



**Danielle Soltesz, MPH, MBA**  
President of Operations  
RMA of New York



**Colin Thomas**  
VP of Practice Operations  
Ivy Fertility



**Paul Verrastro**  
SVP of Operations  
First Fertility



**Edward Shin, MD**  
CEO  
Quality Reviews, Inc.

## Digital Engagement to Improve the Fertility Journey

Hi There,

Over 8 million babies or 2% of US births are from in-vitro fertilization (IVF). As IVF becomes more prevalent, making the fertility journey smoother for both patients and providers is now a top priority. In this webinar we speak with three executive leaders of the nation's top fertility centers about the promise and potential of digital engagement tools to give patients and their loved ones more control throughout the IVF journey. Some topics of discussion include:

- What are the current gaps in patient engagement tools for IVF?
- Where are there opportunities to improve both administrative and clinical IVF workflows?
- Where do digital engagement tools fit into existing and new IVF processes?
- What are some emerging fertility practice trends in 2024 and beyond?

### Webinar Details:

Date: March 27, 2024

Time: 4:00 PM ET - 5:00 PM ET

Speakers:

Danielle Soltesz, MPH, MBA - President, Operations, RMA of New York

Colin Thomas, VP Practice Operations, Ivy Fertility

Paul Verrastro, SVP Operations, First Fertility

### Why Attend?

The discussion with these fertility executive leaders will focus on:

- Leveling up patient engagement to facilitate a smoother fertility journey
- Deploying lightweight digital tools to automate and / or scale manual workflows
- The use of digital engagement solutions to enhance both administrative and clinical processes
- Current and future trends to improving fertility practice management

**Q&A Session:** Have your questions answered directly by Danielle, Colin, and Paul during the interactive Q&A session.

Join us for this thought-provoking webinar - we look forward to your participation!

Best regards,  
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