

## Primary IVF welcomes new name, Adora Fertility

**Tuesday 26 March 2019 at 6:00am AEDT** – Today Primary IVF, Australia’s leading provider of low-cost fertility services, welcomed a fresh new look and name, rebranding to Adora Fertility.

The name Adora means ‘*gift*’ in Ancient Greek, reflecting the organisation’s mission to provide Australian couples with the precious opportunity to start a family. Combined with soft colours and a new logo, the brand was chosen to reflect the organisation’s passion for making IVF services accessible to more Australian couples.

Since opening its first clinic in 2014, Adora Fertility has helped more than 3000 couples start a family. Importantly, patients can typically expect out-of-pocket expenses of under \$1,000 per cycle, less for individuals with private health insurance with all Medicare-eligible expenses, such as consultations, blood tests, fertility tests, ultrasound scans and fertility procedures, bulk-billed.

Jaime Simpson, Chief Executive – Adora Fertility, stated: “The Adora Fertility name and logo embody our empathy-led values and underscore our mission of being a family that helps create other families.

“It is important that our brand reflects the feeling that couples get when they walk into one of our clinics, meet our staff and pursue their dream of starting a family. We provide hope to couples who are struggling to conceive, particularly if cost is a barrier to them accessing fertility services.”

Dr Paul Atkinson, National Medical Director of Adora Fertility, believes Adora’s approach to low-cost IVF treatment, backed by quality embryology labs, has helped make a high standard of fertility care more accessible.

“We do not subscribe to any simplified or standardised approach to IVF treatment as a way of reducing costs. All couples at Adora Fertility receive a personalised approach to treatment that aims to give couples the best chance of creating a family.

“What’s more, Adora Fertility utilises modern treatment techniques and technology, with each clinic housing a network of multidisciplinary medical support services, an expert team of fertility nurses and scientists, and state-of-the-art laboratories,” commented Dr Atkinson.

Patients can access Adora Fertility’s services at one of four clinics, located in Sydney, Melbourne, Brisbane and Perth.

**ENDS**

### **About Adora Fertility**

*Adora Fertility (previously known as Primary IVF) is a part of Healius Ltd, one of Australia’s leading healthcare companies. Dedicated to quality, affordable and accessible healthcare for all Australians, in 2014 Adora Fertility fundamentally changed the IVF landscape by making high-quality IVF services available to couples with almost all costs covered by Medicare, saving patients thousands of dollars compared to other IVF clinics. Since opening our first Fertility Clinic in Sydney in 2014, we have grown to operate in Melbourne, Brisbane and most recently in Perth. We have helped more than 3000 couples achieve the dream of having a baby, a true testament to the knowledge and experience of our team of fertility specialists and GP’s, fertility nurses and scientific staff. We have become Australia’s leading bulk-billed IVF provider and remain committed to delivering affordable fertility treatment to all eligible Australians.*

**About Healius Ltd**

*For over 30 years Healius has been one of Australia's leading listed healthcare companies with a commitment to supporting quality, affordable and accessible healthcare for all Australians. Through an expansive network of multi-disciplinary medical centres, pathology laboratories, diagnostic imaging centres and day hospitals, Healius provides world class facilities and support services to independent GPs, radiologists, IVF specialists and other healthcare professionals, enabling them to deliver quality care to patients in partnership with Healius' pathologists, nurses and other employees. Healius' 'medical home' model makes healthcare services easily accessible and cost efficient, while enabling the coordination and continuity of patient care.*

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