

## Customer Case Study

**Clinic:** CCRM Fertility

**Country:** USA

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**Position:** Senior Vice President of Lab Operations

**Matcher customer since:** 2021



### Enhancing IVF excellence: Implementing Matcher across the CCRM Fertility Network

CCRM Fertility, a US-based fertility network, adopted Matcher 3 years ago, starting in Boston, and has since rolled out the system across 12 centers in North America.

#### Why did CCRM Fertility Group want an electronic witnessing system?

The primary motivation for CCRM Fertility adopting an electronic witnessing system was to establish a robust traceability system. Ensuring a permanent record in our patients' electronic medical records was pivotal, not only for preventing errors, but also for offering our embryologists security and peace of mind. The ability to review the cycle history and account for every step is crucial for instilling confidence that tasks have been completed accurately. Additionally, there was a requirement for enhanced planning and tracking of daily lab activities, which was addressed by Matcher's scheduler feature.

#### What problems did you need to solve?

One of our objectives was to upgrade our previous system for witnessing to a more comprehensive solution for total traceability. Matcher's capability to provide photos of every witnessing step added an

additional layer of assurance, instilling greater confidence in the CCRM team. Having an electronic audit trail alongside barcodes was satisfactory, however, enhancing this with visual photographic proof was crucial for us. It provided a means to categorically ensure the accuracy of scanned items based on that photographic evidence.

#### How did you decide on Matcher?

The selection of the system was influenced by the Matcher team's willingness to collaborate, streamline work processes, and adapt to CCRM's evolving needs. Unlike previous vendors, Matcher demonstrated a commitment to continuous development and prompt implementation of changes. Their adaptability and dedication to maintaining a best-in-class product were key factors in our decision-making process.

#### What were the main benefits of Matcher?

The key features that benefit CCRM Fertility include live

imaging during witnessing, which offers visual confirmation and reassurance during the scanning process; the user-friendly scheduler provides a comprehensive view of both completed tasks and those remaining for the day; and the introduction of new handheld devices and scanning features that contribute to the overall efficiency of the laboratory. From the CCRM Fertility Network perspective, Matcher offers centralized insight into our databases across different servers and time zones, enabling us to remotely review and troubleshoot for various locations within the group. Furthermore, Matcher aids in implementing group standardization and consistency of processes and procedures, which streamlines our workflow across the entire network.

#### How does Matcher fit with your IT systems?

Matcher links seamlessly with our existing database, saving us more time and further reducing the risk of mistakes.

## Customer Case Study (continued)

### What features of Matcher have made the most difference to your work and in what way?

The introduction of clear, barcoded cryo labels for cryopreserved embryos by Matcher emerged as a standout feature significantly improving our workflow by ensuring accurate identification every time without reliance on manual label reading. This feature proved to be a major win for both the individual center and the broader network.

Additionally, the capability to capture the moment cryopreserved gametes and embryos are thawed in real-time by scanning a Matcher barcode is a vital component of our CCRM traceability system. It records information not automatically tracked in our Electronic Medical Records (EMR). For instance, whenever a cryopreserved straw or vial of sperm is thawed by CCRM staff, Matcher automatically records this event, facilitating efficient cryo-inventory management. Matcher maintains an auditable log of all gametes and embryos removed from storage, ensuring we are always aware of our remaining stock. Notably, for embryos, Matcher's Unitrack feature verifies that the correct embryo, the one selected for transfer in advance, is removed.

### What savings have you seen?

The adoption of electronic witnessing at CCRM has resulted in tangible time savings, especially compared to

manual witnessing. Although the scanning process takes slightly longer due to the inclusion of photos, the added security of photo evidence brings significant benefits. Overall, time savings have been evident as the system contributes to a more efficient workflow by reducing the significant disruptions caused by the need for a second person to witness every step. The real-time data capture using barcodes has reduced our reliance on manual database logging for administrative processes like lot tracking, further saving precious time.

### How does Matcher fit with your IT systems?

Matcher has seamlessly integrated with CCRM's IT systems, thanks to a flexible and dedicated effort from their entire team. This ensured that both the CCRM lab and IT team were comfortable with the system's compliance with CCRM's policies. Collaborative efforts were instrumental in establishing direct links between the EMR system and Matcher, streamlining and automating the import of patient data.

### How do you find the Service & Support?

The service and support provided by Matcher has been outstanding. Their flexibility and responsiveness in addressing IT concerns, and their commitment to working through to a resolution, demonstrate the

whole team's commitment to customer satisfaction.

### What else impressed you?

The Matcher training is very comprehensive. Although the e-Learning requires dedicated time, its availability ahead of the 'go-live' date instilled a feeling of reassurance among the staff. They felt familiar with Matcher when they started using it. Additionally, the remote one-on-one super-user training was extremely well received, and the on-site, in-depth training sessions demonstrated Matcher's commitment to its product.

The scheduler feature emerged as an impressive addition, replacing traditional methods like whiteboards or Excel sheets and playing a crucial role in maintaining an organized workflow. The versatility of Matcher in catering to varied needs within a lab setting was particularly appreciated.

### What do your patients think?

CCRM physicians effectively communicate the benefits of electronic witnessing to patients during consultations, emphasizing the traceability offered by CCRM Fertility. Although few patients directly request printed reports, the availability of Matcher reports in the EMR contributes to a sense of transparency and permanence, aligning with CCRM's commitment to patient-centric care.