DIAGNOSTIC OPPORTUNITY

The Fertility Test That Should Not Be Treated as a Cost Line

Examen Sperm DNA Testing can become a clinically meaningful, commercially rational and operationally simple diagnostic pathway for IVF clinics, fertility hospitals, urologists and male fertility centres. This page lets your clinic model the financial case before committing to a pilot.

Advanced Diagnostics

Sperm DNA Testing beyond standard semen analysis

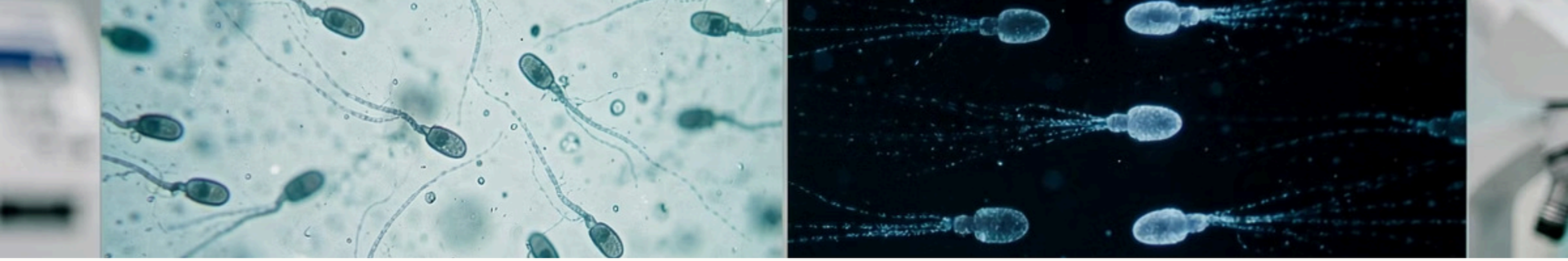
Commercial Clarity

Model your clinic's ROI before committing to a pilot

Operationally Simple

No major capital expenditure or in-house lab buildout required

Open the ROI Calculator (Excel) **View HTML Calculator**



THE CLINICAL GAP

The Old Assumption Is Costing Clinics More Than the Test Ever Will

⚠ **The sharper question is not "Can patients afford another test?" — it is "Can a premium fertility clinic afford to keep losing patients through preventable uncertainty?"**

Measures concentration, motility and morphology only

Not visible through standard semen parameters

Where unexplained failures and patient attrition begin

For years, fertility pathways have relied on a quiet false paradigm: if the semen analysis looks acceptable, the male factor has largely been assessed. It is a commercially comfortable assumption, but clinically incomplete. Standard semen analysis can describe concentration, motility and morphology — yet it cannot directly show whether the sperm DNA cargo is damaged.

In repeated failed cycles, unexplained infertility, recurrent miscarriage or poor embryo development, that diagnostic gap can create a costly loop: more cycles, more emotional strain, more clinician frustration and more patient attrition. Examen helps clinics close that gap with advanced Sperm DNA Testing powered by SpermComet technology, including assessment of total DNA damage and, where clinically appropriate, double stranded sperm DNA fragmentation.

WHY IT MATTERS

What Clinic Owners, Medical Directors and Embryology Teams Need to Know

Advanced sperm DNA diagnostics address a structural gap in how fertility clinics investigate and retain patients. The case for integration is both clinical and commercial.

Rising Patient Expectations

Patients increasingly expect deeper answers after failed IVF, ICSI or recurrent pregnancy loss. Offering advanced diagnostics signals clinical rigour and builds trust.

Underdeveloped Male Pathway

Male factor investigation is often underdeveloped compared with female pathway investigation. Routine semen parameters may be normal while sperm DNA integrity remains clinically relevant.

Dropout Risk

Every failed or unexplained cycle risks emotional disengagement and patient dropout. Closing the diagnostic gap reduces attrition and protects long-term clinic revenue.

Competitive Differentiation

Advanced diagnostics can differentiate a clinic without requiring major capital expenditure or an in-house laboratory buildout — a clear commercial advantage.

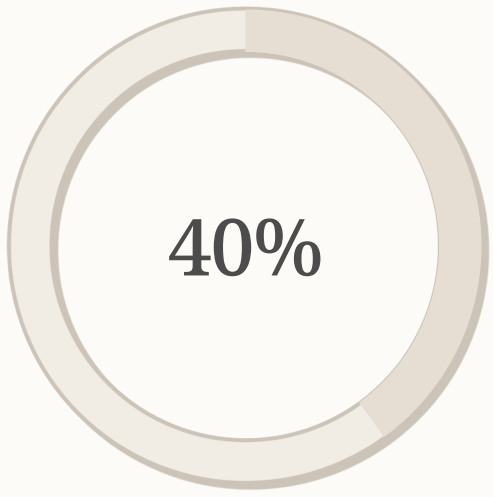
CALCULATOR 1

Clinic Commercial ROI and Patient Retention Model

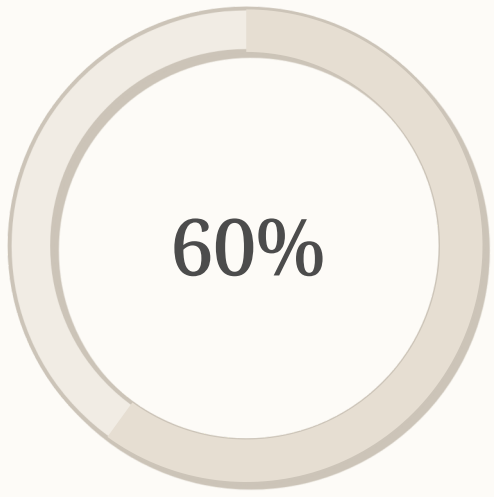
Use this model to understand the direct diagnostic margin, patient pathway retention value, monthly value variance and annualised commercial value your clinic can expect. The default scenario below uses a UAE-based clinic with 80 IVF/ICSI cycles per month. Blue input cells in the companion Excel workbook are fully editable for your local assumptions.

Input	Default	Unit	Notes
Monthly IVF / ICSI cycles	80	cycles/month	Average clinic cycle volume per month
Eligible cases for Sperm DNA Testing	40%	%	Male factor, unexplained, recurrent failure or recurrent miscarriage pathway
Expected Examen adoption rate	60%	%	Percentage of eligible cases offered or accepting testing
Patient retail price per test	4,388	local currency	Clinic-set patient price
Examen transfer price to clinic	3,250	local currency	Default UAE model uses AED 3,250
Clinic admin and consumables cost	50	local currency	Staff time, consent admin and basic consumables
Average revenue per IVF / ICSI cycle	25,000	local currency	Average gross clinic revenue per cycle
Current post-failure dropout rate	35%	%	Patients who do not continue after failure
Projected dropout rate with better pathway	20%	%	Scenario assumption, not a guarantee

Monthly IVF/ICSI cycles



Eligible cases for Sperm DNA Testing



Expected Examen adoption rate

Open Calculator 1 in Excel

CALCULATOR 1 OUTPUTS

How the ROI Logic Works

The calculator derives each output from the inputs above using transparent, auditable formulas. The model captures both the direct diagnostic margin and the indirect value of retaining patients who would otherwise disengage after a failed cycle.

Monthly Examen Tests

Cycles × eligible rate × adoption rate — the volume of tests your clinic performs each month under the modelled scenario.

Clinic Margin Per Test

Retail price − Examen transfer price − clinic admin and consumables cost. This is the direct margin retained by the clinic on each test.

Monthly Diagnostic Margin

Monthly Examen tests × clinic margin per test. The aggregate direct revenue contribution from the testing pathway each month.

Monthly Retained Cycle Revenue Uplift

Cycles × reduction in dropout rate × average revenue per cycle. This captures the indirect commercial value of retaining patients who would otherwise have left.

Total Monthly Value Variance

Monthly diagnostic margin + retained cycle revenue uplift. The combined monthly commercial benefit of integrating the Examen pathway.

Annualised Value Variance

Total monthly value variance × 12. The full-year commercial picture for clinic leadership and finance teams.

CALCULATOR 2

Central Hub vs. Clinic-Owned Shipper: Operational Cost Comparison

Use this calculator to compare the operational cost per Examen test for a shared regional hub model versus a direct clinic-owned Belfast shipper model. The Excel workbook calculates both models side by side and highlights the lowest cost route. Default inputs assume 100 cycles per month in a UAE-based clinic.

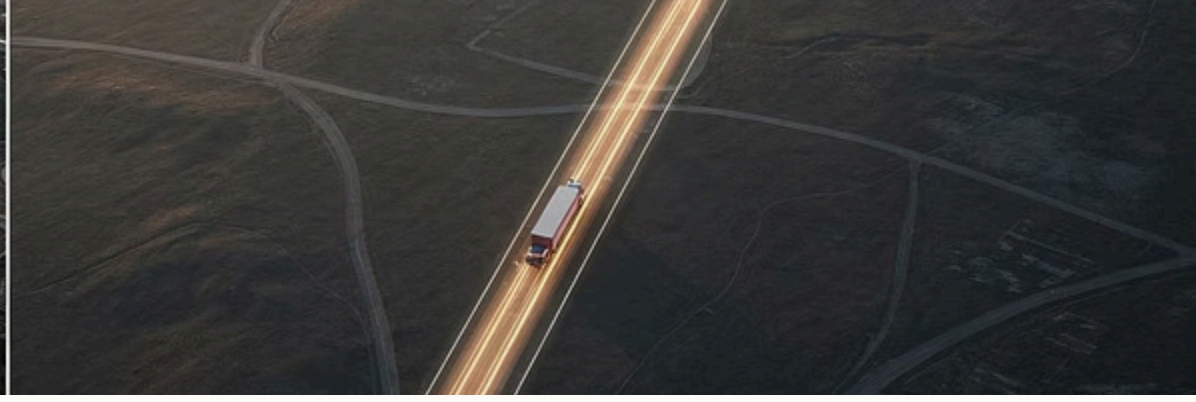
Input	Default	Unit	Notes
Monthly IVF / ICSI cycles	100	cycles/month	Average cycle volume
Eligible cases	40%	%	Estimated SDF-appropriate case mix
Adoption rate	50%	%	Estimated adoption among eligible cases
Examen transfer price	3,250	local currency	Default UAE model
Clinic markup on transfer price	35%	%	Retail price = transfer price × (1 + markup)
Clinic to hub courier per batch	150	local currency/batch	Applies to Central Hub model
Hub handling fee per vial	25	local currency/vial	Applies to Central Hub model
Belfast shipper cost GBP	600	GBP/shipment	International shipper cost assumption
GBP to local currency rate	4.90	FX	Adjust to local currency conversion
Target minimum clinic margin	20%	%	Commercial viability hurdle

Central Hub Model

Shared regional logistics with batched courier and hub handling fees

Clinic-Owned Shipper

Direct Belfast shipper with clinic-managed international freight

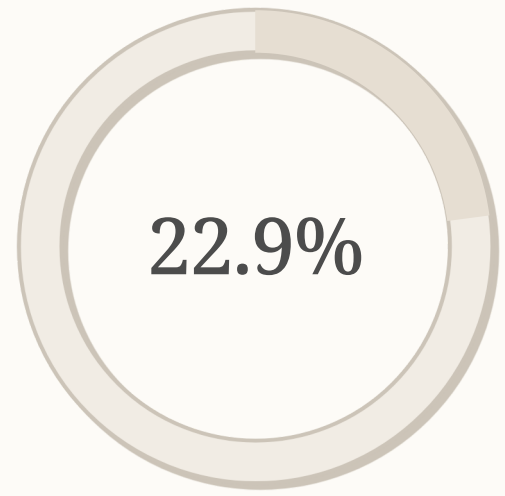


MODEL OUTPUTS

Central Hub vs. Clinic-Owned Shipper: Side-by-Side Results

At 20 monthly tests, the Central Hub model delivers a higher margin per test and better shipper utilisation. Both models clear the 20% commercial viability hurdle, but the Central Hub route is the lower-cost pathway at lower volumes.

Central Hub shipper utilisation at 20 tests



Central Hub clinic margin

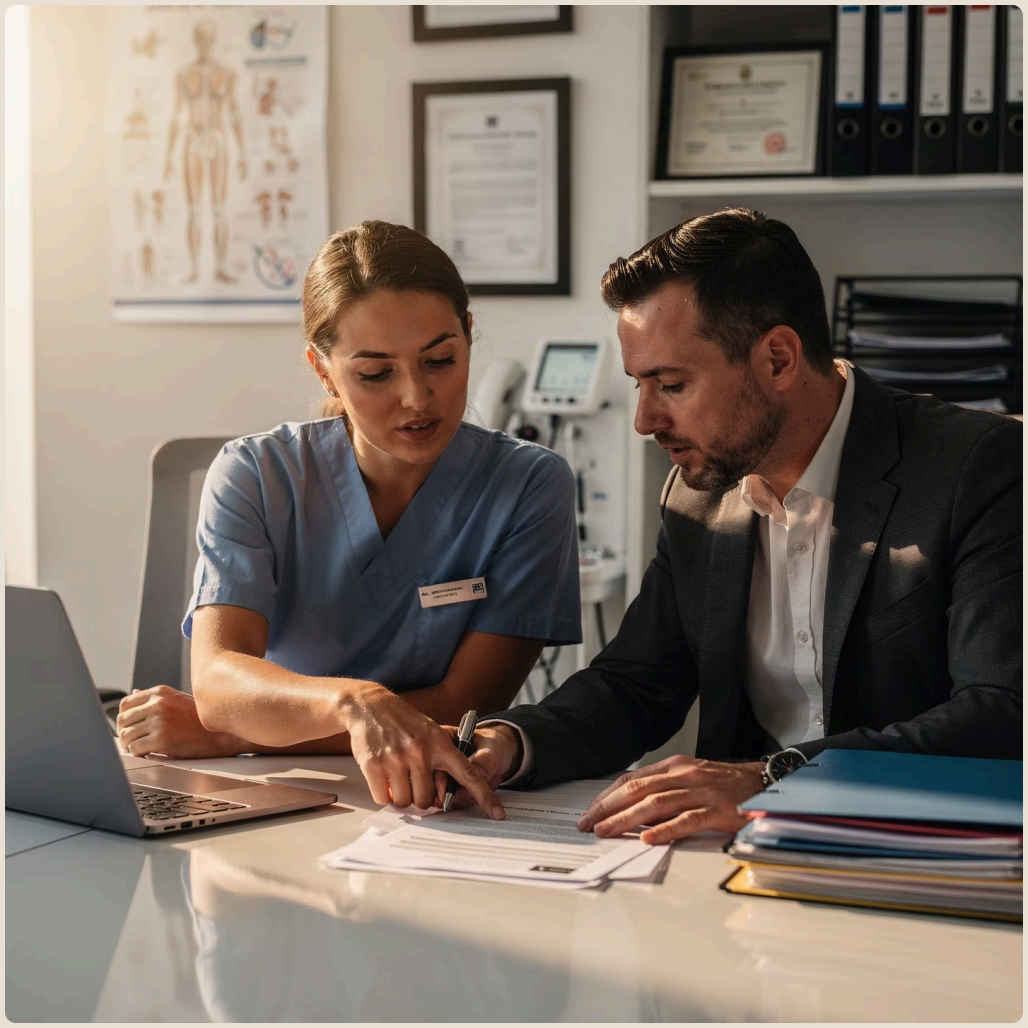
Freight cost saving vs. Clinic-Owned Shipper

Metric	Central Hub	Clinic Owned Shipper	Interpretation
Monthly Examen tests	20.0	20.0	Cycles × eligible rate × adoption rate
Shipper utilisation	100.0%	20.0%	Capacity utilisation per shipper
International freight per test	29.40	147.00	Freight allocated to each test
Local courier / admin per test	55.00	12.50	Local logistics cost
All-in operational cost per test	134.40	209.50	Freight + local logistics + admin
All-in cost including transfer	3,384.40	3,459.50	Transfer price + operational cost
Clinic margin per test	1,003.60	928.50	Retail price minus all-in cost
Clinic margin %	22.9%	21.2%	Margin per test / retail price
Monthly net clinic margin	20,072	18,570	Margin per test × monthly tests
Decision status	**Commercially viable**	**Commercially viable**	Compares margin % to target hurdle

Open Calculator 2 in Excel

COMPLIANCE

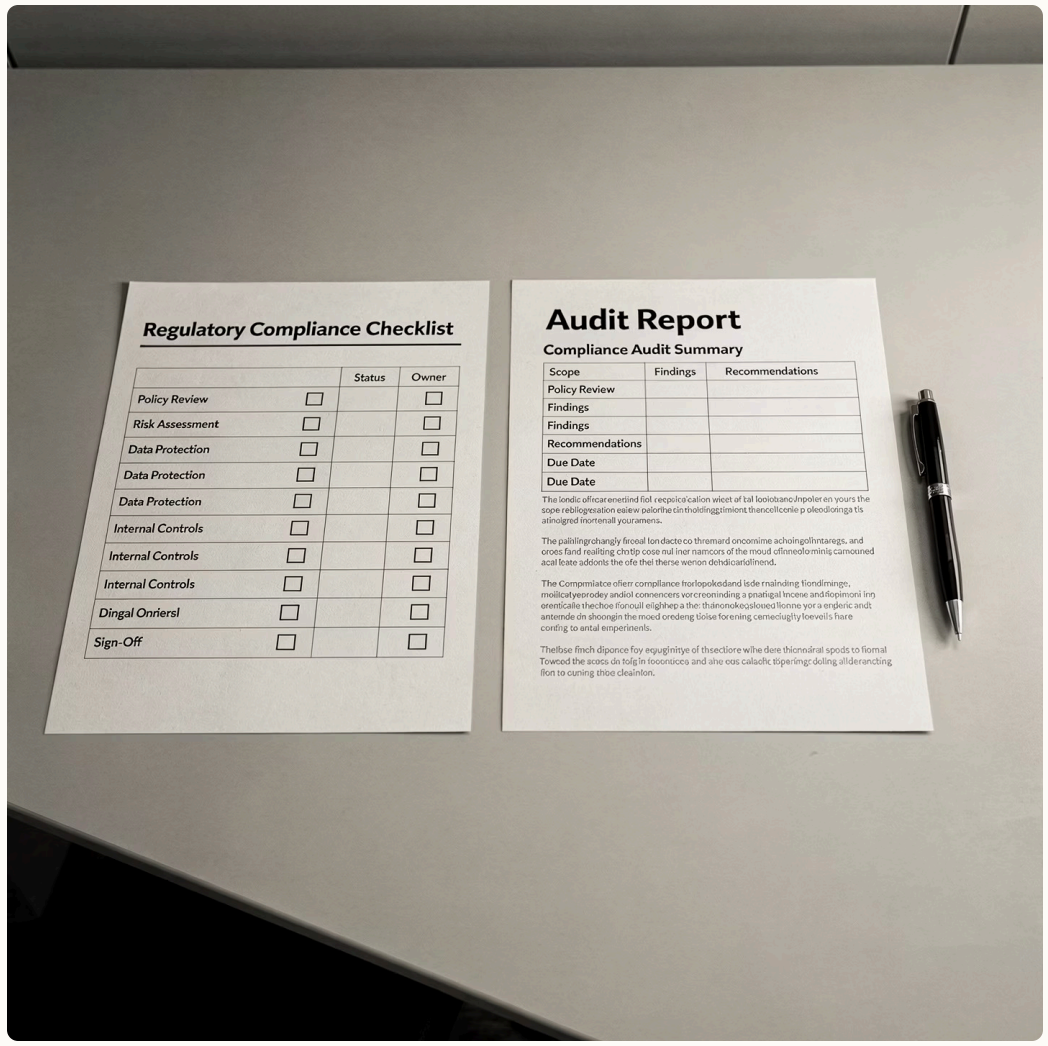
Compliance and Clinical Claims: What This Document Is — and Is Not



What This Document Is

This document and the attached calculators are commercial modelling tools. They are designed to help clinic owners, medical directors and finance teams evaluate the commercial case for integrating Examen Sperm DNA Testing into their diagnostic pathway.

Examen integration into your clinic should be positioned as a precision diagnostic support pathway: evidence-based, clinically relevant and commercially transparent.



What This Document Is Not

This is not a regulatory approval document and does not constitute a promise of clinical outcome. Before launch, each clinic should validate:

- Sample collection SOPs and patient consent wording
- Biological sample export requirements and courier acceptance
- Packaging, storage conditions and turnaround expectations
- Local tax treatment and Belfast receiving workflow

Clinics please avoid any language that guarantees pregnancy, live birth, IVF success, miscarriage prevention or clinical outcome improvement.

GET STARTED

Model the Financial Case for Your Clinic Today

Examen Sperm DNA Testing is not simply an additional laboratory cost — it is a clinical pathway and commercial retention asset. The calculators in this pack give your clinic the numbers to decide with confidence, not assumptions. Download the Excel workbook to run your own scenario, or open the live HTML calculator to explore the model interactively.

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For IVF Clinics and Fertility Hospitals

Model your cycle volume, adoption rate and dropout reduction to see your annualised value variance.

For Urologists and Male Fertility Centres

Understand how advanced sperm DNA diagnostics close the male factor investigation gap in your pathway.

For Laboratory Groups and Regional Partners

Compare the Central Hub and Clinic-Owned Shipper models to identify the most commercially efficient logistics route.

Open ROI Calculator (Excel) **Open HTML Calculator**