

Media Kit

OLIVE FERTILITY CENTRE

Founded in 2013 by Dr. Jason Hitkari, Dr Gary Nakhuda, Dr. Al Yuzpe, and Dr. Beth Taylor, Olive Fertility is one of Canada's leading fertility centres, offering IVF and innovative programs including specialized genetic testing, egg freezing, fetal diagnostic testing, third-party reproduction and 2SLGBTQIA+ support.

media@olivefertility.com



OLIVE *fertility centre*



OLIVE
fertility centre

Olive Fertility offers comprehensive fertility care for patients, with a flagship clinic in Vancouver and additional locations in Surrey, Victoria, and Kelowna.

OLIVE FERTILITY is dedicated to empowering patients and the public with the most up to date evidence-based information on fertility care and treatment. Internationally recognized as thought leaders, Olive's fertility specialists offer regular public talks and are frequently featured in the media, speaking on a range of fertility topics.

Our Vision

The Olive Difference

“The vision for Olive from the beginning was that it was going to be patient-centered. We really try and live and breathe the idea that we put the patient at the center of care. Every decision that we make about how we provide our care is focused on how it will affect the patient – not only their physical experience but their emotional experience as well.”

Dr. Beth Taylor, *co-founder and co-director* **Olive Fertility Centre**

“And we wanted to make Olive as high-tech a center as possible. We are very proud that we have among the highest IVF success rates in North America. When we’re doing the more advanced treatments, like IVF and egg freezing, where we rely on a group of experts in managing eggs and sperm and embryos, the quality of the lab is absolutely critical to achieving success.”

Dr. Jason Hitkari, *co-founder and co-director* **Olive Fertility Centre**

———— Paths to Parenthood

Family Building for All

Families come in all shapes and sizes. At **Olive Fertility Centre** we affirm and celebrate diversity and are dedicated to supporting everyone on their path to parenthood. Our dedication to progressive and individualized treatment is more than just a theory at Olive, it is how we treat every patient. The physicians at Olive are honoured to have been helping 2SLGBTQIA+ couples and individuals build their families for over 20 years.



Our Doctors

Founders and Directors



“ I love my work. I like the challenge, the science and the chance to help people achieve their dream of a child. ”

Dr. Beth Taylor MD, FRCSC

Co-founder and co-director of Olive Fertility Centre and clinical professor at UBC.

Dr. Taylor is a Clinical Associate Professor at UBC. She is also an active staff member at BC Women’s Hospital and Vancouver General Hospital. Dr. Taylor has published several papers in peer-reviewed journals and has written three book chapters.

Dr. Taylor leads Olive’s surrogacy program and has helped hundreds of couples achieve a child through surrogacy.

Our Doctors

Founders and Directors



“ It is important to me to create an environment with time to understand what patients are going through. ”

Dr. Jason Hitkari MD, FRCSC

Co-founder and co-director of Olive Fertility Centre and a clinical professor at UBC, Dr Hitkari was President of the Canadian Fertility and Andrology Society (CFAS) 2020-2021.

Dr. Hitkari has a special interest in education and is currently involved in reproductive and infertility education for medical students at UBC. He coordinates the Reproduction Seminars for the Obstetrics and Gynecology resident physicians, and he also lectures extensively throughout the year to family practitioners, family practice residents, allied health professionals, and gynecologists.

Our Doctors

Founders and Directors



“ I never tire of the sense of satisfaction that I get each time I do my small part to help build a family. ”

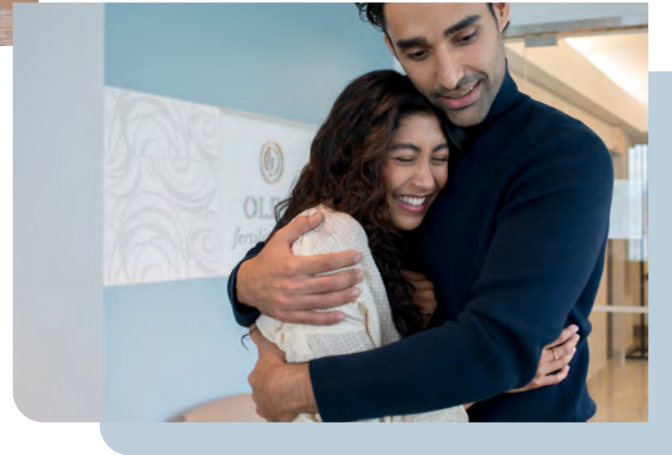
Dr. Gary Nakhuda MD, FACOG

Co-founder and co-director of Olive Fertility Centre.

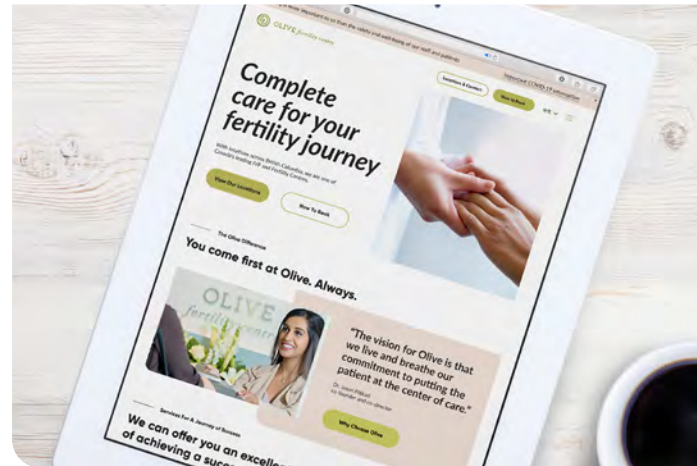
Dr. Nakhuda's areas of expertise include polycystic ovarian syndrome, fertility preservation, recurrent pregnancy loss, and embryology laboratory technology. Preimplantation genetic testing (PGT) is another major focus, and he is currently studying the numerous reasons for implantation failure in apparently normal embryos. Dr. Nakhuda has served as the primary investigator in several clinical trials, and is dedicated to research and data analysis for quality control and improvement.

Dr. Nakhuda is board-certified in both ob-gyn and reproductive endocrinology and in infertility by the American Board of Obstetrics & Gynecology.

Our Vision
Olive Clinic



Our Vision
Olive Brand



———— **Fertility Facts**

Statistics

Infertility is defined as the inability to get pregnant after one year of unprotected sex.

One in six couples (more than 350,000 Canadian couples) suffer from infertility.

Infertility in Canada has doubled since the 1980s.

www.doi.org/10.1093/humrep/der465

Male Fertility declined by 50-60% between 1973-2011.

www.doi.org/10.1093/humupd/dmx022



Fertility Facts

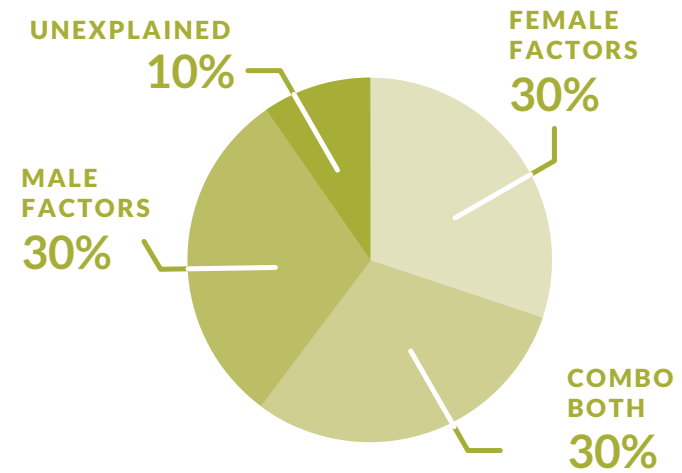
Statistics

30% PER CENT of the time infertility is caused by female factors.

30% PER CENT of the time by male factors.

30% PER CENT by a combination of both.

10% UNEXPLAINED factors.



Fertility Factors

———— Fertility Facts

Age and Fertility

The average age of women in Canada having their first child has been increasing since the late 1960s, reaching 27.3 years in 2001 and 29.2 years in 2016. A growing number of couples in Canada are delaying childbirth. Since 1984, the percentage of first-born children whose mother is 35 or older has tripled to 11%.

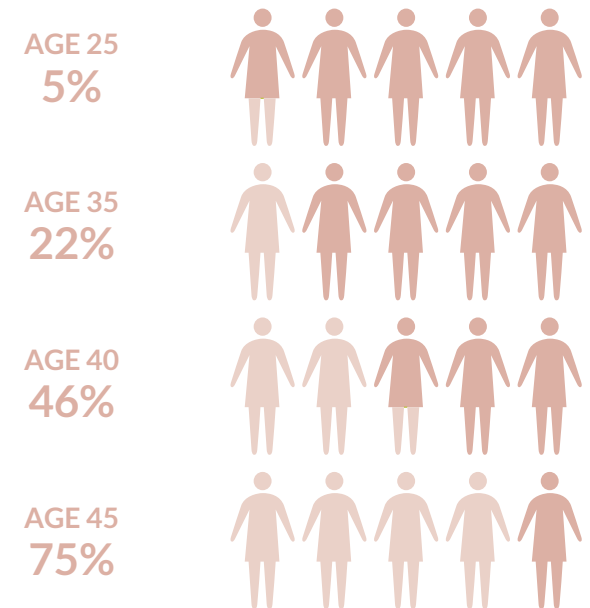
www.statcan.gc.ca

The national average in 2016 was 29.2, compared to 1966, when the average was under 24.

According to Statistics Canada, the average age of first-time mothers in BC is the highest of any province at 31.6 in 2016.

www150.statcan.gc.ca/n1/pub/11-630-x/11-630-x2014002-eng.htm

Fertility starts declining around 35 while the risk for chromosomal abnormalities, miscarriage and complicated pregnancy and birth rises.



Percentage of Women Experiencing Infertility by Age

Fertility Facts

In Vitro Fertilization (IVF)

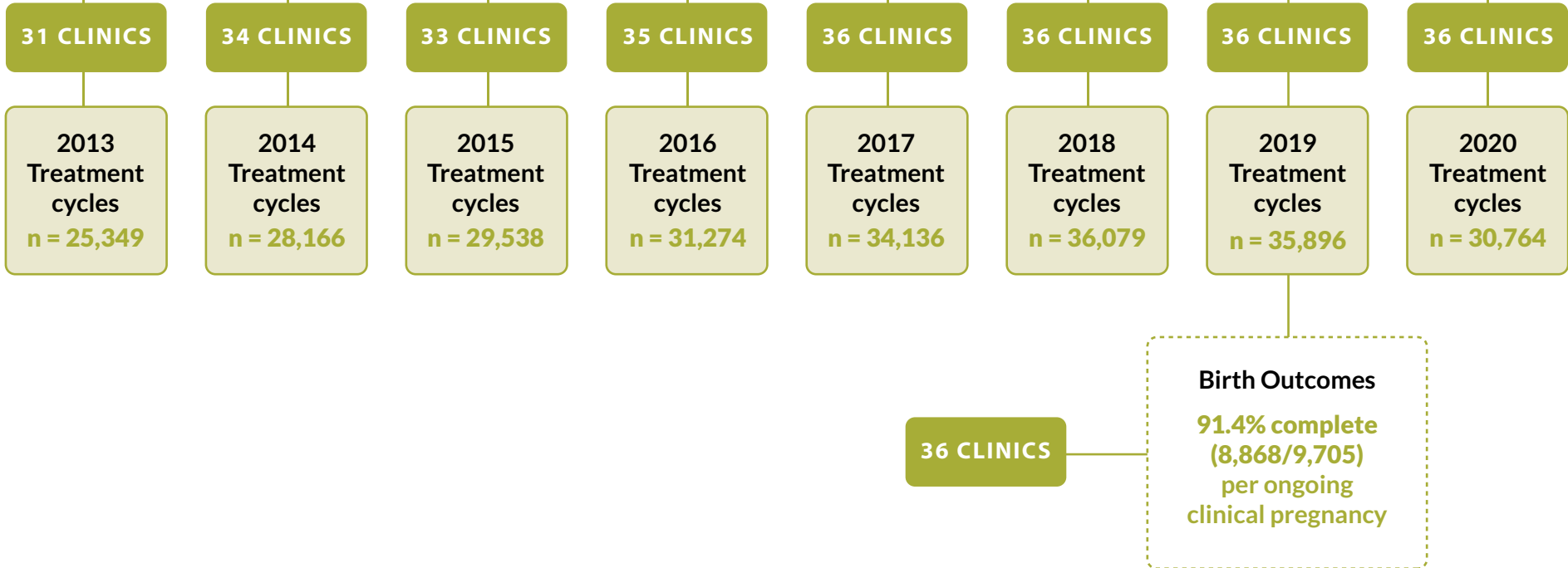
Since the procedure was first developed in 1978, over 8 million babies worldwide have been conceived via in vitro fertilization (IVF).

IVF is one of the most effective and widely used treatments for infertility.

Fertility Facts

Number of IVF Cycles in Canada (Jan 1, 2013 to Dec 31, 2020)

Total treatment records (**FRESH + FROZEN**) entered into CARTR Plus with a cycle start date between January 1, 2013 and December 31, 2020
n = 251,202



Number of cycles at Olive has increased by 100% between 2015 and 2020

Success Rates | Olive Fertility

Embryo Transfer using Own Oocytes April 2019 to March 2020

Olive Fertility | Fresh Embryo Transfer using Own Eggs

	<35	35-37	38-40	41-42	43+
OLIVE FERTILITY SUCCESS RATES	71%	59%	42%	36%	20%
* Canadian Average 2018	43%	37%	33%	19%	12%

Olive Fertility | Frozen Embryo Transfer using Own Eggs

	<35	35-37	38-40	41-42	43+
OLIVE FERTILITY SUCCESS RATES	69%	75%	68%	50%	48%
* Canadian Average 2018	40%	36%	32%	27%	20%

* Data is from Canadian Fertility and Andrology Society CARTR registry. <https://cfas.ca/cartr-annual-reports.html>

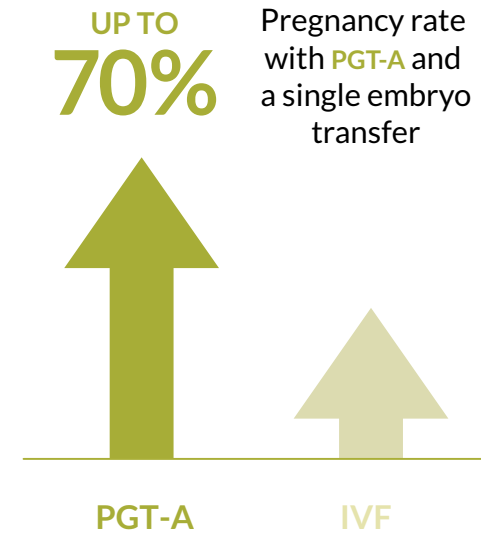
State of the Art

Advances in Reproductive Technology

PREIMPLANTATION GENETIC TESTING FOR ANEUPLOIDY (PGT-A)

Preimplantation genetic testing for aneuploidy (PGT-A) is a screening technique used with IVF that identifies chromosomally healthy (euploid) embryos for transfer during an IVF procedure.

This has resulted in an increase in IVF implantation and pregnancy rates, with a success rate of up to 70%.



Olive Fertility | Success Rates with PGT-A

	<35	35-37	38-40	41-42	43+
OLIVE FERTILITY SUCCESS RATES	73%	75%	73%	71%	72%

———— State of the Art

Advances in Reproductive Technology

ENDOMETRIAL RECEPTIVITY ARRAY (ERA)

ERA is a test that helps identify more precisely when the endometrium (lining of the uterus) is receptive to implantation by an embryo, increasing chances of a successful pregnancy.

ENDOMETRIAL MICROBIOME METAGENOMIC ANALYSIS (EMMA)

EMMA is a screening test that quantifies the abundance of healthy bacteria (*Lactobacillus*) in the endometrium.

ANALYSIS OF INFECTIOUS CHRONIC ENDOMETRITIS (ALICE)

ALICE detects the presence of unhealthy flora that causes chronic endometritis (CE), a low-level infection that causes persistent inflammation of the endometrial lining, and recommends antibiotic and probiotic treatment.

———— State of the Art

Advances in Reproductive Technology

EGG FREEZING

Elective egg freezing, or oocyte cryopreservation, involves controlled ovarian stimulation, followed by an egg retrieval procedure.

According to the Canadian Medical Journal patients **aged 35 years or younger** with normal ovarian reserve have the highest chance of later success.

For patients **aged 35 years or younger**, about 14 mature eggs are needed for an anticipated 80% chance of future live birth, with more eggs required as patients age.

Total costs range from **\$9000 to \$17 000 per cycle** (*private insurance may cover \$3000-\$8000 medication costs*) with an additional **\$300-\$500 annual storage fee**.

Increase In Elective Egg Freezing /cycles

OLIVE FERTILITY 2015-2020	> 800%
*Canada 2015-2020	> 300%

There has been a 30% increase in egg freezing at Olive Fertility during COVID.

* Data is from Canadian Fertility and Andrology Society CARTR registry.
<https://cfas.ca/cartr-annual-reports.html>

Future of Reproductive Medicine

Public Funding for IVF

Everyone deserves the opportunity to build their family. Fertility treatment should be affordable and accessible to all, and we work to raise awareness about fertility issues and advocate for policy change.

The medical community is in favour of provincial IVF funding, citing health benefits to mother and baby. There are many benefits to regulating the number of embryo transfers.

As the trend to delay childbearing continues, more BC couples will need IVF to create their families.

The B.C. Medical Services Plan (MSP) covers fertility testing and testing and surgery for conditions like blocked fallopian tubes or endometriosis but **does not** cover fertility treatments or drugs.

Average cost of an IVF cycle is **\$8,000-10,000** not including medication.

Multiple babies are often born prematurely and need specialized care, putting additional stress on the health care system.

Without coverage many couples opt for multiple embryos to be transferred at one time to increase their chances for pregnancy.

Future of Reproductive Medicine

Public Funding for IVF

Ontario and Quebec, which cover the cost of IVF under the provincial health plan, have seen a decline in multiples births. (CART 2021)

According to the Canadian Assisted Reproductive Technologies Registry, results from Quebec are showing a **decrease** in twins **from 27.2 per cent to 5.2 per cent** in the first six months of government funding.



———— Olive Fertility Centre

Media Requests

For interviews or more information, contact:

Mairi Campbell at media@olivefertility.com

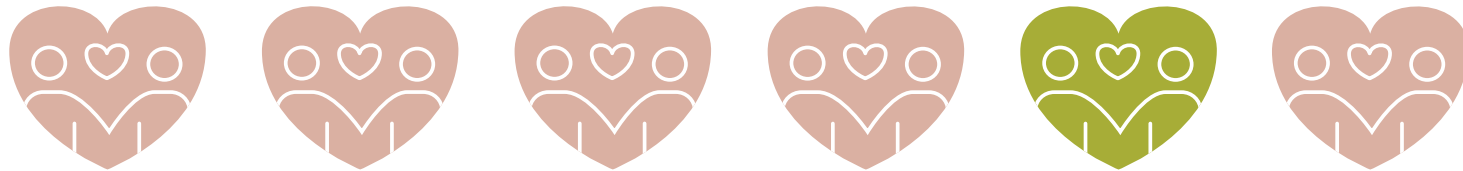
Phone 778-885-5300

———— Infographics

Fertility Facts

One in six couples (more than 350,000 Canadian couples) suffer from infertility.

Horizontal Graphic



Vertical Graphic



———— Inforgraphics

Fertility Facts

Infertility in Canada has doubled since the 1980s

Hum Reprod. 2012 Mar; 27(3): 738–746.

Graphic



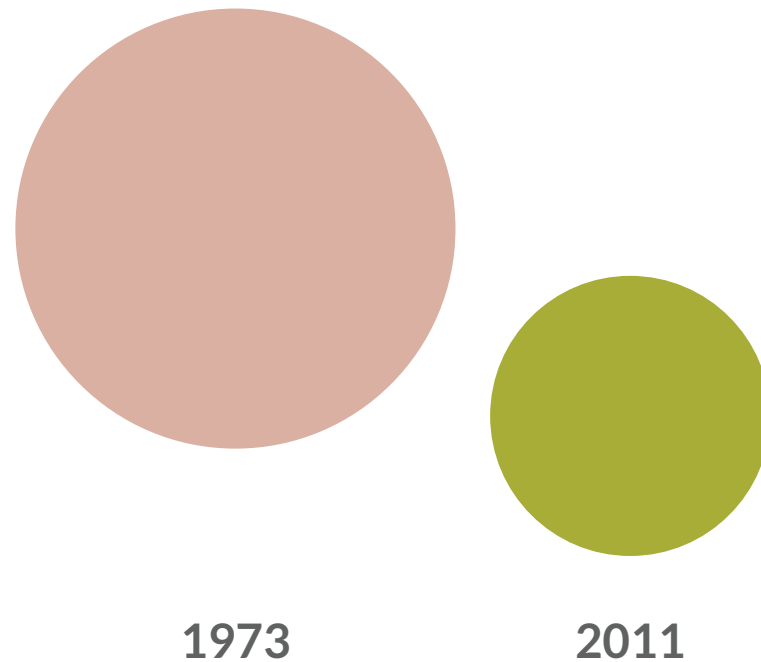
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Fertility Facts

Male Fertility declined by 50-60% between 1973-2011

<https://doi.org/10.1093/humupd/dmx022>

Graphic



Source: Temporal trends in sperm count: a systematic review and meta-regression analysis (Levine et al. 2017 Human Reproduction Update. 2017 Nov-Dec; 23(6): 646–659.)