



Fertility related publication sponsored and funded by Teva Pharmaceuticals Europe, Women's Health Division (now Theramex): LIFE, the largest study exploring public opinion about IVF treatment for medical and lifestyle reasons, and about gamete donation

In January 2019, the first scientific article in fertility mentioning Theramex as a sponsor was published.

The scientific publication is entitled "Beliefs, attitudes and funding of assisted reproductive technology: public perception of over 6,000 respondents from 6 European countries" and presents the results of an online questionnaire distributed to 8.682 individuals throughout UK, France, Germany, Italy, Spain and Sweden. The survey, called LIFE (Listening IVF and Fertility in Europe), uncovers beliefs regarding In-Vitro Fertilization (IVF), opinions about the need for public funding for Artificial Reproductive Technologies (ART), attitudes towards the use of IVF among modern families with different lifestyles and towards the practice of gamete donation.

The survey had a response rate of 70% and indicated positive acceptance of IVF and the related topics mentioned above, while it uncovered a general over-estimation of the success rate of medical treatments to target infertility. The research also indicated a general acceptance of public funding for fertility treatment across all the countries included in the survey.

The LIFE survey possibly represents the largest study ever performed so far concerning public opinion regarding ART. The authors of the article believe that these findings can drive an increase in IVF treatment exploration and discussions among governments and payers to support public funding of fertility-related procedures.

[Link to the article.](#)
