

Genea Biomedx innovation recognised

SYDNEY, 8 June 2017: An Australian lab innovation which provides greater safety and assurance for IVF patients has been recognised in this year's Good Design Awards, receiving a selection award for the digital design category.

“We’re so honoured to be recognised. Genea Biomedx has worked hard to be leaders in the fertility technology space, drawing on more than thirty years’ experience in the IVF business to produce technologies we now share around the world,” General Manager of Genea Biomedx Tammie Roy said.

Gidget is an innovative witnessing and tracking system developed by Australian fertility technologies group Genea Biomedx and available exclusively to Genea patients in Australia.

During an IVF cycle, eggs, sperm and embryos are moved at least six times requiring multiple time-consuming identification checks. Scientists at Genea Biomedx’s parent company Genea worked out that approximately 20 minutes was being lost per cycle by using manual witnessing to check identities.

Gidget is a device and associated software system which overcomes this bottleneck, improving workflow and, importantly, providing assurance that each sample is correctly identified. It provides electronic witnessing, lab workflow management and support for traceability and audit reporting.

“As a technology company with direct access to a world leading fertility lab, we know that one of the most important activities embryologists and andrologists complete during their day is the rigorous checking of patient names and unique identifiers,” Genea Biomedx General Manager Dr Tammie Roy said.

The Good design awards are one of the longest standing and most prestigious design awards in the world, promoting excellence in design and innovation.

The interface has been designed to tie seamlessly into the Genea Biomedx product system, which includes Geri and Gavi, both awarded in the 2016 Good Design Awards.

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About Genea Biomedx

Genea Biomedx creates and manufactures practical, accessible and precise fertility technologies that help standardise and automate fertility treatment. Its unique relationship with Genea Fertility means that Genea Biomedx is a manufacturer that truly understands the customers' perspective. As a result Genea Biomedx has developed the world's first automated vitrification instrument and has created a world leading benchtop incubator with timelapse functionality.

About Gavi, Geri, Gems and Gidget

- Gavi – the world's first automated vitrification instrument; Vitrification is a process used in IVF to preserve human egg cells (oocytes) or embryos by cooling them to deep sub-zero degrees. Approaching the process in an innovative way, Gavi uses an automated, standardized protocol aiming to provide consistent results in blastocyst vitrification.
- Geri - a benchtop incubator with individually controlled incubation chambers per patient to minimize disruptive events to the early-stage embryo. It also incorporates a camera for continuous monitoring of embryos as they develop; and
- Gems - the latest generation of Genea's culture media for embryo cultivation.
- Gidget - an innovative witnessing and tracking system that provides electronic witnessing, lab workflow management and support for traceability and audit reporting.