



Why We Surveyed

The survey was developed in partnership with the Fertility Patient Advisory Group to understand patients' overall experience of care, assess program strengths, and identify areas for improvement.

Who We Surveyed

We electronically surveyed patients of NL Fertility Services. To promote the survey, posters were displayed at the clinic and shared on social media, staff informed patients of the survey during appointments, and patients who consented to email communication were sent the survey directly. The survey was live from April - July 2025 and received a total of 79 responses, with 89% of respondents reporting they had an appointment in the last 12 months and the remaining respondents last appointment being over a year ago.

What We Heard

What We're Doing Well

The areas patients rated most positively are highlighted below, along with examples to support each area.

Patients were satisfied with their overall care:

- 79% reported being very satisfied or satisfied with the overall care they received
- Respondents rated their overall experience of care an average of 7.8, based on a 0 (worst possible care) to 10 (best possible care) scale.

Patients had a positive experience at the NL Fertility Services clinic:

- 92% reported never feeling as though they were being treated differently for any reason (e.g.: age, gender, race, weight)
- 91% strongly agreed or agreed there was adequate privacy at ultrasound
- 89% strongly agreed or agreed there was adequate privacy in the clinic area
- 88% strongly agreed or agreed that they received service in the manner they preferred (in-person, virtual, or blended)

Patients had a positive experience with NL Fertility Services care providers and staff:

- 96% strongly agreed or agreed that lab staff treated them with courtesy and respect
- 90% strongly agreed or agreed that clinic nurses treated them with courtesy and respect
- 89% strongly agreed or agreed that administrative staff treated them with courtesy and respect
- 87% strongly agreed or agreed that physicians treated them with courtesy and respect

Patients were highly involved in their care:

- 85% were always or usually able to discuss any questions or concerns they had about their care with providers
- 84% were always or usually able to involve their family or friends in decisions about their care, as much as they wanted
- 83% were always or usually involved in decisions about their care, as much as they wanted to be
- 83% were always or usually supported by care providers to make their own decisions about their care



Where We Can Improve

Although the findings from the survey were positive overall, there were some areas for improvement. The areas patients rated most poorly are outlined below, along with examples that support these areas of need.

Emotional Support

- 21% were dissatisfied or very dissatisfied with the way their emotional needs were being met by fertility support services offered through NL Fertility Services
- Recommendations from comments: have dedicated counsellors on staff and provide existing staff with trauma informed practice and empathy training.

Wait Times

- 32% disagreed or strongly disagreed they were satisfied with the amount of time they waited for their initial appointment
- Recommendations from comments: reduce wait times for the initial appointment, time spent in the waiting room, scheduling of follow up appointments, and receiving callbacks to voicemails.

Meeting Patient Needs and Preferences

- Recommendations from comments: increase the services available at NL Fertility Services, including IVF and blood collection, and allow patients to book appointments with the provider of their choice and for the day/time/length of their choice.

Communication

- Recommendations from comments: improve communication between staff who see the same patient and, when applicable, with other fertility clinics the patient attends.

Next Steps

The results will be used by the NL Fertility Services to develop an action plan for quality improvement and inform the development of a micro survey to provide ongoing real-time patient feedback.

Learn More

For further information on this project or the outcomes, contact myvoicenl@nlhealthservices.ca.



MyVoiceNL

<https://engage.nlhealthservices.ca/myvoicenl>
709-784-6801 or myvoicenl@nlhealthservices.ca



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