

# Getting to know BabySentry v.12



# Productive by Nature

The World Health Organization (WHO) estimates that > 10-15% of adults wanting a child are affected by sub-fertility. Across the world, IVF has witnessed a recent exponential growth to 1 clinic / 100,000 adults.

BabySentry (BBS) management system in its 12<sup>th</sup> version is designed for the Assisted Reproduction Technology (ART) workplace which caters to the above needs.

BBS is proposed for use as a central database electronic medical record (EMR) with multiple interfaces and connections to hardware and 3rd party software. Modules are structured to cover all ART functions and affiliated services.

Child bearing  
age 18-45



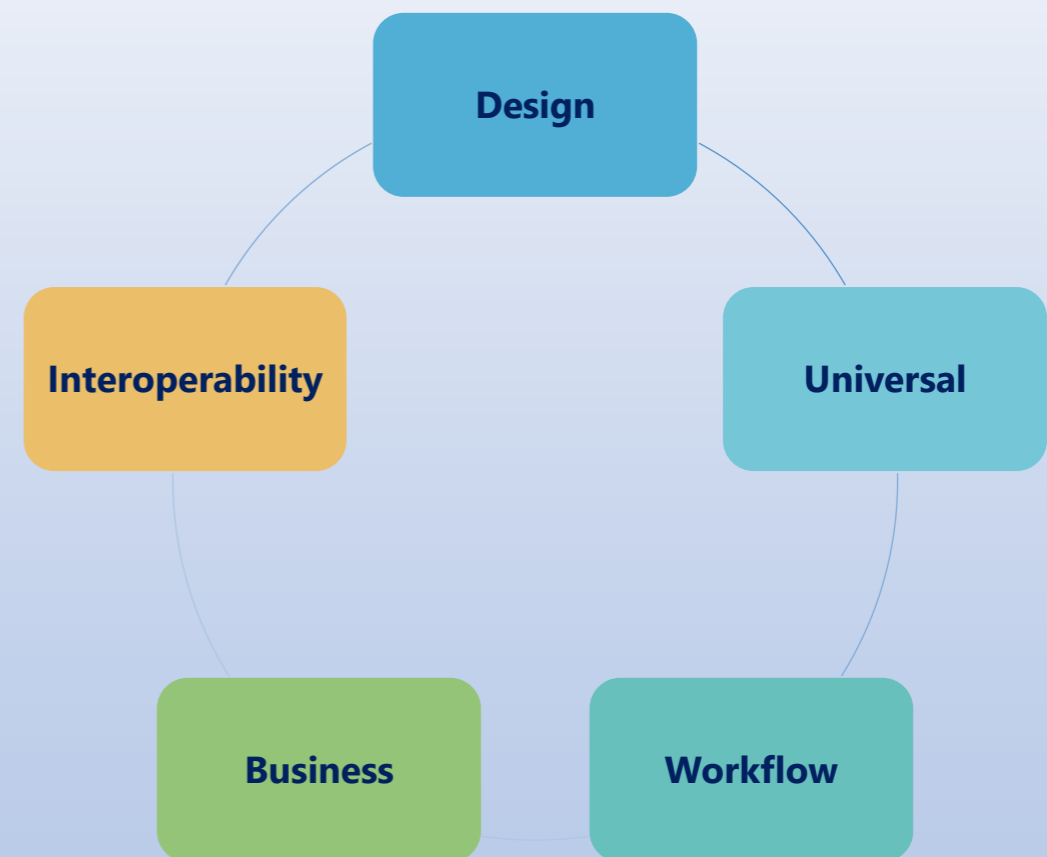
# A few concerns of modern ART



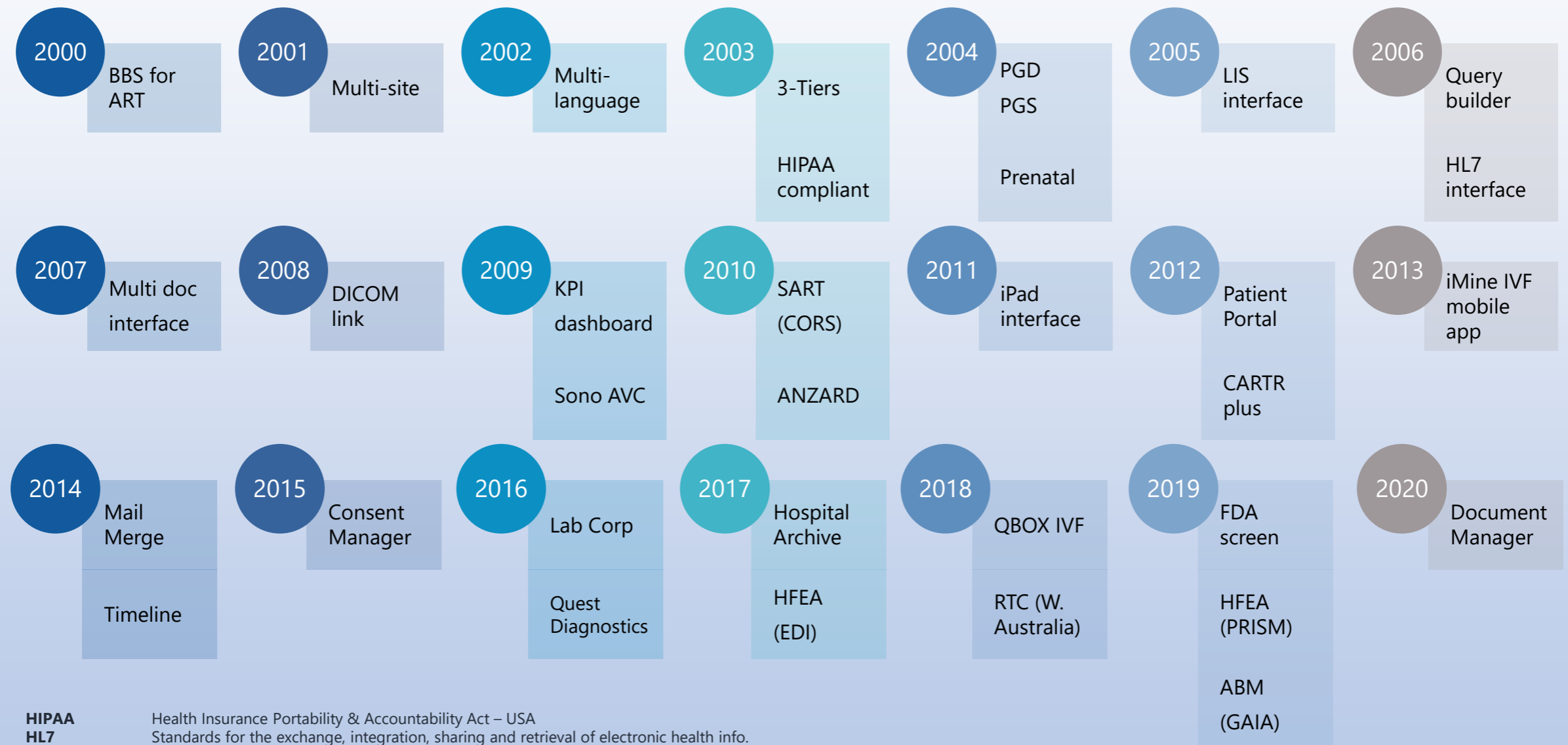
# What we Offer:

2 decades of cumulative know-how from world-renowned clinics to you

- ▶ 1 universal version with an ongoing evolving business logic from world-renowned references.
- ▶ A core product with multiple interfaces and optional modules to fit any practice, ranging in size from 5 basic users to the largest Enterprise Edition of 100s of concurrent users and scientists, across multiple sites.
- ▶ A robust architecture backbone coupled with sound business analysis.
- ▶ Expert training curriculum supported by extensive help manuals.

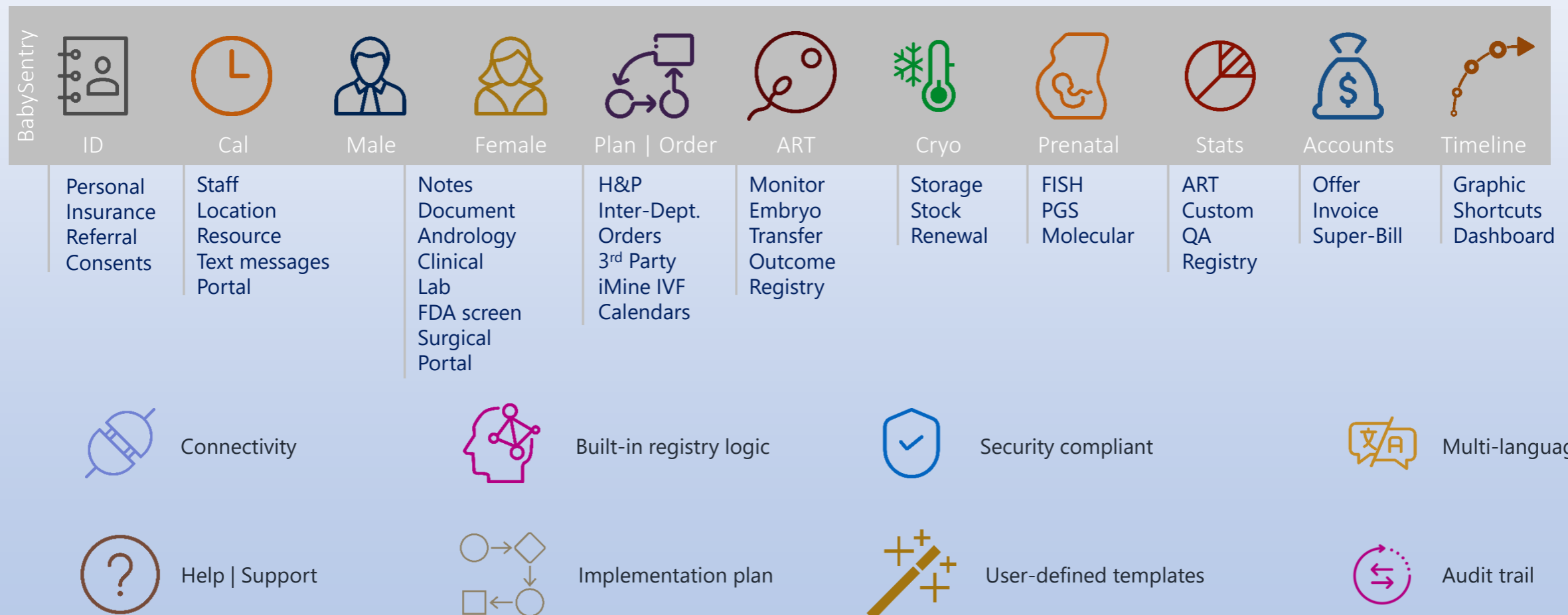


# Innovation is our creed



**HIPAA** Health Insurance Portability & Accountability Act – USA  
**HL7** Standards for the exchange, integration, sharing and retrieval of electronic health info.  
**DICOM** Digital Imaging & Communications in Medicine.  
**SART (CORS)** Society for Assisted Reproductive Technology (Cycle Outcome Reporting System) – USA  
**ANZARD** Australia & New Zealand Assisted Reproduction Database.  
**CARTR plus** Canadian ART Register – CAN  
**HFEA (EDI)** Human Fertilisation & Embryology Authority (Electronic Data Interchange) – UK  
**PRISM** Patient Register Information System – UK  
**RTC** Reproductive Technology Council – W. Australia  
**FDA** Food and Drug Administration – USA  
**ABM (GAIA)** Agence de la Biomédecine (Gestion et Analyses Informatisées de l'Assistance Médicale à la Procréation) – FRC  
**QBOX IVF** Interface engine for witnessing & time lapse from Merck

# Highlights at a glance



# Synchronizing treatments with all teams

Chart
Windows
Tools
License
Security
Help

ID
Cal
Male
Female
Plan|Ord
ART
Genetics
OB
Cryo
Stats
Account
Public
Missing
Warnings
Dx

DEMO, PatientF  
12453\_IVF  
Apr. 27, 1984 (33.0)  
Home: 123-456-7890

Ongoing
Hx|Phy|Treatment (1)
Request Order
View | Process

Jun 2017

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
[Endometrin] , TID, If transfer is on D5, continue for 2 more days (Until pregnancy test)						
[Prenatal Vitamins] , ≥ 400 mcg of Folic acid (Continue until pregnancy test)						
[Aspirin] 81 mg, QD, Continue until pregnancy test						
5	6	7	8	9	10	11
[Pregnancy Test] We will call you with						
[Endometrin] , TID, If transfer is on D5, continue for 2 more days (Until pregnancy test)						
[Prenatal Vitamins] , ≥ 400 mcg of Folic acid (Continue until pregnancy test)						
[Aspirin] 81 mg, QD, Continue until pregnancy test						
12	13	14	15	16	17	18
[Prenatal Vitamins] , ≥ 400 mcg of Folic acid (Continue until pregnancy test)						
[Aspirin] 81 mg, QD, Continue until pregnancy test						
19	20	21	22	23	24	25
[Prenatal Vitamins] , ≥ 400 mcg of Folic acid (Continue until pregnancy test)						
[Aspirin] 81 mg, QD, Continue until pregnancy test						
26	27	28	29	30	1	2
3	4	5	6	7	8	9

Embryology
Medication
Nursing
Precaution
UltraSnd
Pre-Cycle Assessment
Undefined
Sent to Order

+
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>
>
👉
📄
🔄

**Chart** Windows Tools License Security Help

**ID** Cal Male Female Plan|Ord ART Genetics OB Cryo Stats Account Public Missing Dx

Ongoing History (1) Baseline (1) Monitoring (3) OPU Embryology (2) Embryo Pics Transfer (1) Outcome (1) Checklist Summary (3) Referral Incubator Log

Aug. 18, 2017

Pending Results Complete Cancelled Preview CheckList

All Sites All Sites (0)

All Doctors All Doctors (15) Adams, Adam (6) ADAMS, Jack (2) Andrews, Julie (4) BULLOCK, Lina (3)

All Protocols All Protocols (1) Clomid (1)

All Teams All Teams (0)

Nbr   Name	Cycle   TD1	Intent				Agonist				LMP   TD	hCG   Time	Cancel		Comp	Hosp	Contact	
		Auto Re...	Donor	Unst...	Resea...	Supp.	Flare	Ant.	Date			Date	R1	R2			
2017SART_IVF CARLA, Sart Donor	1111228702 Aug. 16, 2017		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		3					<input type="checkbox"/>	<input type="checkbox"/>	Doctor Patient <input type="checkbox"/>

TD	Date	Serology					Medication (Daily Dose in UNITS or by MASS)										Ov.		Follicle			Endometrium			Staff		Dr.	Notes
		E2	S1	S2	S3	S4	cc	GnRH a/ant	hMG	FSH	E2	hCG	Other1	Other2	Other3	Rt.	Lt.	Rt.	Lt.	Count	mm	Vol.	Pat	RN	Other			
1	Wed.Aug. 16, 17																											
2	Thu.Aug. 17, 17																											
3	Fri.Aug. 18, 17																											
4	Sat.Aug. 19, 17																											
5	Sun.Aug. 20, 17																											
6	Mon.Aug. 21, 17																											

TD	Date	Follicles (sizes in mm.)									
		Right					Left				
4	Sat.Aug. 19, 17										
5	Sun.Aug. 20, 17										

Male Abnormal Sperm - Low Motility

Female Advanced Maternal Age

Doctor ADAMS, Jack

Protocol

Site

Team

Selected

Prev. Patient Unique Nbr

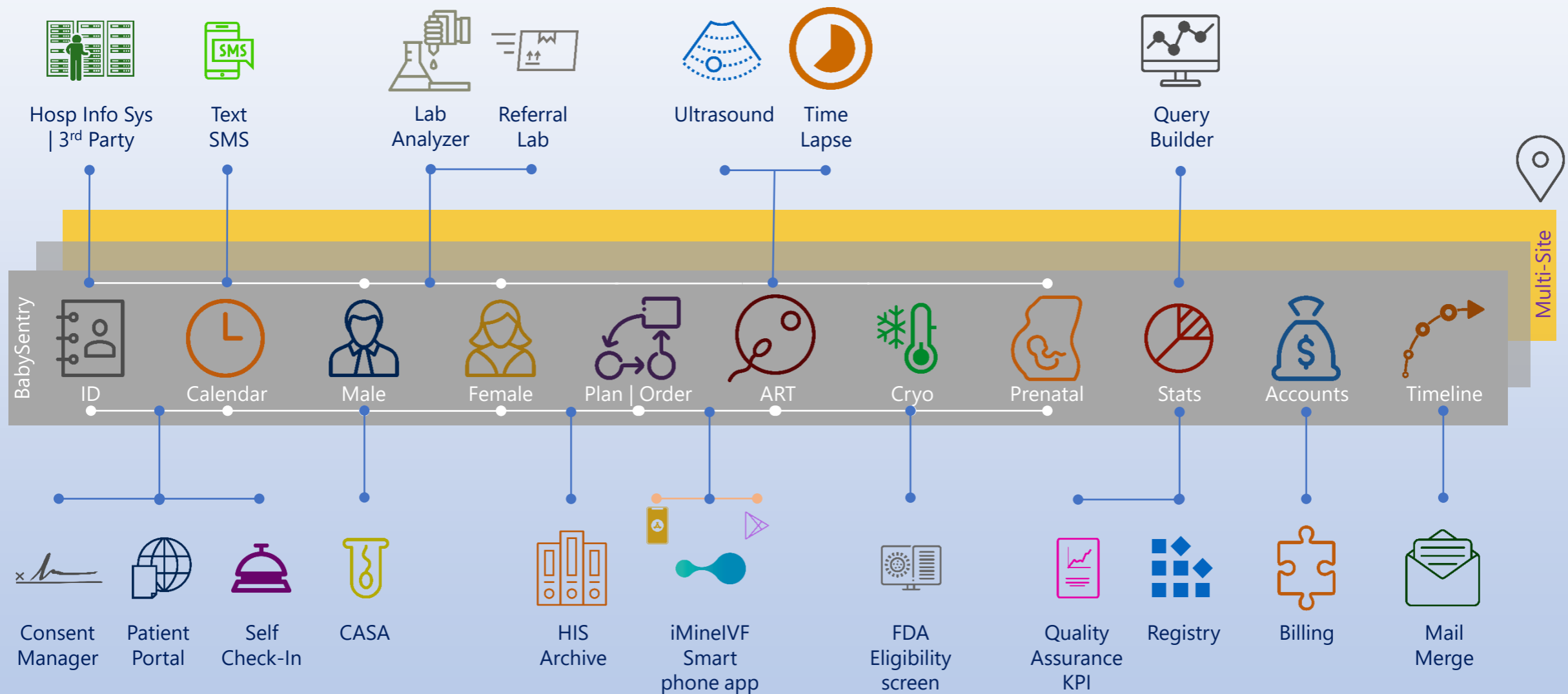
EINSTEIN, Mel 1500002117\_IVF

CLINICAL, Jane 210545\_IVF

2/15

# An elaborate integration:

ver. 12 & interfaces



# Optional Modules:

Only the ones you need



## 3<sup>rd</sup> party – HIS, LIS

- 1 or 2-way interface
- Epic, Cerner, Lab Corp...
- Demographic
- Schedule
- Billing
- Lab



## Lab Interface

- Link blood analyzers
- Process barcodes, orders-results
- Instrument Manager
- Referral labs



## DICOM

- Link to ultrasound
- Image capture
- Data parsing



## Patient Portal

- Registration
- Med History
- Scheduling
- Instructions



## Quality Assurance

- Staff key performance indicators



## National Registries

- SART (CORS)
- NASS
- CARTR plus (BORN)
- HFEA (PRISM)
- ANZARD
- RTC W. AUS
- ABM (GAIA)



## Archive

- Link to HIS
- Embedded PDF in outbound HL7
- Sensitive reports management



## Mail Merge

- User-defined report editing
- Manage in MS Word



## Multi-Site

- Central database
- Map users, patients and data



## iMinelVF app

- Smartphone app
- Provide patients with personalized instructions, meds...
- iMinelVF.com



## Build a Query

- User-defined on all variables in the DB
- Export to choice systems



## Time-Lapse

- API for bi-directional witnessing and embryology - QBOX IVF
- Supports specialty scores

# Some geek stuff for performance enhancements

BBS-12 is uniquely positioned to provide hospitals and clinics with the most comprehensive yet robust solution available today.

It is our emphasis on details and exposure to multi-national markets that makes us confident in providing the performance, availability and connectivity required to meet your mission-critical needs and strategic objectives.

- MS SQL server 2008, 2008 R2, 2012, 2014, 2016, 2017

**Store**



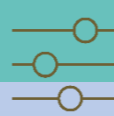
- Optimized architecture
- 3-Tiers

**Design**



- Terminal server
- Citrix
- HIS connected (Epic, Cerner...)

**Flexibility**



- Multiple display interface

**Navigate**



- Images
- Videos
- DICOM
- Clinical reports

**Share**



- Deployment
- Multi Site
- 3<sup>rd</sup> party

**Strategy**



# Our services will develop your workplace



## **Workflow Analysis**

Detailed mapping of step by step processes | Assistance in migration to EMR.



## **Onsite Installation & Training**

Presence during initial phases of deployment | Staff training & roll-out planning.



## **Multi-Language Platforms**

Complete conversion of interface | Printed materials.



## **Technical Support**

Installation & system configuration | Available online 24/7.



## **Documentation**

Data dictionary of all fields | Registries & Interfaces | Learning modules.



## **IT Services**

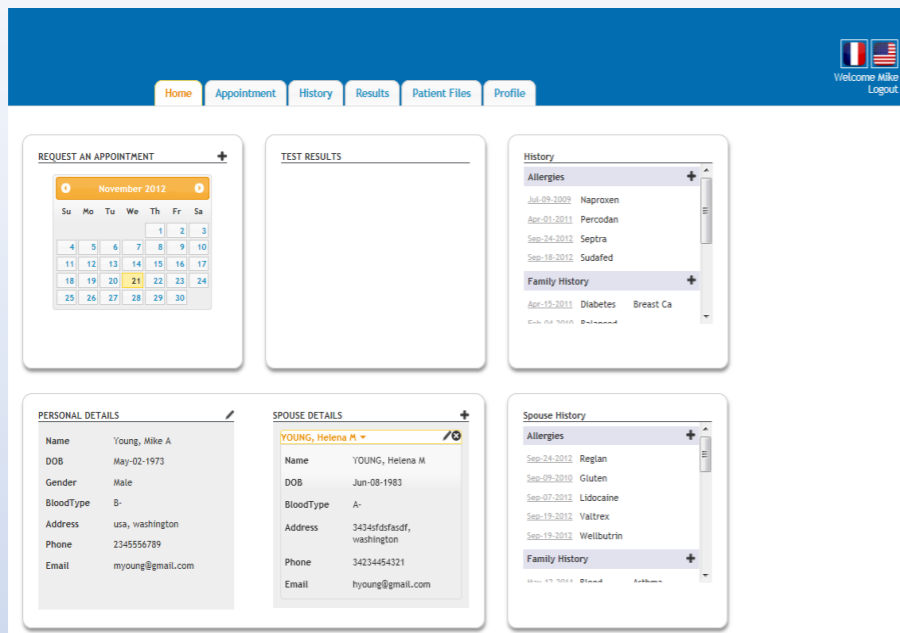
Consulting | Data conversion & mining | Custom development.



## **Licensing**

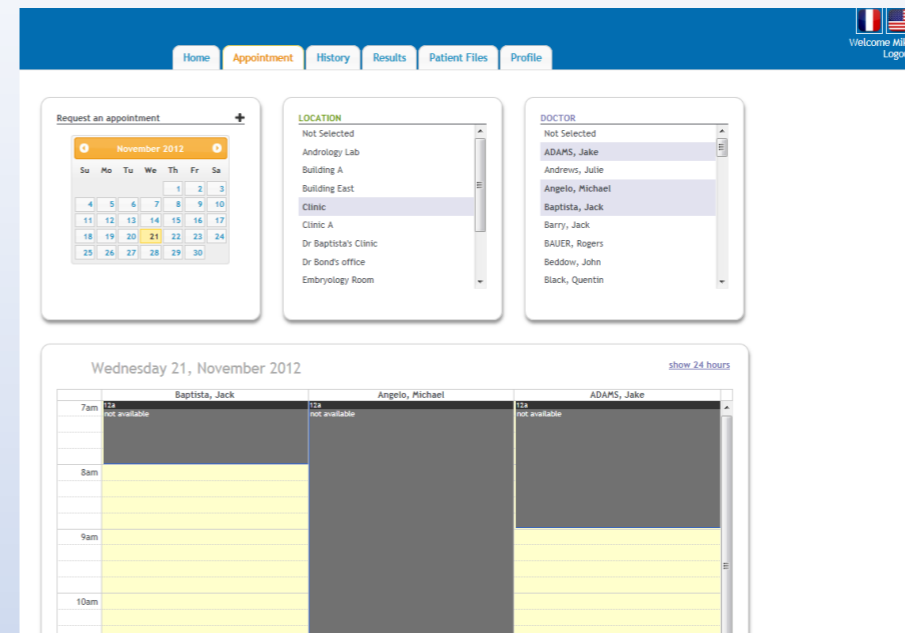
Basic Pack or Enterprise Edition | Interfaces, maintenance & upgrades.

# Reach out with a Patient Portal



The screenshot shows the BabySentry Patient Portal interface. At the top, there is a navigation bar with links: Home, Appointment, History, Results, Patient Files, and Profile. A user is logged in as 'Mike' with a 'Welcome Mike' message and a 'Logout' button. The main content area is divided into several sections:

- REQUEST AN APPOINTMENT:** A calendar for November 2012 with a date picker.
- TEST RESULTS:** A section for viewing test results.
- History:** A section for viewing medical history, including allergies (Naproxen, Percodan, Septra, Sudafed) and family history (Diabetes, Breast Ca).
- PERSONAL DETAILS:** A section for personal information, including Name (Young, Mike A), DOB (May-02-1973), Gender (Male), BloodType (B-), Address (usa, washington), Phone (2345556789), and Email (myoung@gmail.com).
- SPOUSE DETAILS:** A section for spouse information, including Name (YOUNG, Helena M), DOB (Jun-08-1983), BloodType (A-), Address (3434sdfsdf, washington), Phone (34234454321), and Email (hyoung@gmail.com).
- Spouse History:** A section for spouse medical history, including allergies (Reglan, Gluten, Lidocaine, Valtrex, Wellbutrin) and family history.



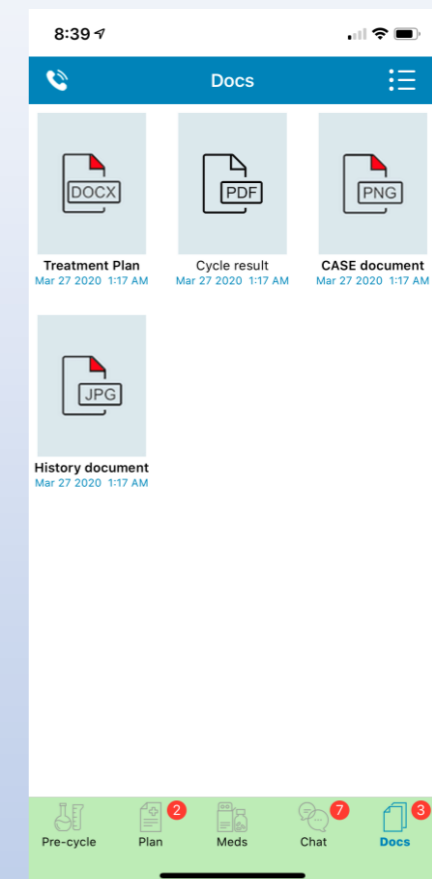
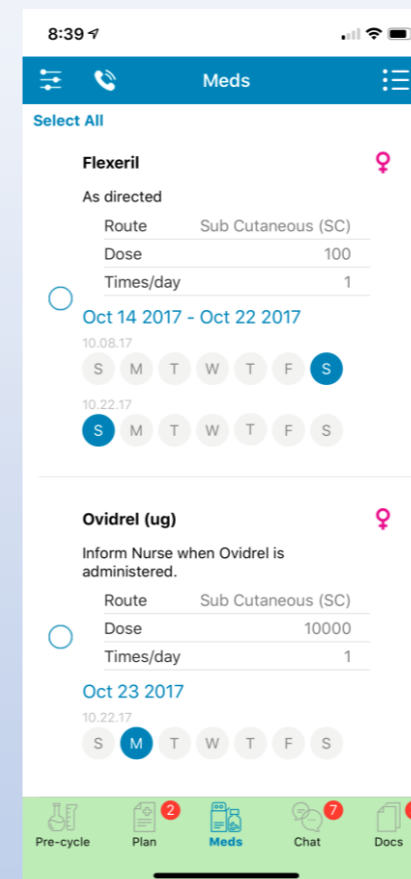
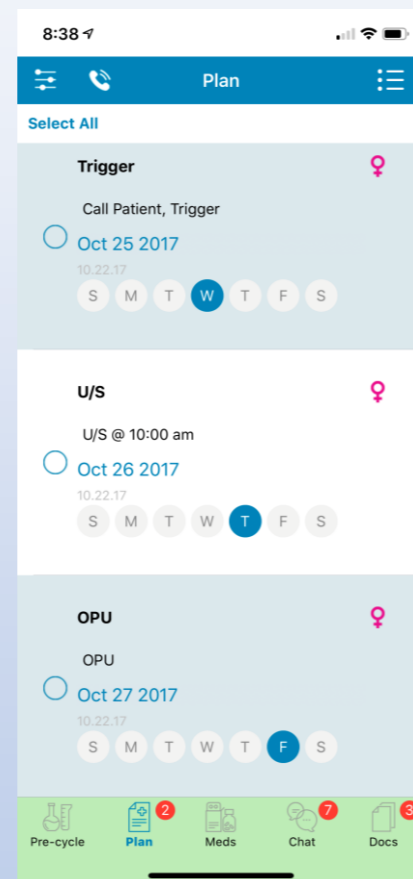
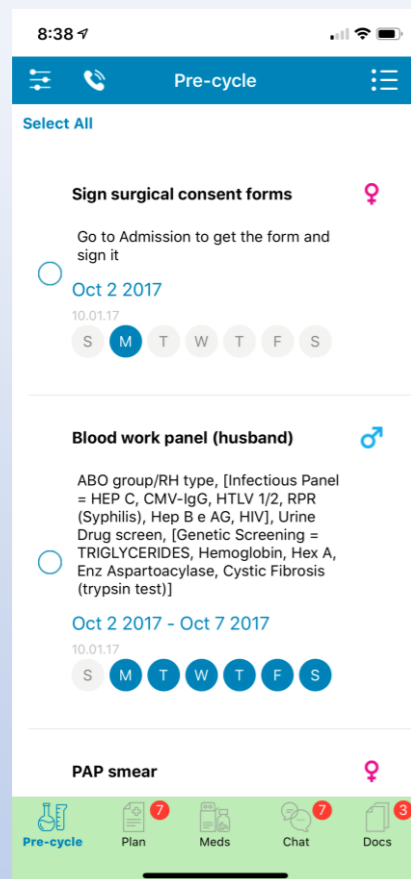
The screenshot shows the BabySentry Patient Portal interface with appointment scheduling options. At the top, there is a navigation bar with links: Home, Appointment, History, Results, Patient Files, and Profile. A user is logged in as 'Mike' with a 'Welcome Mike' message and a 'Logout' button. The main content area is divided into several sections:

- Request an appointment:** A calendar for November 2012 with a date picker.
- LOCATION:** A dropdown menu for selecting a location, including options like Andrology Lab, Building A, Building East, Clinic, Clinic A, Dr Baptista's Clinic, Dr Bond's office, and Embryology Room.
- DOCTOR:** A dropdown menu for selecting a doctor, including options like ADAMS, Jake, Andrews, Julie, Angelo, Michael, Baptista, Jack, Barry, Jack, BAUER, Rogers, Beddow, John, and Black, Quentin.
- Appointment Scheduling:** A section for scheduling an appointment, showing a calendar for Wednesday 21, November 2012, with time slots from 7am to 10am. The schedule is divided into columns for different doctors: Baptista, Jack; Angelo, Michael; and ADAMS, Jake. The schedule shows 'Not available' for the first two columns and 'Available' for the third column.

- ▶ Online Registration | Patients create their own accounts.
- ▶ Scheduling | Publish online all available time slots for booking requests.
- ▶ Male and Female History | Full questionnaires save valuable time at 1st time consultations.
- ▶ Lab Results | Publish all reviewed results.
- ▶ Report Files | Publish 100s of reports directly from the point of care.

# iMineIVF:

Our smartphone app for patients on the move



- ▶ Smart phone application | Patients access their events and synch to phone calendar.
- ▶ Service | One global application for all BBS treated patients.
- ▶ Contents | Pre-cycle instructions, cycle events, medications, chat tool and document exchange.

# References & success stories



Adora Fertility (Healius) -  
Australia

McGill Reproductive Center -  
Canada



American Hospital Istanbul -  
Turkey



Clínica de Fertilización  
Asistida - México



Reproductive Genetics  
Innovations - USA



Stanford - Lucille Packard  
Hospital - USA



Clinique OVO -  
Canada



Abu Dhabi Health Services -  
UAE



Trio Fertility -  
Canada



CHU Montpellier -  
France



IVF Chinese University -  
Hong Kong



Srijan IVF -  
India



Atrium - Carolina Health  
System - USA



Johns Hopkins Fertility Center  
- USA



OU Physicians Reproductive  
Medicine - USA



Penn Fertility Care -  
USA



Genea -  
Australia



ACU at Guy's and St Thomas'  
NHS Foundation Trust - UK

# Contacts

