

CLINIC MANAGER'S GUIDE · EDITION 2027

Behind IVF Clinic Doors

Everything your team needs to prepare for a one-day patient-advocate visit — and what your clinic receives from the two-month campaign that follows.

1 day

ON SITE AT YOUR CLINIC

9 videos

1 MAIN TOUR + 8
SHORTS

2 months

PROMOTIONAL
CAMPAIGN

83,946

COMBINED AUDIENCE
ACROSS CHANNELS

START HERE

How to use this guide

This document is written for the person inside the clinic who will own the visit — usually the clinic manager, marketing lead or international patient coordinator. It explains what we produce, what we need from you, and how to prepare your team so the filming day runs smoothly and your clinic is shown at its best.

STEP 1

Understand the package

Review what your clinic receives, the reach behind it and the investment (pages 4–5).

STEP 2

Plan the day

Agree the agenda, block the recording time and nominate your people (pages 6–7).

STEP 3

Prepare & approve

Work through the checklist, brief the team, then approve the edit before publication (pages 8–11).

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One thing to decide before anything else

Nominate a single point of contact — one coordinator who guides the day from arrival to wrap-up. Clinics that do this consistently produce the strongest, calmest and most complete material.

01 · THE PROJECT

Taking patients behind closed doors

Behind IVF Clinic Doors is a European clinic review series. A patient advocate visits fertility clinics in person, experiences the patient journey as a patient would, and shares honest, practical insight with an audience that is actively choosing where to be treated.

Why clinics take part

- It is **experience-driven storytelling**, not an advertisement — which is exactly why patients trust and act on it.
- It shows the parts of the clinic patients never normally see: the lab, the theatre, the people.
- It puts your team on camera as human beings, which is what turns interest into an enquiry.
- It gives you a library of professional content and a two-month multi-channel campaign in one project.

Your reviewer

Joanna ("Jo") has spent years working directly with fertility patients at London Women's Clinic in the UK, guiding them through their treatment journeys. She combines over a decade of customer-experience expertise with content patients respond to.

Her mission is not to crown the best clinic, but to show what is really behind the doors: what feels welcoming, what makes a difference, and what genuinely supports a patient's path to parenthood.

Clinics already visited

The series has already been welcomed by leading clinics across five countries.

Spain	Instituto Bernabeu · Tambre Alicante · UR Vistahermosa · Barcelona IVF · CEFER · IREMA · FerrobeLab · Eugin Barcelona · Reproclinic
Czech Republic	GYNEM IVF · UNICA · IVF CUBE
Greece	EmbryoClinic · Genimma IVF · Assisting Nature · emBio
Cyprus	Dunya IVF · Cyprus IVF Hospital · Ventus · Vita Altera
Georgia	ReproART · LeaderMed

The editorial principle

The visit is filmed through a patient's eyes. We ask the questions patients ask, and we show what patients would see. Your clinic is not asked to stage anything — the most effective episodes are the ones where the day looks like an ordinary day, done well.

02 · THE PACKAGE

What your clinic receives

One day on site produces a full content library and a two-month promotional campaign across owned media, patient communities and newsletters.

Main tour video

A full walkthrough of your clinic and patient journey, published on YouTube and distributed across channels.

Eight short videos

Vertical shorts for TikTok, Instagram, Facebook and YouTube, selected from the menu on page 6.

One feature article

A tour article written from the patient perspective, published on FertilityClinicsAbroad.com.

The audience behind the campaign

Figures as of 25 March 2026.

46,893

Followers across 24 social media channels — Instagram, Facebook, LinkedIn, TikTok and YouTube, in English, German, Italian and French

5,019

Members of our IVF Abroad Facebook group, an active patient community

25,509

IVF Media newsletter subscribers in English, German, French and Italian

6,525

European Fertility Society patient-event registrants in five languages

Where your content is published

Channel	Detail
YouTube	youtube.com/@behindivfclinicdoors — main tour video
Instagram & TikTok	@behindivfclinicdoors — short-form videos
Facebook	facebook.com/groups/IVFAbroad — shorts, main video and discussion with patients
Website	fertilityclinicsabroad.com/ivf-clinic-reviews — full article
LinkedIn	linkedin.com/company/ivf-media — main tour video, professional audience
Reddit	reddit.com/r/BestIVFClinicsAbroad — main video and patient Q&A
Newsletters	IVF Media subscribers and European Fertility Society event registrants

Everything runs across a two-month campaign

Content is released on a staggered schedule rather than all at once, so your clinic stays visible to patients for the full eight weeks. The full schedule is on page 10.

03 · INVESTMENT

What is included, and what it costs

One fixed price covers the visit, the full production and the two-month campaign. There are no separate travel, filming or media charges.

The campaign includes

- **One full day on site** with our patient advocate
- **One main tour video** plus **eight short videos**
- **One tour article** written from the patient perspective
- **A two-month promotional campaign** across all channels listed on page 4
- **Travel and accommodation expenses** covered by IVF Media
- **Filming, editing, voiceover and publication** — no production work required from your team
- **A clinic approval round** before anything is published

TOTAL PROJECT COST

5,000 EUR

Covers the complete Behind IVF Clinic Doors campaign as described on this page, including all travel and accommodation.

Your clinic provides the day, the access and the people. We provide everything else.

What we ask of your clinic

Access

Clinic, consultation rooms, theatre and laboratory, with a coordinator to guide the day.

Time

One working day, including an uninterrupted two-hour recording block.

People

A doctor, an embryologist, a nurse and a coordinator available for short on-camera interviews.

Timeline at a glance

Booking	Visit date agreed and confirmed in writing
Week 1	One-day recording at your clinic
Weeks 2–4	Editing, clinic approval, voiceover, shorts and article production
Weeks 5–12	Two-month promotional campaign across all channels

04 · CONTENT PLAN

What we record on the day

Two formats are captured during the same visit: a main tour video that follows a consistent structure across every clinic in the series, and a set of short-form videos tailored to what makes your clinic distinctive.

Main tour video — standard structure

Filmed in this order wherever the day allows. Voiceover is recorded after the visit.

- 1 Intro and travel to the clinic
- 2 Short clip of the city
- 3 Arrival at the clinic
- 4 Outside the clinic — building and entrance
- 5 Entering the clinic and first impressions
- 6 Meeting the assigned coordinator
- 7 Filling out patient documentation
- 8 Medical consultation (and tests if possible)
- 9 Consultation rooms with ultrasound
- 10 Theatre / surgery
- 11 Patient rest room
- 12 Sperm collection room
- 13 Laboratory — including andrology lab, gamete bank and equipment showcase
- 14 Genetic laboratory (if present)
- 15 Summary and reflections

Short-form videos — the menu

Eight shorts are produced from the topics below, chosen with you on the day to suit your clinic's strengths.

- 1 Three things I noticed and liked walking into this clinic
- 2 One piece of technology improving IVF success rates here
- 3 Lab peek — the part most patients never see
- 4 Embryologist micro-interview — one or two questions or a fun fact
- 5 Nurse micro-interview
- 6 Doctor micro-interview
- 7 Coordinator micro-interview
- 8 Presenting the clinic — the spaces, all in one
- 9 Presenting the team — the people, all in one

Micro-interviews are short

Each takes 5–10 minutes and needs no script. One question, one honest answer, one personal detail. Staff do not need media training — they need five minutes away from their workload.

Think about your differentiators in advance

What makes your clinic genuinely different — a technology, a success-rate approach, a philosophy of care, an award, a support service? Tell your coordinator before the visit so we build the shorts around it rather than discovering it as we leave.

05 · THE VISIT DAY

Planning the day

Four elements must appear in the agenda. Everything else can be arranged around your clinic's normal operating rhythm.

1 · Clinic & laboratory tour

Recording short clips across the clinic for use on every platform.

2 · Medical consultation

Recorded in the majority — ideally with full documentation and protocols prepared as though for a real patient.

3 · Two-hour recording block

Uninterrupted time for the main video and shorts. Can be scheduled before opening or after closing to protect patient privacy.

4 · Coordinator walkthrough

Mainly off camera — a step-by-step explanation of the patient journey as your clinic actually delivers it.

Sample agenda for the day

An example only — we adapt it to your opening hours, theatre list and team availability. Highlighted points are the four must-be elements above.

- **08:30 – 08:45** Arrival, welcome and quick run-through of the day with the coordinator (off camera)
- **08:45 – 09:15** Exterior, entrance and arrival shots; entering the clinic and first impressions (before opening — quiet corridors)
- **09:15 – 10:00** Coordinator walkthrough of the full patient journey (off camera, no filming)
- **10:00 – 10:40** Reception, registration and patient documentation (filmed as a patient would experience it)
- **10:40 – 11:40** Medical consultation with the doctor, including the ultrasound room (recorded)
- **11:40 – 12:00** Doctor micro-interview (5–10 minutes of camera time)
- **12:00 – 12:40** Break
- **12:40 – 14:00** Laboratory: embryology, andrology, gamete bank, genetics if present; key equipment showcase and embryologist micro-interview
- **14:00 – 14:45** Theatre, patient rest room, sperm collection room, donor department, counselling and recovery areas
- **14:45 – 15:15** Nurse and coordinator micro-interviews
- **15:15 – 17:15** Two-hour uninterrupted recording block — shorts, "clinic all in one" and "team all in one" (or scheduled after closing)
- **17:15 – 17:45** Wrap-up: collect documents and brochures, confirm names, titles and spellings, closing shots

The two-hour block is the one thing not to compress

It is where most of the eight shorts are made. If the clinic is busy all day, schedule it before opening or after closing and build the rest of the agenda around it.

06 · PREPARATION

How your clinic can best prepare

Preparation takes a few hours spread across the two weeks before the visit. It is what separates a good filming day from an exceptional one.

STAFF

People

- **Point of contact.** Assign one coordinator as the main guide for the day, responsible for the tour and the schedule.
- **Team briefing.** Inform reception, medical staff and the lab team in advance that filming will take place, and when.
- **Spokesperson.** Identify who answers on camera — for example, "Why should patients choose your clinic?"
- **Interviewees.** Confirm a doctor, embryologist, nurse and coordinator for short interviews, with cover arranged for their time.

DOCUMENTS

Prepare a full patient document set

Prepared as though our advocate were a real patient at your clinic:

- Initial appointment materials
- Cost breakdowns and treatment estimates
- Protocols and medication lists
- Informed consent forms
- Final treatment documents
- Brochures, welcome packs and information leaflets

SPACES

Spaces and equipment

- **Clinic spaces.** Consultation rooms, waiting areas and lab viewing areas tidy and presentable.
- **Laboratory.** Prepare the key equipment or technology you want highlighted, and the person who can explain it.
- **Additional areas.** Donor department, counselling room, recovery areas and any space that sets you apart.

LOGISTICS

Logistics on the day

- **Dedicated time slot.** Block approximately two hours for uninterrupted recording.
- **Quiet space.** A quiet office or room for short-form clips, free of background noise.
- **Guest Wi-Fi.** If possible, for uploading reference material on site.

Additional enhancements

Patient journey walkthrough

Have the coordinator ready to walk through the entire journey off camera, step by step.

Support services

Prepare information or staff representatives for psychological, nutritional and international patient support.

Showcase differentiators

Technology, success rates, philosophy of care, accreditations and awards — decided in advance, not on the day.

07 · PRIVACY

Patient privacy and consent

Fertility treatment is among the most sensitive care a person receives. Protecting the privacy of your patients and staff takes priority over any shot, and nothing in this project should ever place your clinic at risk.

The governing rule

No patient is filmed, photographed or identifiable in any material we publish. If a patient is present, we stop recording. Your clinic remains the data controller for patient information at all times, and your own policies take precedence over anything in this guide.

What we do

- **Schedule around patients.** Filming in open areas is reserved for early morning or late afternoon to minimise patient presence.
- **Stop on sight.** Recording pauses immediately if a patient enters the frame or the area.
- **No screens, no records.** We do not film monitors, patient files, name boards, appointment lists or anything showing personal data.
- **Anonymise documents.** Any document shown on camera is a blank or sample copy, never a real patient record.
- **Approval before publication.** Nothing is published until your clinic has reviewed and approved the edit.

What we ask your clinic to do

- **Reserve the filming windows** in open areas for the quietest parts of the day.
- **Brief every team member** in advance — including reception and lab — so no one is filmed unexpectedly.
- **Confirm staff consent.** Everyone appearing on camera should agree in advance; anyone who prefers not to appear simply does not.
- **Clear the areas to be filmed** of patient names, files, screens and whiteboards before we enter.
- **Provide blank document sets** rather than completed patient paperwork.
- **Flag restricted areas** where filming is not permitted, before the day begins.

Clinical and laboratory areas

Laboratory access	We follow your embryology team's instructions on access, clothing, hygiene and distance without exception. If an area cannot be entered, we film from the viewing window or not at all.
Live procedures	No procedure involving a patient is filmed. Theatre and collection rooms are filmed empty.
Identifiable samples	Labels, straws, dishes and tanks showing identifiers are excluded from frame or blurred in the edit.
Clinical accuracy	Any medical statement made on camera is checked with your team during the approval round before publication.

Your approval round

You receive the edited tour video for review and have one week to request changes — including removing any frame you are not comfortable with, for any reason, without explanation. See page 10 for where this sits in the schedule.

08 · AFTER THE VISIT

Production and promotion

Production runs for roughly one month after the visit, including your approval round. The promotional campaign then runs for two months, with content released on a staggered schedule so your clinic stays visible for the full period.

Production plan — one month

Activity	Time	Week 1	Week 2	Week 3	Week 4
1 Recording at the clinic	1 day				
2 Preparing tour video	1 week				
3 Clinic approval	1 week				
4 Recording audio and final review	1 week				
5 Preparing the final tour video	1 week				
6 Preparing shorts	1 week				
7 Preparing article	1 week				

Promotion campaign — two months

Content	Channel	1	2	3	4	5	6	7	8	9	10
Main tour video	YouTube										
Full article	FertilityClinicsAbroad.com										
Main tour video	LinkedIn post										
Main tour video	Facebook, IVF Abroad group, Reddit										
Video short #1	YT, Instagram, TikTok, FB										
Video short #2	YT, Instagram, TikTok, FB										
Video short #3	YT, Instagram, TikTok, FB										
Video short #4	YT, Instagram, TikTok, FB										
Video short #5	YT, Instagram, TikTok, FB										
Video short #6	YT, Instagram, TikTok, FB										
Video short #7	YT, Instagram, TikTok, FB										
Video short #8	YT, Instagram, TikTok, FB										

Your one job in this phase

Return approval within the one-week window in week 3. A late approval moves the entire campaign start date, including the newsletter sends.

Amplify it yourself

Share the published material on your own channels and website. The campaign works hardest when your clinic pushes it alongside us.

09 · CHECKLIST

Pre-visit checklist

Print this page and work through it with your team. Everything here should be complete by the evening before the visit.

Two weeks before

- ☐ **Visit date confirmed in writing**
Date, arrival time and finish time agreed with IVF Media
- ☐ **Point of contact nominated**
One coordinator named as guide for the whole day
- ☐ **Two-hour recording block scheduled**
Before opening, after closing or in a quiet window
- ☐ **Interviewees confirmed**
Doctor, embryologist, nurse and coordinator, with cover arranged
- ☐ **Spokesperson identified**
Who answers "why should patients choose us?" on camera
- ☐ **Differentiators agreed**
Technology, philosophy, success-rate approach, awards, services
- ☐ **Restricted areas flagged**
Anywhere filming is not permitted, communicated in advance

One week before

- ☐ **Whole team briefed**
Reception, medical staff and lab team know the date and the plan
- ☐ **Staff consent confirmed**
Everyone appearing on camera has agreed in advance
- ☐ **Patient document set prepared**
Blank appointment materials, cost breakdown, protocols, consents, final documents
- ☐ **Brochures and welcome packs gathered**
Ready to hand over at wrap-up
- ☐ **Lab showcase decided**
Which equipment or technology to highlight, and who explains it

The day before

- ☐ **Spaces tidied and presentable**
Consultation rooms, waiting areas, lab viewing areas
- ☐ **Patient data cleared from view**
Screens, files, name boards, whiteboards and appointment lists
- ☐ **Quiet room reserved**
An office free of background noise for short-form clips
- ☐ **Guest Wi-Fi details ready**
Network name and password prepared
- ☐ **Additional areas identified**
Donor department, counselling room, recovery areas
- ☐ **Support services prepared**
Psychological, nutritional and international patient support representatives
- ☐ **Agenda circulated**
Final hour-by-hour plan sent to everyone involved

On the day

- ☐ **Coordinator available from arrival**
Ready to guide the tour and the walkthrough
- ☐ **Reception expecting the visit**
No surprises at the front desk
- ☐ **Consultation set up as for a real patient**
Full documentation and protocols prepared
- ☐ **Lab access arranged**
Clothing, hygiene and access rules explained on arrival
- ☐ **Names and titles confirmed at wrap-up**
Correct spellings for every person appearing on camera

After the visit

- ☐ **Approval returned within one week**
Week 3 of the production plan — late approval delays the campaign
- ☐ **Published content shared**
On your own website, social channels and patient communications

10 · NEXT STEPS

Booking your visit

Dates are allocated country by country as the tour moves across Europe, so the earlier a date is agreed, the more flexibility there is in the schedule.

01

Confirm interest

Tell us your preferred month and any dates to avoid.

02

Agree the date

We confirm the visit in writing along with arrival and finish times.

03

Prepare

Work through the checklist on page 11 with your coordinator.

04

Host the day

One day on site, then production and your two-month campaign.

CONTACT

Jakub Dejewski

IVF Media Ltd

jakub.dejewski@ivfmedia.org

+48 531 882 842

ivfmedia.org

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A final word

This is more than a marketing feature. It is a chance to connect with patients through authentic, educational, experience-driven storytelling — and to be seen by the people who matter most: your future patients.