

# MID DAY

ON SATURDAY

March 21, 2009, MID DAY Mumbai.

27

## Have Your Own Bundle Of Joy

**B**loom IVF is a women's health initiative with fertility enhancement centers in several premier cities of India. The professionals here are practicing infertility procedures since last 18 years and claim to



Bloom IVF staff at Lilavati hospital with cryocans for sperm, egg and embryo freezing

have treated several patients from all over the world, enabling them to have babies and bringing joy to their lives. The centre has expanded over the years and now proudly presents units all over India. Its premier units are at Lilavati Hospital, Mumbai, which was established in 1998 and at D Y Patil Hospital, Navi Mumbai, established in 2008. In association with the Fortis group of hospitals, it has opened a new centre at New Delhi, and is shortly opening new units at Chandigarh, Jaipur and Chennai.

Their unit has been one of the pioneers in the area of ICSI (1995), Assisted laser hatching (1998), Surrogacy (2003), Egg Freezing (2006), Intracytoplasmic Morphologically Selected Sperm Injection (IMSI) (2008).

**Services offered include:** ICSI (Intracytoplasmic Sperm Injection) or IMSI (Intracytoplasmic Morphologically selected sperm injection) for males with low sperm counts or no count; IVF for blocked tube; egg donation for women more than 40 years of age; surrogacy for those who cant carry their pregnancy; laser hatching and blastocyst culture for women who fail repeatedly with IVF/ICSI; Oocyte freezing for women who want to bank their eggs for future use; Ovarian tissue freezing for young cancer patients; semen donation for men with no sperms and semen bank for patients undergoing chemotherapy / radiation.

**Success rates:** Clinical pregnancy rates in women less than 35 years of age have reached 35 to 45 per cent per attempt. Live baby rates are in the range of 20 to 30 percent per patient, which is similar to the rate in the west. The success goes down with advancing age. Hence early recourse to IVF / ICSI is essential.

The Bloom IVF group has also launched free infertility counselling online service. Patients can send mails on [ivfbabies@redimail.com](mailto:ivfbabies@redimail.com) or [gynaefinfo@redimail.com](mailto:gynaefinfo@redimail.com). Bloom IVF Enterprises is located at: Lilavati Hospital IVF Centre, IInd Floor, Lilavati Hospital, Bandra (West)

Ph: 26438280 or 26421111, ext 2245.

Also at D Y Patil Fertility Centre, Navi Mumbai, D Y Patil Medical Hospital and Medical Research Centre, Navi Mumbai. Ph: 39216020.