



TMC FERTILITY

2022 ENABLING TECHNOLOGY LEADER

*MALAYSIA FERTILITY TREATMENT
SERVICES INDUSTRY*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. TMC Fertility & Women’s Specialist Centre excels in many of the criteria in the fertility treatment service space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Dominating Malaysia’s Fertility Space

With over 25 years of experience and headquartered in Puchong, Selangor, Malaysia, TMC Fertility and Women’s Specialist Centre (TMC) is a fertility treatment center that offers extensive treatments for patients trying to conceive. Establishing its name in Malaysia’s fertility market, TMC’s treatments are

“TMC believes in holistically delivering fertility treatments with interventions that do not directly tackle the issue of infertility, but instead aid in fertility treatments. It works closely with a local and accredited hypnotherapist to provide hypnosis sessions for its patients.”

**- Azza Fazar,
Best Practices Research Analyst**

comparable to international standards, thus generating traction from patients from neighboring countries.

The company brings advanced medical and technological facilities to the market, leading to its documented success rates. TMC records a success rate of 74.1% for patients below the age of 30 and 69% for those over 30 for in vitro fertilization (IVF) procedures combined with intracytoplasmic sperm injection (ICSI).¹ Its laboratory, in Thomson Hospital, Kota Damansara, is one of the largest IVF laboratories in Southeast Asia. The Reproductive Technology Accreditation Committee of the Fertility Society of Australia certifies the laboratory,

earning it a revered position for its practices that meet international industry standards. In 2021, Frost & Sullivan recognized TMC for its leadership focus, financial performance, and customer service experience and remains impressed with the company’s continuing innovation and sustained leadership.

¹ <https://www.tmcfertility.com/success-rates/>

Leveraging Customer Feedback and Industry Knowledge in Technology Development

Backed by world-class experts, TMC developed its Fertility GeneCode and My GeneCode offerings. Its foundational IVF services assembled a comprehensive product portfolio purpose-built to bridge industry gaps. The company refined its holistic approach to fertility treatments, continuously building its services. These latest innovative offerings give the patient an insight into how genes influence future family planning through pharmacogenetics. Its strong intellectual property portfolio upholds its unique fertility treatments placing a high entry barrier for emerging competitors.

Fertility GeneCode

Fertility GeneCode is a screening procedure that identifies changes in a patient's deoxyribonucleic acid (DNA), affecting fertility and the effectiveness of fertility treatments. In addition, it provides insight into a patient's current genetic condition, potentially determining the presence of inherited genetic mutations that increase their risk of developing cancer or other chronic illnesses. TMC reduced this procedure into three simple steps. The benefits of Fertility GeneCode include:

- Detecting genetic indicators of how a patient will react to specific treatments (personalized pharmacogenetics)
- Diagnosing genetic reasons behind miscarriages and infertility
- Determining if patients can pass down genes responsible for hereditary cancer syndromes

My GeneCode

My GeneCode is an extension to Fertility GeneCode whereby both male and female patients obtain information on DNA genetic changes affecting fertility, the effectiveness of fertility treatments, and a breakdown of the patient's carrier status for genetic diseases. My GeneCode also caters to patients who do not intend to become parents but want to improve overall health. Patients also have access to TMC's Lifestyle screening report. This report outlines the 195 genes responsible for genetic health risks, susceptibility to common diseases, and nutrient metabolism.

"We [TMC] believe in treating infertility holistically because no two patients are alike, and many factors influence an individual's decision regarding treatment. Our center aims to deliver the best possible outcome for our patients on their fertility journey."

– Irene Kwan, Chief Executive Officer, TMC Fertility & Women's Specialist Centre

The report also analyzes and provides information on health risk and disease, diet and nutrition, dementia and brain health, and skin, among others. With My GeneCode's supplementary information, patients gain a better understanding and control of their health and wellbeing by making necessary lifestyle changes. It informs patients on their risk of developing metabolic diseases, cardiovascular complications, and degenerative diseases. Frost & Sullivan's research identifies TMC as a leading partner, leveraging cutting-edge methodologies to advance the fertility treatment services market.

Roadmap to Success: Customer-centric, Continuous, Proactive

With its customer-centric corporate philosophy, TMC operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. TMC believes in holistically delivering fertility treatments with interventions that do not directly tackle the issue of infertility but instead aid in fertility treatments. It works closely with a local and accredited hypnotherapist

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to provide hypnosis sessions for its patients. The company suggests that hypnosis, along with other psychotherapy interventions, helps patients overcome anxiety and depression that come with the uncertainties of fertility treatments, thus increasing positive thinking, and diminishing thoughts of self-blame and doubt.

In December 2021, TMC launched The Mind Body for Fertility program at its branches in collaboration with Uplift, a mental health empowerment company. This program entails one individual session on top of ten group sessions, deep diving into topics related to the

mind and body and preparing patients for fertility treatments. Aimed at women experiencing infertility, the program explores nutrition, relationships, mental health, and mind/body techniques to support patients in their fertility journey. This program includes pre- and post- individual assessments, lectures, skills training, group therapy, and journaling facilitated by a certified practitioner.

The company executes the program in weekly and bi-weekly formats with ten to sixteen participants in a group. Participants choose between ten two-hour or eight 2.5-hour sessions with intensive weekend workshops. It meets with patients to assess their needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach establishes customers' ongoing trust for long-lasting relationships throughout the service lifecycle.

Positioned for Growth

Since its inception, TMC's sterling reputation and customer-centric framework led to its coveted preferred partner status. Currently, the company differentiates itself from the rest of the market through its onsite IVF laboratories. It is the only fertility treatment service provider with onsite laboratories, enabling prompt and accurate services.

Additionally, TMC is the first fertility treatment services center in the market to introduce micro-ribonucleic acid (miRNA) endometrial receptivity analysis, which identifies a combination of miRNA biomarkers, determining the status of a patient's endometrial receptivity. This procedure establishes the optimal window for embryo implantation by examining the endometrium's tissue. Obtaining a patient's endometrial receptivity status increases their chances of a successful IVF attempt through personalized recommendation for embryo transfer.

Available at all TMC branches nationwide, the miRNA endometrial receptivity procedure significantly reduces the number of IVF cycles before a successful pregnancy. This method is performed directly onsite, thus shortening the turnaround time for high-quality results with low sample amounts. The company dedicates its efforts to bringing in new offerings and helping its patients conceive successfully.

Frost & Sullivan believes TMC is well-positioned to drive the fertility treatment services space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Technology integration is a critical success factor for the fertility treatment services industry. Yet, with many options available, market stakeholders need to leverage the most appropriate and best technology-based solutions to optimize their market impact. With its services in pharmacogenetics, TMC Fertility & Women's Specialist Clinic (TMC) delivers Fertility GeneCode and My GeneCode. TMC's newly introduced services provide insight into a patient's current genetic condition, potentially determining the presence of inherited genetic mutations that increase their risk of developing cancer or other chronic illnesses. These services also apprise patients with information on genetic mutations affecting fertility, the effectiveness of fertility treatments, and a full breakdown of the patient's carrier status for genetic diseases.

The company also introduced its micro-ribonucleic acid endometrial receptivity analysis, which identifies and analyzes a combination of miRNA biomarkers, determining the status of a patient's endometrial receptivity and increasing a patient's chance of conceiving. TMC stands out from competitors based on its commitment to innovation, creativity, and ability to launch new solutions with far-reaching impact and application, in addition to its successful in vitro fertilization services.

Moreover, the company's emphasis on a holistic approach to a patient's fertility journey includes counseling and psychotherapy services. Its patients can undergo counseling and hypnosis at any TMC branch to help them cope with the stress and anxiety of every individual's journey. The company pairs its technology focus with customer-centric values, thus earning a solid reputation in the fertility treatment services market.

With its strong overall performance, TMC Fertility & Women's Specialist Clinic earns Frost & Sullivan's 2022 Malaysia Enabling Technology Leadership Award in the fertility treatment services industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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- ROI & Margin: Implementation Excellence
- Transformational Growth: Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

