



Dr Vandana Hegde(Clinical Director & Chief IVF Consultant Hegde Fertility) receiving the award "Visionary in Fertility Care - Times Health Excellence Awards 2021 " by T Harish Rao(Hon'ble Health & Finance Minister of Telangana)



Dr Vandana Hegde(Clinical Director & Chief IVF Consultant Hegde Fertility) receiving the award "Outstanding Achievement in Fertility - Times Health Excellence Awards 2022 " by Dr Tamilisai Sundararajan(Hon'ble Governor of Telangana)

FOUR DECADES OF SERVICE IN WOMEN CARE & REPRODUCTIVE MEDICINE

India along with its burgeoning population is also simultaneously facing an infertility crisis. Approximately one in 6 couples are afflicted with some form of infertility. Hegde Fertility is one of the leading fertility chains of Hyderabad, helping such couples become proud parents of a healthy child.

HOW IT ALL STARTED – THE JOURNEY
Hegde Fertility carries on the rich legacy of Hegde Hospital, established by Dr. Vijaya Hegde in Hyderabad in 1977 for maternity care. Dr. Vijaya Hegde was a pioneer in the field of gynaecology and helped many couples in their journey towards parenthood. It's not just patients that benefitted; she was also instrumental in training and inspiring many doctors to be successful gynaecologists.

Under her tutelage, the Hegde family's second-generation entrepreneurs, Dr. Prashant Hegde and Dr. Vandana Hegde, have worked together to redefine and propel her legacy forward. They understood how the healthcare landscape and challenges have changed over the past few decades. Lifestyle changes, increased stress levels, need to balance career and family life and other factors have had an adverse impact on people's mental and physical health. One particular area of concern was the rampant increase in cases of infertility among men and women.

ABOUT HEGDE FERTILITY
Hegde Fertility was set up by Dr. Vandana Hegde as a unit of Hegde Hospital in 2009, with a vision to harmonize infertility treatment with personal care. Dr. Vandana Hegde, Clinical Director and Chief IVF Consultant said, "According to an AIIMS study, 15% of couples face infertility issues. Couples are increasingly facing more infertility related problems owing to modern lifestyles. There is a growing need to tackle this problem. Our intention is to professionalise the way we run the hospital and provide treatment to help couples dealing with maternity and reproductive issues".

Having started as a single centre in Malakpet, Hyderabad, Hegde Fertility has grown from strength to strength. Currently the chain of infertility hospitals has 5 branches at Madhapur, Malakpet, Miyapur, Suchitra and Attapur across Hyderabad, with the flagship centre at Madhapur, which is a level 2 ART facility with a cutting-edge embryology lab and operation theatre.

The hospital has over 13 years of experience in offering advanced fertility treatments and has made a positive difference to the lives of over 50,000 patients including many patients from foreign countries. For its efforts, Hegde Fertility has been rated as the No.1 Fertility Hospital in not just Hyderabad but in South India by Times Health Survey (for 2 consecutive years in 2022 & 2023)

PATIENT CENTRIC APPROACH
In the cases of infertility, every patient is different and the problems may be unique to that patient. Hence each patient requires a personalised treatment protocol to address their problem. There is no "one-size-fits-all" approach. The doctors at Hegde Fertility follow well-defined operating processes and protocols for systematic evaluation and management of patients and provide tailor made treatments to each of their patients. Treatments to infertile couples include IUI, IVF, ICSI, FET among many others. The hospital



strives to provide the right infrastructure and ambience to its patients. Hegde Fertility adheres to global standards and follows strict quality control measures on par with any international infertility facility.

TOP NOTCH CLINICAL TEAM
Finding the right doctor is always the top priority for anyone seeking medical help. More so in infertility treatments, where every patient is different and hence requires a personalised treatment protocol. Hegde Hospital has an experienced team of 12 infertility consultants who have undergone specialised training and have completed Fellowship courses in Assisted Reproductive Medicine. It is their expertise and dedication towards their craft that has resulted in high IVF success rates at par with international standards.

Hegde Fertility strives to develop more such specialists who can help infertility patients in the future. To achieve this vision, the hospital started its one year Assisted Reproductive Technology (ART) Fellowship program in 2019. Doctors who have completed this Fellowship program in the past, have established

themselves as successful infertility specialists in the country.

HOLISTIC APPROACH – BEYOND CLINICAL TREATMENT
Infertility in our country still has a social stigma attached to it. People are not yet comfortable discussing issues around infertility openly. Despite the increased awareness around infertility and the treatments available for it, infertility stigma persists, especially in relation to women. Unfortunately, this social stigma manifests into other problems like instability in relationships, divorces, depression and partner violence. Male infertility cases are also on this rise. But most men shy away from even acknowledging the problem. Many end up not seeking medical advice, for the fear of being stigmatised and ridiculed.

Modern lifestyles and the associated stress levels, the need to balance a career and home, unhealthy food choices, smoking and other aspects have contributed to the increasing prevalence of infertility. Infertility requires a holistic approach to its treatment. It needs to factor in the societal factors listed above, which make it doubly difficult for the afflicted patients. It often requires social and psychological counselling to help people deal with such situations.

The counsellors at Hegde Fertility help patients cope with and express their emotions in a healthy and constructive way. They help patients deal with their anxieties and fears and enable them take well informed decision regarding undergoing fertility treatments. In addition to providing the right medical care, Hegde Fertility provides comprehensive support for patient wellbeing - including counselling sessions, nutrition advice, diet planning, acupuncture, yoga and meditation sessions. A healthy body and a calm mind are the recipe for happiness.

LAB INFRASTRUCTURE – KEY TO SUCCESS
Technology, laboratory equipment and well-defined protocols play a key role in ensuring success rates in infertility treatments. After the initial diagnosis by the doctors, significant amount of work happens in the embryology and andrology labs. Labs with modern and advanced technology can deliver higher success rates in IVF procedures. Hegde Fertility's highly sophisticated facility spanning 20,000 sq. feet in Hyderabad is one of the best fertility hospitals in India.

Recently, the hospital upgraded its lab with Electronic Witnessing System using RFID tags, so as to avoid any human error in the tagging of patient gamete and embryo samples. This comes as a big relief to many anxious couples who may be worried about samples getting mixed up. Besides other equipment, the hospital also has CASA (Computerized Semen Analysis System) and Advanced ICSI Manipulators which will help in achieving a better outcome during IVF for patients facing severe sperm abnormalities. Hegde Fertility continuously upgrades its lab facilities to keep pace with the medical advances in infertility treatment. With such facilities, the hospital is equipped to perform complex surgical procedures and advanced assisted conception techniques - all under one roof.

COMMUNITY INITIATIVES
Hegde Fertility frequently organises health camps across Telangana to help patients consult their doctors for infertility related problems. This is done to extend the benefit of the hospital's expertise to wider set of audience. These camps are organised generally in tier 2 and tier 3 cities where facilities to provide advanced fertility care may be unavailable. The doctors help patients with their initial diagnosis and the basic treatment plan. Many patients who need advanced treatments visit Hegde Fertility centres in Hyderabad to get the treatment. Dr. Vandana Hegde very aptly sums up the essence of

| INFERTILITY DEPARTMENT | |
|-----------------------------------|---|
| DR VANDANA HEGDE | Clinical Director & Chief IVF Consultant |
| DR DURGA VYTLA | Clinical Head & Consultant-Reproductive Medicine Miyapur Branch |
| DR JASMINE SALKAR | Clinical Head & Consultant-Reproductive Medicine Malakpet Branch |
| DR SHALINI SINGH | Clinical Head & Consultant-Reproductive Medicine Attapur Branch |
| DR LAVANYA BOMMAKANTI | Clinical Head & Consultant-Reproductive Medicine HITEC city Branch |
| DR ARCHANA ANIL N | Consultant-Reproductive Medicine |
| DR INDRANI MOGILI | Consultant-Reproductive Medicine |
| DR RAGASUDHA V | Consultant-Reproductive Medicine |
| DR SOUMYA HARISH | Consultant-Reproductive Medicine |
| DR ANUSHA BODDU | Consultant-Reproductive Medicine |
| DR LAVANYA PATHURI | Consultant-Reproductive Medicine |
| ANDROLOGY & EMBRYOLOGY DEPARTMENT | |
| DR AKASH AGARWAL | Scientific Director |
| GENETICS DEPARTMENT | |
| DR SURBHI KAPOOR | Ph.D - Human Genetics |
| DEPARTMENT OF LAPAROSCOPY | |
| DR PRASHANT HEGDE | Medical Director |
| PCOS & WEIGHT MANAGEMENT CLINIC | |
| DR SOWMYA B | Ph.D - Nutrition (Obesity) |

Hegde Fertility when she says, "It is our mission at Hegde Fertility to do the utmost to help our patients experience joy of parenthood, with least discomfort and anxiety and at a reasonable cost. Apart from the success rate, it is the smiles that motivate us to strive even harder to serve our patients better."

For more details, contact:



- Hitec City, ● Malakpet, ● Miyapur, ● Suchitra, ● Attapur
- To know more visit: www.hegdefertility.com
- Call: 8880 747474

