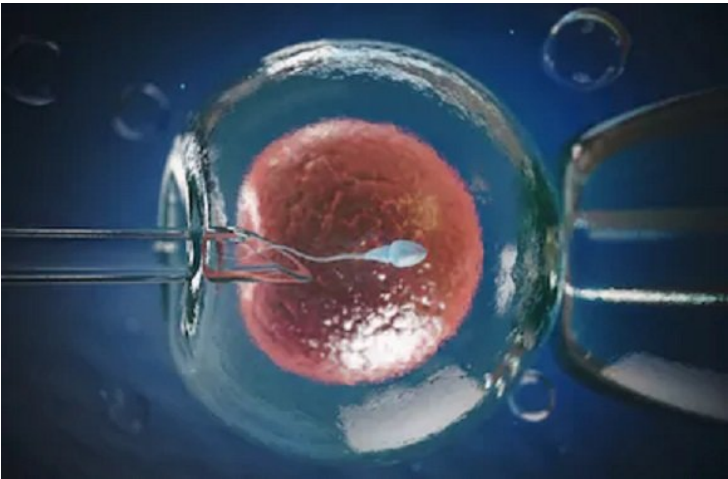


## QAI awards accreditation to three Indira IVF centres

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**The three IVF centres, which achieved QAI accreditation on November 30, 2020, offer a number of specialised fertility treatments**



Indira IVF centres at Udaipur, Indore, and Prayagraj have been awarded a three-year accreditation by the Quality and Accreditation Institute (QAI) for their IVF services under QAI's Assisted Reproductive Technologies (ART) accreditation programme. This makes Indira IVF the first speciality healthcare provider in the ART space to have the QAI accreditation, taking a leap to further assure their patients of ethical and transparent procedures.

The three IVF centres, which achieved QAI accreditation on November 30, 2020, offer a number of specialised fertility treatments, including in vitro fertilisation (IVF), intracytoplasmic sperm injection (ICSI), egg donation, and egg vitrification among others.

Speaking on the development, Dr Kshitiz Murdia, Chief Executive Officer and Co-founder, Indira IVF said, "I believe that the effort and work to meet QAI's immaculate standards will empower our patients with information that reflects our ethical responsibility as a patient-first service. It is just the beginning of our journey with QAI, and we aim to cover all our centres in phased manner to enhance confidence about ART among people."

Dr BK Rana, Chief Executive Officer, Quality and Accreditation Institute (QAI) stated, "We congratulate Indira IVF for achieving the QAI Accreditation, and their commitment to understand and support the needs of their patients."

The ART centre accreditation programme of the Quality and Accreditation Institute (QAI) was developed with the aim of bringing quality, safety, credibility and transparency in the services of ART centres. These are unique and first-of-its-kind speciality accreditation standards in India, as well as in many parts of the world. QAI standards are developed using the principles of the International Society for Quality in Health Care External Evaluation Association (ISQuaEEA). They provide a framework and measurable system to facilities and patients by ensuring that the hospital or clinic has instituted processes that are customised to their patients' unique needs and expectations, and are consistently monitored for improvement. Additionally, QAI standard provides healthcare facilities with a unique opportunity to not only acquire skills and competencies designed to strengthen their clinical services, but also impact business performance.