Transforming Hearts and Minds to Create Wow Experiences

Medallia
Awareness Test
Our teams knew how to, they didn’t want to
We create happiness.

- WALT DISNEY
It’s ok to be off task
To be ON PURPOSE
Inspiring hope.
Building beautiful families.
To date, we've helped over 125,000 family dreams come true
Every Position Impacts the Patient Experience and is equally important in the journey

- Patient Facilitator/Call
- Check in/Concierge
- Medical Assistant
- Ultrasonographer
- Nurse
- Doctor
- Lab
- Admin
- Financial Advocate

Know Their Impact

- First Impression
- First Friendly Face
- First Point of Touch
- Hope
- Closest Relationship
- Expert
- Where the Magic Happens
- Steers the Ship
- Ease the Financial Burden
our promise to each other

WE BELIEVE THE BEST IN EACH OTHER • WE ARE GENUINE
WE MAKE MISTAKES • WE ARE ALWAYS LEARNING • WE INNOVATE
WE ARE A DRAMA-FREE ZONE • WE ENCOURAGE EACH OTHER
WE HAVE FUN • WE ARE AT WAR WITH INFERTILITY
WE ARE A TEAM

we inspire hope
How are we making our patient feel?
Hi Lisa,
We are so happy you came in today, and we want to know how your first visit went.

Based on your experience today how confident are you that we at Aspire Fertility will meet your expectations of care? Text any number 0-10, 10 being the most confident.
Great! Please tell us why.

Team was so welcoming and I felt important to all of them.

Thank you. How likely are you to continue your journey with us and move forward with next steps? Text any number 0-10, 10 being the most likely.
Four Clinics Four Weeks

<table>
<thead>
<tr>
<th>35%</th>
<th>2400 Invitations Sent with 888 Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>Opt Out</td>
</tr>
<tr>
<td>89%</td>
<td>Retention from Detractors/100% Closed within 24 Hours</td>
</tr>
<tr>
<td>8%</td>
<td>Response Rate of Web Survey</td>
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</tbody>
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Patient Journeys

Click on a journey to explore

- Appointment
- Initial Consult
- Financial Consult
- Retrieval
- Graduation

How are we doing?

Recent Survey Responses

2/17/2020

2/18/2020

2/19/2020

AMBER B
Clinic: Aspire San Antonio - Stone Oak
Inception Main Metrics Score: 10
Responded: 2/19/2020, 8:25 PM PST

All survey comments concatenated
Great staff, everyone was very friendly and accommodating. They answered all my questions and made me feel comfortable

View Details
Great service, easy to understand.
CORTEZ, RASCHID
February 18, 2020 2:00 PM

No Comments
FOLEY, KELLY
February 18, 2020 12:40 PM

No Comments
VOSE, ELIZABETH
February 18, 2020 12:25 PM

Great customer service! Everyone was very friendly and knowledgeable.
BIBBS, THERESA
February 17, 2020 7:40 PM
Now They Want To

- Create Your Purpose Statement
- Communicate Achievement of the Purpose
- Reinforce Their Unique Impact
- Turn the Purpose Into an Action
- Team to Create Their Promise to Each Other
- Measure How You Are Making Your Patients/Guests Feel/Real Time