# OOSPHEERE

# IVF CENTRE BUSINESS BLUEPRINT

A practical starter guide for planning, setting up and growing a sustainable IVF centre.

## Important note

This sample document is an educational planning aid. It is not legal, medical, financial or regulatory advice. Requirements vary by location and should be validated with qualified professionals and relevant authorities.

## 1. Define the opportunity

Map the catchment area, fertility-care demand, referral ecosystem, competing providers, patient affordability and local access gaps. Define the centre's intended service mix and differentiators.

## 2. Test feasibility before investment

- Assess location, accessibility, space and utilities.
- Prepare capital expenditure and operating cost estimates.
- Model patient volumes, pricing, cash flow and break-even scenarios.
- Identify key risks, dependencies and go / no-go criteria.

## 3. Design a compliant centre

Plan patient flow, IVF OT, embryology laboratory, andrology, storage, utilities, infection prevention, equipment placement and documentation workflows. Engage qualified healthcare architects, biomedical experts and compliance advisors.

## 4. Prepare the operating model

- Define clinical, laboratory, nursing, counselling and administrative roles.
- Develop SOPs, consent processes, records and quality systems.
- Plan staff recruitment, competency assessment and training.
- Set up inventory, maintenance and incident-reporting processes.

## 5. Build a responsible growth plan

Create an ethical patient communication strategy, referral relationships, digital presence and service-quality review process. Track enquiries, consultations, patient experience, clinical quality indicators and financial performance.

## 6. First 90-day planning checklist

- Confirm project goals, partners and governance.
- Complete market and location feasibility.
- Prepare a phased budget and financial model.
- Validate applicable registration and licensing requirements.
- Approve the facility brief, equipment plan and project timeline.
- Define launch-readiness criteria and monthly performance reviews.

## Need support with your IVF centre journey?

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