Al-Fares
IVF CONSULTANCY

Al-Fares
IVF Consultancy



Overview of Our Services and Facilities

Al-Fares
IVF CONSULTANCY

About Us



Al-Fares IVF Consultancy is a specialized boutique advisory firm exclusively dedicated to IVF and Assisted Reproductive Technology (ART) programs.

Our organization integrates advanced embryology expertise, uniting rigorous IVF theoretical foundations with more than 15 years of hands-on practical experience, and applying internationally recognized consultancy standards. This framework is reinforced by analytical methodologies, performance intelligence, and risk governance structures to consistently meet client needs and professional expectations.

Al-Fares
IVF CONSULTANCY

Our Heart value

- Our mission is simple: to help every couple hold their baby in their arms.
- We combine faith, compassion, and scientific excellence to maximize pregnancy success and strengthen every step of the IVF journey.
- Behind the scenes, we apply our expertise and data-driven practices with one purpose — to turn hope into life and bring more babies into loving homes. 🤍



Al-Fares
IVF CONSULTANCY

Our strategic positioning

We deliver comprehensive 360° IVF support services, offering strategic, clinical, operational, and financial transformation solutions designed exclusively for the IVF and Assisted Reproduction community. Our consultancy engagements are fully customized to align with each client's specific objectives, structure, and growth requirements.



VISSION

To elevate IVF units into high-performance, safe, data-driven, and financially sustainable clinical ecosystems, aligned with international best practices such as ESHRE standards, while fully integrating each client's ethical, cultural, and religious governance framework.

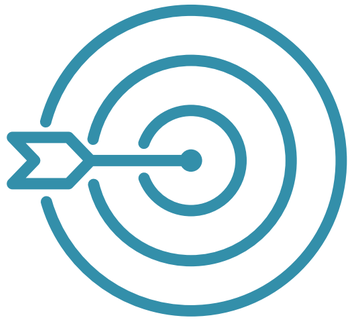


MISSION

To become the leading specialized IVF consultancy firm, globally recognized for advancing IVF units and driving laboratory excellence.

Al-Fares
IVF CONSULTANCY

Al-Fares Core Values



Precision

Commitment to measurable, evidence-based consulting.



Integrity

Transparent governance and ethical clinical practice.



Excellence

Continuous optimization and innovation in IVF systems.

Al-Fares
IVF CONSULTANCY

Our Consultancy APPROACH STEPS

Our consulting framework is structured to convert IVF expertise into tangible, measurable outcomes using evidence-based analysis and guided implementation.



Diagnose

Comprehensive IVF unit assessment

Step 01

Analyze

Performance, risk, financial, and structural gap mapping

Step 02

Strategize

bridging the gap between the current and the desired assessment

Step 03

Implement

Structured implementation support and team alignment.

Step 04

Optimize

Ongoing performance monitoring and refinement.

Step 05

Al-Fares
IVF CONSULTANCY

Our integrated services

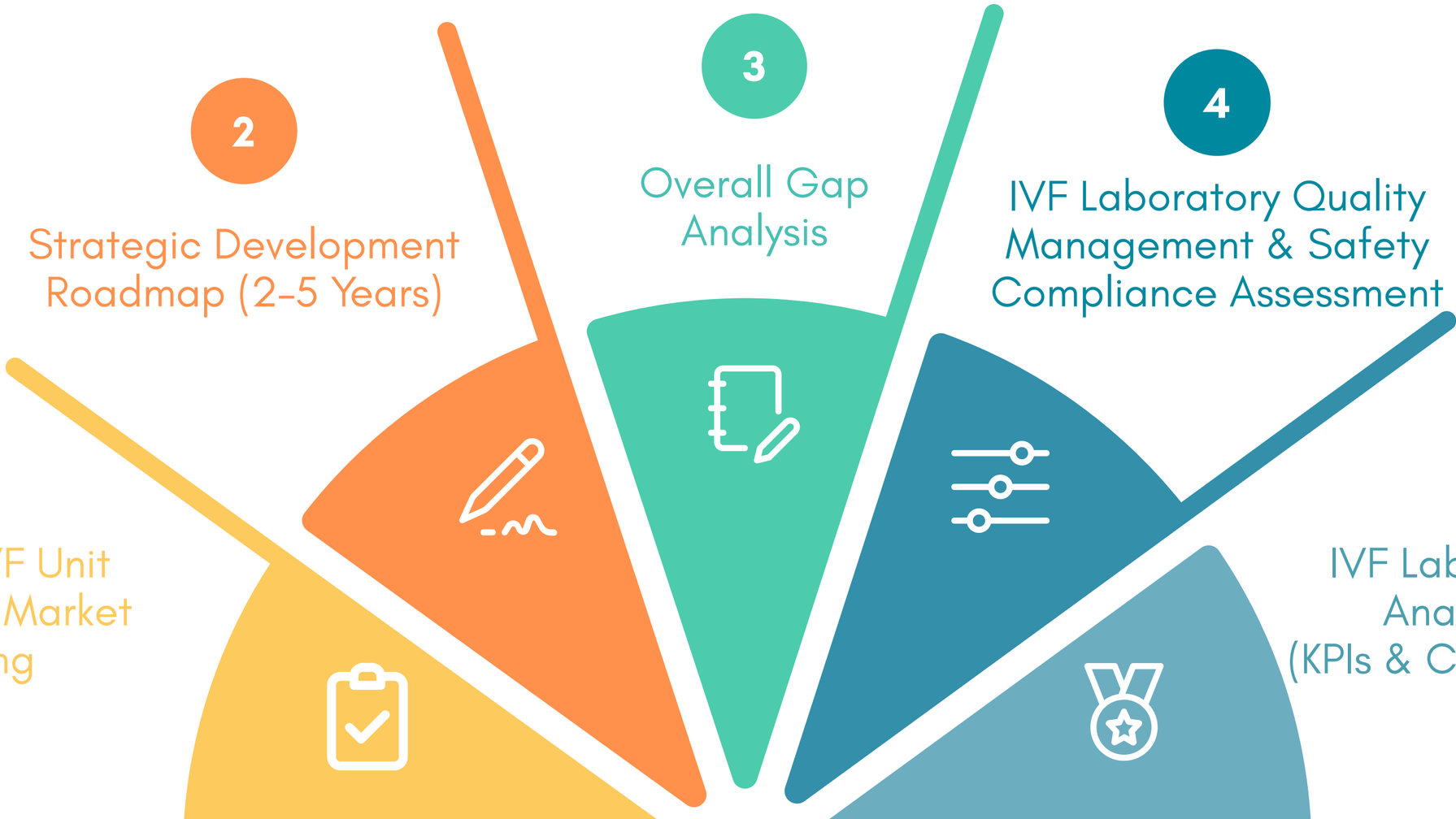
We deliver end-to-end, integrated consultancy solutions that align with the specific clinical, laboratory, and operational objectives of each center, translating advanced IVF expertise into practical, measurable improvements and sustainable excellence.



Al-Fares
IVF CONSULTANCY

Services (1/3)

Our services are fully customizable, allowing centers to select specific components of the package to address their unique clinical, laboratory, or operational needs.



1
Integrated IVF Unit Assessment & Market Positioning

2
Strategic Development Roadmap (2-5 Years)

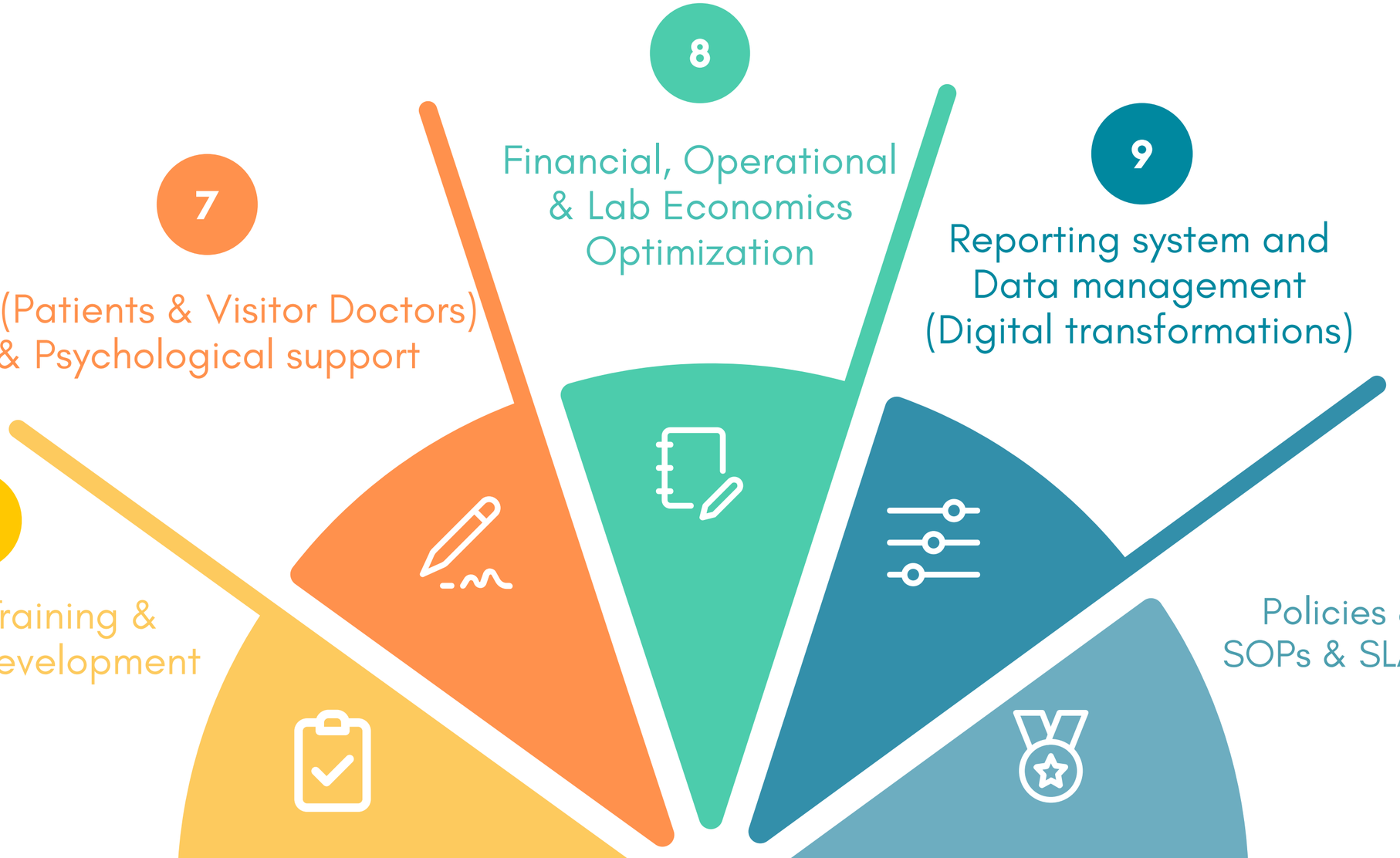
3
Overall Gap Analysis

4
IVF Laboratory Quality Management & Safety Compliance Assessment

5
IVF Lab Performance Analysis Report (KPIs & Cycle Outcomes)

Al-Fares
IVF CONSULTANCY

Services (2/3)



Al-Fares
IVF CONSULTANCY

Services (3/3)

Advance IVF Consulting Services

- Become IVF Pioneer (R&D , IVF Unit Innovations) Advanced techniques
- Male fertility management
- PGT (genetics)

11 Define innovation goals, review clinical and lab data, and design a structured implementation plan before introducing new technologies.

12 Ensure clear communication between lab and clinic, align diagnostic pathways, and guide case discussions toward evidence-based decisions.

13 Coordinate priorities between clinical, laboratory, and genetic teams, confirm protocols, and document processes to ensure safe and consistent outcomes.

Al-Fares
IVF CONSULTANCY

1. Integrated IVF Unit Assessment & Market Positioning

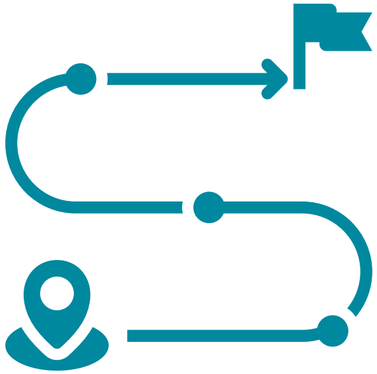
- Service portfolio analysis
- Unit structure evaluation
- Clinical & Laboratory Workflow mapping
- Cycle volume vs capacity analysis
- KPIs overview (Operational & Strategic)
- Infrastructure and equipment assessment
- Market positioning assessment & research overview
- Unit SWOT analysis
- Executive summary with operational & strategic recommendations overview



Al-Fares
IVF CONSULTANCY

2. Strategic Development Roadmap (2–5 Years)

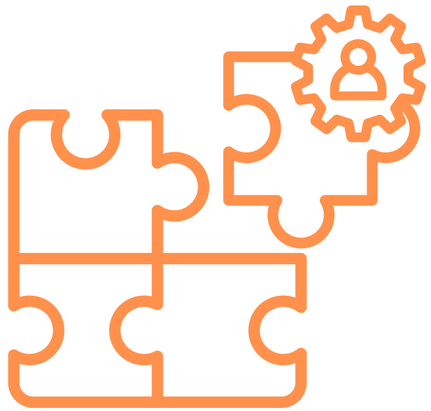
- Hospital Vision and the cascaded down unit vision analysis
- National and Local Performance Benchmarking
- Design Unit Objectives
- Create Short-, mid-, and long-term KPIs
- Leading and Lagging KPIs (Operational and strategic)
- Infrastructure scaling planning
- Service scaling strategy
- Workforce scaling model
- Financial growth modeling & ROI analysis
- Risk-adjusted implementation timeline
- Market penetration strategy
- Technology adoption planning (Innovation hub)



Al-Fares
IVF CONSULTANCY

3. Gap Analysis Report

- Strategic gap identification
- Operational gap identification
- Clinical outcome benchmarking gaps
- Laboratory performance gaps
- Quality system gaps
- Regulatory compliance gaps
- Staffing & competency gaps
- Financial efficiency gaps
- Digital system gaps
- Risk prioritization matrix
- Actionable corrective strategy framework
- Being proactive recommendation



Al-Fares
IVF CONSULTANCY

4. IVF Laboratory Quality Management & Safety Compliance Assessment

- QMS maturity assessment
- SOPs compliance review
- Documentation control audit
- Accreditation readiness assessment (ESHRE/ISO alignment)
- Incident reporting system evaluation
- Risk management framework assessment
- Oocytes & embryos handling risk analysis
- Witnessing system evaluation
- Safety compliance audit
- Corrective & preventive action (CAPA) review



Al-Fares
IVF CONSULTANCY

5. IVF Lab Performance Analysis Report (KPIs & Cycle Outcomes)

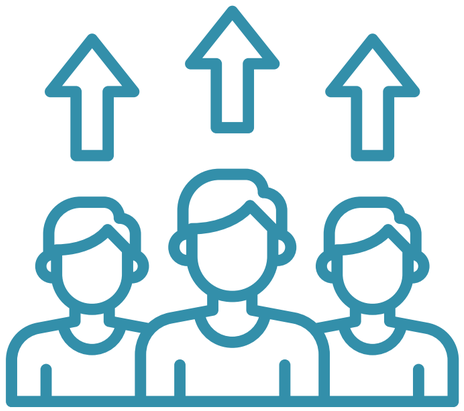
- Oocyte Maturation rate assessment
- Fertilization rate analysis
- Blastulation rate assessment
- Implantation & clinical pregnancy rate review
- Fresh vs frozen strategy evaluation
- Cryosurvival performance review
- Laboratory consistency analysis
- KPI benchmarking vs International references
- Trend analysis (12–24 months)
- Case-mix adjusted performance evaluation
- Root cause review for underperformance



Al-Fares
IVF CONSULTANCY

6. Workforce, Training & Professional Development

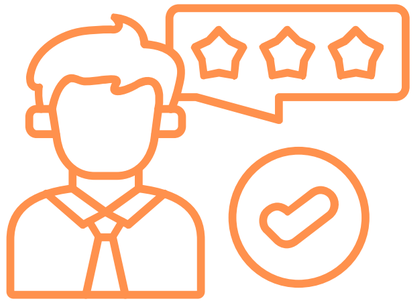
- Staff competency assessment
- Skills gap identification
- Staff Career path
- Workforce capacity vs cycle volume analysis
- Staffing model optimization
- Incentive structure evaluation
- CPD framework development
- Training program design
- Performance appraisal alignment
- Management structure review
- Employee satisfaction assessment



Al-Fares
IVF CONSULTANCY

7. CX (Patients & Visitor Doctors) & Psychological Support

- Patient journey mapping
- Patient CX analysis
- Waiting time & process flow evaluation
- Counseling quality assessment
- Communication assessment
- Psychological support integration model
- Patient satisfaction metrics review
- Visitor Doctors journey mapping
- Visitor Doctors satisfaction metrics review
- Visitor Doctors CX analysis
- Reputation & referral analysis



Al-Fares
IVF CONSULTANCY

8. Financial, Operational & Lab Economics Optimization

- P&L unit analysis (EBITDA & Overhead)
- Cost structure analysis
- Fixed vs variable cost breakdown
- Consumables utilization efficiency review
- Depritiation assessment
- Waste & loss assessment
- Procedure-level profitability analysis
- Revenue per cycle evaluation
- Resource utilization efficiency
- Break-even volume modeling
- Financial risk assessment
- Revenue & Margin improvement strategy



Al-Fares
IVF CONSULTANCY

9. Reporting System & Data Management (Digital Transformation)

- Unit database architecture review
- Data accuracy & integrity assessment
- Cryopreservation tracking system evaluation
- Consent governance review
- Witness system digitalization review
- Clinical reporting structure optimization
- After-sales medical reporting framework
- Data security & access governance
- KPIs dashboard design (PowerBI)
- Recommendations to improve unit data managment



Al-Fares
IVF CONSULTANCY

10. Policies & Procedures – SOPs & SLAs Methodologies

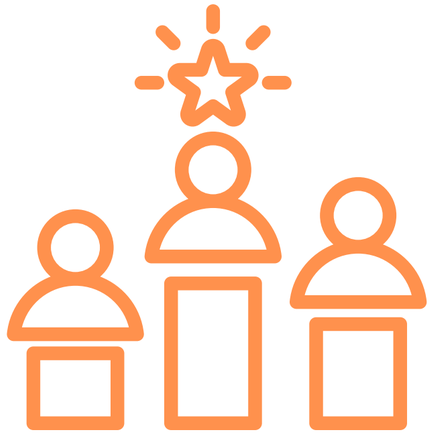
- Hospital and unit relation (Reporting system)
- SOPs structure design
- SOPs compliance audit
- Policy governance framework
- SLAs model development
- Escalation protocol design
- Documentation hierarchy restructuring
- Version control & audit trail system
- Accountability matrix (RACI model)



Al-Fares
IVF CONSULTANCY

11. Become IVF Pioneer (R&D & IVF Unit Innovations)

- Innovation readiness assessment
- Advanced technique integration roadmap
- Research pipeline structuring
- Academic collaboration planning
- Clinical trial feasibility assessment
- Technology differentiation strategy
- Competitive innovation positioning
- Publication & branding strategy



Al-Fares
IVF CONSULTANCY

12. Male Fertility Management Program

- Infrastructure readiness assessment
- Diagnostic pathway design
- Advanced semen analysis integration WHO 2021
- DNA fragmentation strategy alignment
- Oxidative stress (ROS) integration model
- Advanced Diagnostic Testing Integration Model
- Testicular Sperm Retrieval Strategy (FNA & Micro-TESE)
- Genetic & hormonal testing algorithm
- Clinical decision-making framework
- Lifestyle intervention protocol
- Laboratory-clinic coordination model
- Male Fertility from a financial perspective (cost and profit)
- Male Fertility growth model



Al-Fares
IVF CONSULTANCY

13. PGT (Genetics) Program Development

- Infrastructure readiness assessment
- Biopsy workflow integration
- Laboratory–genetic lab coordination
- Genetic counseling framework
- Regulatory compliance review
- Cost modeling & pricing strategy
- Case selection algorithm
- Risk communication protocol
- Performance monitoring KPIs



Al-Fares
IVF CONSULTANCY

Meet your trusted advisory team

- Our team brings together solid IVF expertise and hands-on clinical and laboratory experience. We provide clear, evidence-based guidance tailored to your center's needs.

- We work alongside you to turn insights into practical improvements that strengthen clinical performance, operational flow, and overall patient and physician experience.

Al-Fares
IVF CONSULTANCY



Ahmad Fares

Al-Fares IVF
Consultancy Founder

Senior Embryologist | IVF Lab Director | Founder, Al-Fares IVF Consultancy

Senior Embryologist and IVF Laboratory Director with over 16 years of hands-on experience in Assisted Reproductive Technology (ART). Specialized in laboratory performance optimization, advanced micromanipulation techniques, quality management systems, and strategic IVF unit development.
Focused on integrating clinical precision with KPI-driven governance and operational strategy to deliver measurable and sustainable IVF excellence.

Memberships

- ESHRE / Europe
- MEFS / Middleeast
- SCFHS / KSA
- JSFG / Jordan

Clients

Certifications

- BCs of Geneticss
- BCs of Clinical Psychology

Area of Experties

- IVF Laboratory Leadership
- Clinical & Laboratory Governance
- Performance Optimization & KPI Design
- Quality Management & Compliance
- Strategic IVF Program Development
- Advanced ART Techniques (ICSI / PGT)
- Male Fertility Diagnostics Strategy
- IVF Unit Financial Growth

Al-Fares
IVF CONSULTANCY

Pool of Talent

- At Al-Fares IVF Consultancy, we believe exceptional IVF outcomes begin with proven expertise. Our consultants bring deep experience in clinical practice, laboratory operations, IVF center management, strategy, KPI design, human resources, finance, and operational performance.
- For every technical proposal, we clearly define the consultant assigned to your project based on the services you select. You work directly with the expertise that aligns with your objectives and priorities.
- With the right talent, structured strategy, and disciplined execution, we deliver measurable results that create lasting impact.

Al-Fares
IVF CONSULTANCY

Unlock Your IVF Center's Full Potential

Explore a strategic partnership designed to strengthen clinical performance, optimize operations, and enhance sustainable profitability.

Connect with us to discuss tailored solutions aligned with your center's goals and growth vision.

af.fares86@gmail.com

+962 79 017 0655



Al-Fares
IVF CONSULTANCY



Thank You