

CLINIC & EXPERT GUIDE · EDITION 2027

# IVF Off the Clock

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Everything your team needs to prepare for a one-day expert interview — and what your clinic receives from the campaign that follows.

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**1 day**

ON SITE WITH  
YOUR EXPERT

**12 videos**

4 EPISODES +  
8 SHORTS

**1 month**

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 interview — 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 expert so the day runs smoothly.

## 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 expert (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 the expert and protect four uninterrupted hours in their calendar. Clinics that do this consistently produce the calmest, most complete and most watched material.

## 01 · THE PROJECT

# Bringing patient questions to the experts

Across Europe, thousands of fertility patients are searching for answers — often late at night, alone and unsure who to trust. They ask in Facebook groups, WhatsApp chats, Reddit threads and patient forums: questions they are too afraid, too rushed or too emotional to ask during a clinic visit. This project takes those questions and puts them to a leading expert, on camera.

## Why experts take part

- It is a **patient conversation, not an advertisement** — which is exactly why patients trust it and act on it.
- One interview reaches far beyond the room: not only patients who can attend a fertility show, but everyone searching online.
- It presents the doctor as a human being — open, honest and accessible — which is what turns interest into an enquiry.
- It gives your clinic a library of professional content and a full multi-channel campaign in one project.

## Your interviewer

**Dorothy** is a patient advocate at IVF Media. She works with fertility patients every day across our Facebook and WhatsApp communities, and she conducts the interviews in the patients' own language.

Her role is not to test the doctor. It is to ask, out loud and without embarrassment, the questions patients ask each other in private — and to give the expert the space to answer them honestly.

## Where the questions come from

Before we travel to each country, we ask the local patient community one thing: "If you could ask a leading fertility doctor one honest question, what would it be?"

|                             |                                                                                                                                                     |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Patient communities</b>  | Our IVF Abroad Facebook group and WhatsApp groups, Reddit and patient forums — questions are collected for two to three weeks before the interview. |
| <b>Core question set</b>    | Ten standard questions covering the expert, the country, the treatments and the patient experience — shared with you in advance.                    |
| <b>Patient questions</b>    | Five questions taken directly from the community, in the words the patients used.                                                                   |
| <b>Short-form questions</b> | Five single-answer questions recorded separately for social media.                                                                                  |
| <b>The route</b>            | Interviews are recorded country by country as the series travels across Europe — Dublin, London, Berlin, Paris, Brussels and beyond.                |

## The editorial principle

The interview is conducted through a patient's eyes. We ask the questions patients actually ask — including the difficult ones about failed cycles, limits and what cannot be promised. Nothing is scripted for the expert, and the strongest episodes are always the most direct ones.

02 · THE PACKAGE

# What your clinic receives

One interview day produces a full content library and a promotional campaign across owned media, patient communities and newsletters.

**Four episodes**

The interview, edited into four episodes of up to 15 minutes each — a length patients actually watch to the end — published on YouTube and distributed across channels.

**Eight short videos**

Vertical shorts for Instagram, TikTok, Facebook and YouTube, built from the strongest single answers and from the short-form question set.

**One feature article**

A full article written from the patient perspective, including all four videos, 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/c/Fertilityclinicsabroad — four episodes and the shorts    |
| Instagram & TikTok | @fertility_clinics_abroad — short-form videos                          |
| Facebook           | facebook.com/FertilityClinicsAbroad and the IVF Abroad patient group   |
| Website            | fertilityclinicsabroad.com — full article including all four episodes  |
| LinkedIn           | linkedin.com/company/ivf-media — professional audience                 |
| WhatsApp groups    | IVF Abroad patient groups — episodes and discussion                    |
| Newsletters        | IVF Media subscribers and European Fertility Society event registrants |

**Released on a schedule, not all at once**

Content is staggered across the campaign month rather than published in a single burst, so your expert stays visible to patients for the full period. The complete schedule is on page 10.

## 03 · INVESTMENT

## What is included, and what it costs

One fixed price covers the interview, the full production and the promotional campaign. There are no separate travel, filming or media charges.

### The standard campaign includes

- **One interview day** with our patient advocate, on site at your clinic
- **Four episodes** of up to 15 minutes each
- **Eight short video clips** for social media
- **One feature article** on FertilityClinicsAbroad.com
- **A one-month promotional campaign** across all channels listed on page 4
- **Travel and accommodation** 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 IVF Off the Clock campaign as described on this page, including all travel and accommodation.

Your clinic provides the expert, the room and the time. We provide everything else.

### Premium package

# 7,700 EUR

Everything in the standard package, plus:

- Eight additional short videos — sixteen in total
- Subtitled versions in German, French and Italian
- A dedicated expert page
- An additional live Q&A session for patients
- Rights to use the materials in your own advertising for 12 months
- An extra month of promotion — two months in total

## What we ask of your clinic

### The expert

One named doctor, available for the whole session, with consultations moved out of the calendar and calls handed to a colleague.

### Time

Approximately four hours in one continuous block, including a two-hour uninterrupted recording window.

### A room

One quiet, closable room with power and a presentable background — plus brief access for supporting clinic shots.

## 04 · CONTENT PLAN

## What we record on the day

Two formats are captured during the same visit: one interview of up to 60 minutes, cut into four episodes that follow a consistent structure across the whole series, and a set of short-form videos tailored to your expert's strengths.

### The interview — four episodes

Recorded in this order. Voiceover, intro and outro are added after the visit.

- 1 The expert behind the doctor**  
How long you have worked in IVF, what you specialise in, and what still inspires you after all these years.
- 2 Patients from this country**  
What they ask before deciding, how you explain success rates, what really worries them, and why they choose your country and your clinic.
- 3 The treatments**  
IVF with own eggs, egg donation, PGT-A, fresh versus frozen, donor availability, number of visits and length of stay.
- 4 The honest conversation**  
Patients over 50, difficult cases, treatment failures, common myths, one real patient story and your message to patients.

#### Patients watch people, not presentations

Answer as you would to a patient sitting in front of you. Review the questions in advance — but do not memorise answers. Nothing is live, and anything can be recorded again.

### Short-form videos — the menu

Eight shorts are produced from the topics below, chosen with you on the day. Each is one question and one answer, 30 to 60 seconds.

- 1** Are fresh donor eggs better than frozen ones?
- 2** Will PGT-A improve my chances, or just add to the cost?
- 3** Where can I have IVF treatment if I am over 50?
- 4** Should ICSI be included in every IVF cycle?
- 5** Fresh or frozen embryo transfer — which is better for me?
- 6** What is the age limit for IVF with my own eggs?
- 7** Is there a BMI limit, and does it differ with donor eggs?
- 8** What can I do before treatment to improve my chances?
- 9** The one IVF myth you would like to put to rest.
- 10** The question you wish every patient asked — but almost nobody does.

#### Tell us your differentiators in advance

What genuinely makes your clinic 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.

### Additional content options

#### Your patients' questions

Send us questions from your own patient community and we will fold them into the set alongside the ones we collect.

#### Local flavour

A short shot outside the clinic or in the city grounds the episodes in a real place and performs well on social media.

#### Support services

Information on psychological, nutritional and international patient support, ready to be covered on camera.

## 05 · THE INTERVIEW DAY

# Planning the day

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

## 1 · Pre-interview briefing

Fifteen minutes off camera with the patient advocate to agree tone, names and titles, and anything you would rather not discuss.

## 2 · The main interview

Up to 60 minutes recorded, split into two halves with a short break — the source of all four episodes.

## 3 · Short-form recording block

Forty-five to sixty uninterrupted minutes for the eight shorts. Can be scheduled before opening or after closing.

## 4 · Supporting clinic shots

Twenty to thirty minutes of B-roll — entrance, corridors, consultation room, lab viewing window — with no patients in frame.

## Sample agenda for the day

An example only — we adapt it to your opening hours and your expert's availability. Highlighted points are the four must-be elements above.

-  **09:00 – 09:45** Crew arrival, set-up, lighting and sound test (off camera)
-  **09:45 – 10:00** Pre-interview briefing with the patient advocate (off camera, no filming)
-  **10:00 – 10:35** Main interview, first block — episodes 1 and 2 (recorded)
-  **10:35 – 10:45** Short break
-  **10:45 – 11:20** Main interview, second block — episodes 3 and 4 (recorded)
-  **11:20 – 11:30** Break
-  **11:30 – 12:30** Short-form recording block — eight clips, one question each
-  **12:30 – 13:00** Supporting clinic shots: entrance, corridors, consultation room, lab viewing window
-  **13:00 – 13:20** Wrap-up: confirm names, titles and spellings, collect materials, closing shots

### The expert's calendar is the one thing not to compress

An interview interrupted by consultations, phone calls or a doctor watching the clock is visible on camera and cannot be fixed in the edit. If the clinic is busy all day, schedule the block 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 interview — and it is what separates a good filming day from an exceptional one.

## EXPERT

## The person on camera

- **Confirm the expert.** One named doctor, available for the whole session.
- **Review, do not memorise.** The questions are shared in advance; the interview should sound like a consultation.
- **Be ready for the honest questions.** Failed cycles, limits, what cannot be promised — straight answers are what make this format work.
- **Prepare one real patient story,** anonymised and with the outcome. It is consistently the most watched part of every episode.
- **Language.** The interview is in English unless agreed otherwise. A non-native accent is not a problem.

## FIGURES

## Verify your numbers beforehand

Everything said on camera is published, so please confirm in advance:

- Success rates by age group and treatment type — with the definition used (per transfer, per cycle, cumulative) and the reporting period
- Price list or cost breakdown for the treatments discussed
- Donor availability, matching criteria and waiting times
- Age, BMI and other eligibility limits
- Number of visits and length of stay per treatment pathway
- Accreditations, awards or registry data to be mentioned
- Correct spelling of names, titles and the clinic name as they appear on screen

## ROOM

## The room and the set

- **A quiet, closable room** — consultation room, office or library. Avoid large empty rooms and all-glass spaces, which echo.
- **A background that says “clinic”** — a bookshelf, a discreet clinic logo, plants. Avoid blank walls, busy patterns and bright windows behind the chair.
- **Light from the front or side,** never from behind the expert. We bring our own lighting as well.
- **Silence.** Air conditioning, ventilation, corridor music, phones and desktop notifications switched off.
- **Two power sockets** near the set, guest Wi-Fi if possible, and a “filming in progress” sign on the door.

## TEAM

## Around the expert

- **Point of contact.** One coordinator as the main guide for the day, responsible for the room and the schedule.
- **Team briefing.** Reception, medical staff and the lab team told in advance that filming will take place, and when.
- **Protect the block.** No consultations, no calls — interruptions are the most common cause of a day overrunning.
- **A second voice.** An embryologist or patient coordinator can appear in one or two of the short clips.

## 07 · PRIVACY

# Privacy, consent and accuracy

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.
- **Check clinical claims.** Any medical statement made on camera is confirmed with your team during the approval round.
- **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 beforehand; 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.
- **Flag restricted areas** where filming is not permitted, before the day begins.

## Accuracy of what is said on camera

|                           |                                                                                                                                                     |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Success rates</b>      | Quoted with the definition used and the reporting period. Figures without a stated basis are removed in the edit rather than published unqualified. |
| <b>Prices</b>             | Given as ranges or “from” figures where a full price list cannot be confirmed, and checked against your documentation at approval.                  |
| <b>Medical statements</b> | Reviewed by your team during the approval round. Anything your clinicians flag as inaccurate is cut or re-recorded.                                 |
| <b>Legal limits</b>       | Age limits, donor rules and eligibility criteria are described as they apply in your country, and confirmed with you before publication.            |
| <b>Names and titles</b>   | Confirmed in writing at wrap-up, including spelling and academic titles as they should appear on screen.                                            |

## Your approval round

You receive the edited episodes for review and have one week to request changes — including removing any passage you are not comfortable with, for any reason, without explanation. The editorial line and the patient advocate's questions remain independent; that independence is what makes patients trust the format. See page 10 for where this sits in the schedule.

## 08 · AFTER THE INTERVIEW

## Production and promotion

Production runs for roughly one month after the interview, including your approval round. The campaign then runs for a further month, staggered so your expert stays visible throughout.

### Production plan — one month

| Activity                          | Time    | Week 1                                                                            | Week 2                                                                             | Week 3                                                                              | Week 4                                                                              |
|-----------------------------------|---------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 1 Recording at the clinic         | 1 day   |  |                                                                                    |                                                                                     |                                                                                     |
| 2 Editing the four episodes       | 2 weeks |  |  |                                                                                     |                                                                                     |
| 3 Clinic review and approval      | 1 week  |                                                                                   |                                                                                    |  |                                                                                     |
| 4 Voiceover, final cut and review | 1 week  |                                                                                   |                                                                                    |                                                                                     |  |
| 5 Editing the eight shorts        | 1 week  |                                                                                   |                                                                                    |                                                                                     |  |
| 6 Preparing the article           | 1 week  |                                                                                   |                                                                                    |                                                                                     |  |

### Promotion campaign — one month

| Content           | Channel                             | Week 1                                                                              | Week 2                                                                                | Week 3                                                                                | Week 4                                                                                |
|-------------------|-------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Episodes 1–4      | YouTube                             |  |                                                                                       |                                                                                       |                                                                                       |
| Full article      | FertilityClinicsAbroad.com          |  |                                                                                       |                                                                                       |                                                                                       |
| Episodes 1–4      | Facebook, WhatsApp IVF Abroad group |  |                                                                                       |                                                                                       |                                                                                       |
| Emailing campaign | Newsletter, all databases           |  |                                                                                       |                                                                                       |                                                                                       |
| Episode 1         | LinkedIn post                       |  |                                                                                       |                                                                                       |                                                                                       |
| 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 episodes and shorts on your own channels and website. The campaign works hardest when your clinic pushes it alongside us.

## 09 · CHECKLIST

# Pre-interview checklist

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

## Two weeks before

- ☐ **Interview date confirmed in writing**  
Date, arrival time and finish time agreed with IVF Media
- ☐ **Expert nominated and calendar blocked**  
Four uninterrupted hours, consultations moved
- ☐ **Point of contact nominated**  
One coordinator named as guide for the whole day
- ☐ **Question set reviewed**  
Core questions, patient questions and short-form topics
- ☐ **Differentiators agreed**  
Technology, philosophy, success-rate approach, awards, services
- ☐ **Second voice confirmed**  
Embryologist or coordinator for one or two shorts, if wanted
- ☐ **Restricted areas flagged**  
Anywhere filming is not permitted, communicated in advance

## One week before

- ☐ **Figures verified**  
Success rates with definitions, prices, donor availability, limits
- ☐ **Patient story prepared**  
Anonymised, with the outcome
- ☐ **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
- ☐ **Names and titles sent to us**  
Correct spelling for every person appearing on screen

## The day before

- ☐ **Room reserved and tidied**  
Quiet, closable, presentable background, no echo
- ☐ **Set checked**  
Two chairs that do not swivel, power sockets, water on the table
- ☐ **Noise sources identified**  
Air conditioning, ventilation, corridor music, notifications
- ☐ **Patient data cleared from view**  
Screens, files, name boards, whiteboards, appointment lists
- ☐ **Guest Wi-Fi details ready**  
Network name and password prepared
- ☐ **Agenda circulated**  
Final hour-by-hour plan sent to everyone involved

## On the day

- ☐ **Coordinator available from arrival**  
Ready to guide the day and the supporting shots
- ☐ **Expert free of consultations**  
Calls handed to a colleague, phone off during recording
- ☐ **“Filming in progress” sign on the door**  
Put up before the first block starts
- ☐ **Access to clinic areas arranged**  
Entrance, corridors, consultation room, lab window
- ☐ **Names and titles confirmed at wrap-up**  
Final check of spellings for every person on camera

## After the interview

- ☐ **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 interview

Dates are allocated country by country as the series travels 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, your country and any dates to avoid.

02

### Agree the date

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

03

### Prepare

Work through the checklist on page 11 with your coordinator and your expert.

04

### Host the day

One day on site, then production and your promotional campaign.

#### CONTACT

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#### FOLLOW THE SERIES

[fertilityclinicsabroad.com](http://fertilityclinicsabroad.com)

[youtube.com/c/Fertilityclinicsabroad](https://youtube.com/c/Fertilityclinicsabroad)

[instagram.com/fertility\\_clinics\\_abroad](https://instagram.com/fertility_clinics_abroad)

[facebook.com/FertilityClinicsAbroad](https://facebook.com/FertilityClinicsAbroad)

[linkedin.com/company/ivf-media](https://linkedin.com/company/ivf-media)

### A final word

This is more than a marketing feature. It is a chance to answer the questions patients are already asking each other — honestly, in their own language, from someone they can see and hear — and to be seen by the people who matter most: your future patients.

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