# Enhanced Fertility cuts infertility diagnosis from years to weeks using AI and holistic care



Infertility represents a substantial global health crisis, impacting approximately one in six individuals and inflicting emotional and medical hardships on countless couples. This condition, characterised by the inability to conceive after a year of unprotected intercourse, highlights not just the personal struggles of affected individuals but also the pressing need for improved access to comprehensive fertility care. The World Health Organization (WHO) underscores that this challenge spans various income levels, pointing to the necessity for more effective and affordable solutions worldwide.

In this evolving landscape, Enhanced Fertility, a startup based in the UK and Portugal, has emerged with innovative strategies designed to disrupt conventional fertility treatment. At the heart of their mission is an ambition to reconfigure the typical cycle of diagnosis and therapy, which can often extend to an average of 3.2 years for couples seeking help. Speaking exclusively to Tech Funding News, co-founder and CTO Frank Khan Sullivan noted that their approach allows couples to reduce this frustrating waiting period to less than 30 days, utilising over 100 at-home tests and sophisticated machine learning algorithms that analyse data from 1.4 million anonymised patient records.

Enhanced Fertility’s platform, known as EnhancedDx, embraces a multifaceted view of patient care, integrating not just medical factors but also emotional well-being, lifestyle choices, and psychological support into treatment plans. This holistic model resonates with findings from the American College of Obstetricians and Gynecologists, which points to the emotional distress and anxiety often experienced by individuals facing infertility. By addressing these interconnected aspects of health, Enhanced Fertility aims to enhance the overall treatment experience and outcomes, evidenced by their claim of facilitating the birth of 30 babies within just 18 months.

The differentiation of Enhanced Fertility lies in its utilisation of advanced machine learning. Their system not only quickly assesses a variety of lab tests but also considers a patient’s electronic health records to determine risk factors tailored to specific conditions. Sullivan explained that their technology produces a ‘Patients Like Me’ report, which takes into account not just clinical data but a multitude of personal factors, setting the stage for more customised care. This nuanced approach is particularly critical given the generally low success rates of traditional IVF procedures, which hover around 30% per cycle.

Further enhancing their offering, Enhanced Fertility’s model extends beyond singular protocols to create comprehensive treatment plans encompassing medication, potential surgery, and emotional support. This recognition of the holistic nature of health is vital in an area where stigma and mental health issues can profoundly affect individuals. Research indicates that the psychological fallout from infertility can lead to significant distress, impacting relationships and quality of life. Initiatives like Enhanced Fertility’s are thus not only innovating medical responses but also addressing the emotional ramifications of infertility.

As the startup explores future avenues, it has set an ambitious target: to assist in bringing a million babies into the world. This goal is complemented by plans to raise €2 million to further their initiatives, including potential expansions into the U.S. market. The U.S. represents a significant opportunity, being the largest fertility market globally, especially as the demand for AI-augmented diagnostics continues to rise.

In drawing up their vision for the next several years, Enhanced Fertility’s founders remain committed to advancing reproductive healthcare while also positioning their technological innovations to benefit other realms of medicine, including diabetes and cardiovascular health. Sullivan’s perspective is clear: “We must continue innovating in reproductive care, but fundamentally, the value will scale to other areas of medicine.”

In an increasingly complex medical landscape, initiatives like Enhanced Fertility’s reflect a growing recognition of the need for tailored, compassionate care in areas traditionally marked by a lack of personalised solutions. As they strive to balance technological advancements with human-centric care, Enhanced Fertility offers a beacon of hope for individuals navigating the often tumultuous path of infertility.

## Reference Map:

* Paragraph 1 – [[1]](https://techfundingnews.com/exclusive-enhanced-fertility-eyes-e2m-to-bring-a-million-babies-into-the-world/), [[2]](https://www.who.int/news/item/04-04-2023-1-in-6-people-globally-affected-by-infertility), [[3]](https://www.who.int/news-room/fact-sheets/detail/infertility)
* Paragraph 2 – [[1]](https://techfundingnews.com/exclusive-enhanced-fertility-eyes-e2m-to-bring-a-million-babies-into-the-world/), [[5]](https://www.acog.org/clinical/clinical-guidance/committee-statement/articles/2025/01/infertility-disparities-and-access-to-services), [[3]](https://www.who.int/news-room/fact-sheets/detail/infertility)
* Paragraph 3 – [[6]](https://mindtopsychology.com/the-impact-of-infertility-on-relationships/), [[4]](https://www.frontiersin.org/articles/10.3389/fpsyg.2022.1093459/full)
* Paragraph 4 – [[7]](https://onlinelibrary.wiley.com/doi/full/10.1111/jocn.17195), [[1]](https://techfundingnews.com/exclusive-enhanced-fertility-eyes-e2m-to-bring-a-million-babies-into-the-world/)
* Paragraph 5 – [[1]](https://techfundingnews.com/exclusive-enhanced-fertility-eyes-e2m-to-bring-a-million-babies-into-the-world/), [[2]](https://www.who.int/news/item/04-04-2023-1-in-6-people-globally-affected-by-infertility)
* Paragraph 6 – [[1]](https://techfundingnews.com/exclusive-enhanced-fertility-eyes-e2m-to-bring-a-million-babies-into-the-world/), [[5]](https://www.acog.org/clinical/clinical-guidance/committee-statement/articles/2025/01/infertility-disparities-and-access-to-services)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://techfundingnews.com/exclusive-enhanced-fertility-eyes-e2m-to-bring-a-million-babies-into-the-world/> - Please view link - unable to able to access data
2. <https://www.who.int/news/item/04-04-2023-1-in-6-people-globally-affected-by-infertility> - A World Health Organization (WHO) report reveals that approximately one in six people worldwide experience infertility in their lifetime. The report highlights the urgent need to increase access to affordable, high-quality fertility care for those affected. The prevalence of infertility is consistent across high-, middle-, and low-income countries, indicating a global health challenge. WHO emphasizes the importance of addressing this issue to ensure safe, effective, and affordable ways to attain parenthood are available for those seeking it.
3. <https://www.who.int/news-room/fact-sheets/detail/infertility> - The WHO provides comprehensive information on infertility, defining it as a disease of the male or female reproductive system characterized by the failure to achieve a pregnancy after 12 months or more of regular unprotected sexual intercourse. The fact sheet outlines various causes of infertility in both men and women, including medical conditions and lifestyle factors. It also discusses the impact of infertility on individuals and communities, emphasizing the need for accessible fertility care and the importance of addressing this global health issue.
4. <https://www.frontiersin.org/articles/10.3389/fpsyg.2022.1093459/full> - A systematic review published in Frontiers in Psychology examines the impact of stigma on the mental health and quality of life of infertile women. The study found that infertility-related stigma can lead to negative emotions such as anxiety, depression, and low self-esteem, as well as decreased life satisfaction and social isolation. The review emphasizes the need for stigma interventions and adequate social support to help infertile women cope with these challenges and improve their overall well-being.
5. <https://www.acog.org/clinical/clinical-guidance/committee-statement/articles/2025/01/infertility-disparities-and-access-to-services> - The American College of Obstetricians and Gynecologists (ACOG) discusses the disparities and access to services for individuals diagnosed with infertility. The statement highlights that a significant number of individuals with infertility experience mental health distress, including depression and anxiety. It emphasizes the importance of healthcare professionals being sensitive to potential emotional and psychological issues related to infertility and advocates for insurance coverage for infertility services, policy changes promoting comprehensive reproductive health, and evidence-based, lower-cost treatment options.
6. <https://mindtopsychology.com/the-impact-of-infertility-on-relationships/> - An article from Mind to Psychology explores the impact of infertility on relationships. It discusses various problems that arise, including emotional distress, communication issues, sexual strain, social isolation, and financial stress. The article emphasizes that infertility can put significant pressure on relationships, leading to feelings of sadness, anger, guilt, and inadequacy. It also highlights the importance of addressing these challenges to maintain healthy relationships during the infertility journey.
7. <https://onlinelibrary.wiley.com/doi/full/10.1111/jocn.17195> - A study published in the Journal of Clinical Nursing investigates the psychological distress experienced by women undergoing assisted reproductive treatment. The research highlights that insufficient management and intervention of infertility-related psychological distress can have adverse effects on the well-being of families and impede social development. The study emphasizes the need for healthcare professionals to address psychological distress in infertile couples to improve treatment outcomes and overall well-being.