



## SUPERIOR A.R.T.

Centre for Assisted Reproduction Technology  
and Preimplantation Genetic Diagnosis

## Joint venture

### Building a centre of fertility excellence for South East Asia

In 2007, a group of fertility specialists in Thailand came together with the common goal of building a centre of fertility excellence to rival that of other IVF clinics in Thailand. When looking for a partner, Genea was approached to provide their knowledge and expertise in preimplantation genetic diagnosis (PGD).

As part of the large task of sourcing and building a clinic from scratch, Genea committed a complete transfer of clinical protocols to the new unit. The joint venture would see Superior ART replicate all elements of Genea's service offering making Superior ART the most successful IVF clinic in South East Asia.

Working closely with Genea experts, no stone was left unturned in the planning and preparation phase. Intensive training onsite as well as in Genea's Sydney clinic ensured staff across the business - clinical, nursing, lab - were fully equipped to deliver on the promise of no better chance, no greater care.

*“Year-on-year, the business has enjoyed >10% growth – double the market average”*

Thalassemia is the leading genetic condition in South East Asia where 40% of Thais are found to be a carrier. The availability of this PGD technology was a breakthrough for the region. Prospective parents now had the option of screening to prevent passing on the incurable blood disorder to their future children.

With a reputation as a centre for PGD excellence in South East Asia, Superior ART have expanded their clinic operations to Vietnam, Myanmar and Northern Thailand with plans for further expansion on the horizon.

Superior ART's collaboration with Genea has been a highly successful one and continues to show evidence of a well-founded partnership and business model. Year-on-year, the business has enjoyed >10% growth – double the market average.



Superior ART Reception area