

IVFDAILY needs sponsors to support its collection of links to online education material

www.IVFDaily.com is a web site owned, created, and managed by Fertaid Pty Ltd.

IVFDaily is an educational web site focused on coordinating the large amount of material published in peer-reviewed scientific and medical journals by authors working specifically in the field of Assisted Reproduction and more generally in the field of human fertility/infertility.

IVFDaily is directed to both the professionals working in these fields and to the couples and individuals seeking their services. At its basic level, it is free to browsers after a spider check. A paid subscription is required for CPD tracking.

IVFDaily's core function is to collect and collate in a structured manner, the title and DOI of various articles so that users can repeatedly find what may be of interest and what has been recently published.

IVFDaily collects three streams of published material that are managed as three separate modules:

- Open access review articles collated into an **enduring** textbook format for new staff, ongoing education and the general infertile population.
- Recently published articles from the leading ART journals in the form of the original "current contents" and retained for only 30-90 days so that in one place, one can see what has been accepted for publication, collated in a broad criterion based initially on Human Reproduction topics. These are sourced from the journals home page or via PubMed. It is hope that in time, the journals will add these themselves.
- Thirdly, links to webinars and podcasts using the same criterion as above. Each listing redirects the browser to the original source or the YouTube platform. If freely available, the embedded code for the webinar can be used to play the video within IVFDaily to provide documented evidence of viewing for CPD purposes.

IVFDaily is primarily an educational specific redirection service for ART/Fertility. It contains only the title, DOI, cited reference and author's name. It does not allow any comment or interaction from the browser and cannot be used for any alternative purpose. All material is sourced from the public domain. It can be use by the subscriber to track articles they have read via IVFDaily for their own CPD documentation.

At its heart, IVFDaily is seeking to bridge the gap between the large amount of published material in an increasing number of journals (many now only Internet based). In 2022, there were 2,400 listing for "IVF" in PubMed, more for other search terms. It is hoped that the IVFTextBook function may be enduring while the "In-Press" links will be seen as transient and visited regularly daily. It is also a focused place where journals can promote their content

There are an exciting number of further attributes that may be developed from this platform including clinics orientation and reading programs, staffs own reading list and staff CPD reporting but needs support to sustain and consolidate its service. There exists in the open-access review articles, a large amount of factual information clients of IVF clinics may be able to access and understand. If collated and managed correctly, it may provide clients with an honest and current reviewed opinion on aspects of their treatment. This may be the greatest value of the website.

Fertaid is seeking your support to sustain and develop this service and look forward to an opportunity to discuss this further.

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