



RESOLVE: The National Infertility Association

The champion for all who struggle to build a family

About RESOLVE

RESOLVE is dedicated to ensuring that all people challenged in their family building journey reach resolution.

We do this by ensuring that people are:

- Empowered by Knowledge
- Supported by Community
- United by Advocacy
- Inspired to Act



About RESOLVE

RESOLVE Constituents (based on 2015 survey)

- 98% are female
- 53% are under 35; 27% 35-39
- 81% hold bachelor's and advanced degrees
- 52% have a household income under \$100,000
- 58% have been trying to conceive for less than 2 years



Partnering on Data

- Corporate partners want to understand our constituents
- We want the results to create educational content and provide the public with the data
- If their needs = our needs: we have a partnership!
- To date data has been online survey

Case Study: Patient Surveys

- Decision-making on embryos to transfer during IVF
 - Panel discussion at medical conference
 - 5 abstracts submitted to medical journal/conference
 - Patient educational content
- Patient Experience at IVF clinic
 - Talk at medical conference
 - Content for HCP training courses
 - Content for new patients

Case Study: Patient Surveys

- Genetic testing and patient attitudes
 - Web content for patients
- Patient Experience at OB and fertility knowledge
 - Used for patient education materials
 - Data for use by HCP's