb**

Dr. Donald Gibb has worked with developing and building up the Brith Company clinic for the past 20 years. During all those years, mainly as an obstetrician delivering babies, he has seen and used different solutions to give the patients their fetal images.

**“We were initially attracted to the Cloud solution of Tricefy, the transmission of the images. I’ve been through polaroid images, heat-sensitive images, CDs, UBS sticks, videotapes, DVDs - we have done it all during the past several years. And it is safe to say that Tricefy has changed our lives completely.”**

**- Dr. Donald Gibb**





The Birth Company, is a popular private practice in London and Cheshire. They offer all kinds of obstetrics and gynecology ultrasound services and conduct approximately 8000 scans per year. Having Tricefy at their practice has provided a unique value for their patients.

To learn more about Dr. Donald Gibb and The Birth Company go to:

[www.thebirthcompany.co.uk/](http://www.thebirthcompany.co.uk/)



## The simplicity of medical imaging, everywhere.

Tricefy provides a centralized cloud-based patient sharing, collaboration, archiving, and reporting solution for medical imaging. Experience freedom and peace of mind with the ability to access medical images and data any time, any place, on any device. With a push of a button, streamline your patient sharing, EMR, reporting, and collaboration workflows. Every Tricefy feature is expertly designed to be compliant, efficient, and cost-effective. Installation is fast and remote, with no additional hardware required.



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