

GE Healthcare, Vitrolife to improve ART offerings

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More than 20 years ago, Vitrolife was a key player in introducing the technique and needles for ultrasound-guided oocyte retrieval - now a standard practice in IVF. Vitrolife's needles feature new echomarking to maximize ultrasound visibility, and an even sharper tip to enable a smooth penetration of the tissue. GE Healthcare's Voluson™ ultrasound systems enable physicians to monitor stimulated follicles, determine the optimal time for oocyte retrieval, and follow these needles in great detail throughout retrieval.

"With the rise of IVF treatments, we're committed to providing the highest-quality technology to clinicians, and improving the patient's experience at every step," said Roland Rott, General Manager of Women's Health Ultrasound, GE Healthcare. "We are thrilled to partner with Vitrolife to connect the patient journey in and out of the IVF clinic to ensure the best possible result for the patient."

From the early diagnosis of potential challenges and evaluating the causes of infertility to monitoring the transfer and ensuring a healthy pregnancy, GE Healthcare's ultrasound technologies play a key role in reproductive medicine. Similarly, Vitrolife's assisted reproductive technology offerings incorporate the complete IVF process from the oocyte retrieval through fertilization, embryo culturing, and transfer.

"This partnership supports Vitrolife's ambition to offer IVF clinics the most effective products in its efforts to assist patients'

desire to have children” said Thomas Axelsson, CEO of Vitrolife AB. “We look forward to partnering with GE Healthcare on joint educational activities for IVF clinics around key procedures and the potential to collaborate on future development projects.”