Misconceptions About Conception

Results from The Stork Ib2C, Inc Survey Reveals that Women Want a Natural, Stress-Free, Inexpensive Alternative to Clinical Fertility Treatments

PITTSBURGH, Pa., August 8, 2017—As straightforward as the idea of getting pregnant may seem, there is still a great deal of mystery and confusion about infertility. A survey of 500 participants, conducted by The Stork Ib2C, Inc, uncovers some of the most prevalent misconceptions about conception.

When asked how long respondents assumed it would take to see a positive pregnancy test result, nearly 56% thought it would only take 3 to 6 months. In actuality, most will conceive within 12 months. These false expectations can lead to disappointment and frustration early on; negatively impacting the conception process.

Emotions run high while couples are trying to conceive. Though friends and family are rooting for a couple’s success, not being able to give those loved ones the news everyone wants to hear caused at least 38% of respondents to feel unwanted pressure. The same percentage described feeling sad or upset that others were pregnant while they were not.

Relationships were not the only things weighing on the minds of the survey participants. One third were also very concerned about how they would finance expensive fertility treatments, particularly at a time that they were saving up to provide for their new bundles of joy. Clinical fertility treatments vary in price, and most procedures are not covered by health insurance and can reach well over $10,000.

Multiple births were recognized as the number one risk with in-vitro fertilization (IVF), but the expense of the procedure may also be a consideration for the 67% that said that they would not try the most costly and invasive of the clinically fertility treatments. The high price of clinical procedures does not equate to greater success rates, which was a component that only 13% cited as a risk they associated with IVF. The average cost of
Intrauterine Insemination (IUI) is $500, but yields a 16-21% rate of success, similar to the 20% that The Stork OTC offers, but at a considerably lower price point. IVF, which costs thousands of dollars, has only a 5-25% chance of working and greatly depends on the health of partners, age, etc.

Though a majority of participants, 65%, claimed they had not tried any natural ways to improve fertility, a considerable amount had taken natural steps whether they realized it or not. Nearly 62% stated that they had tracked their ovulation with either an app or test kit, while 60% said that they had made changes to their diet and exercise while trying to conceive. Another 40% reported adding vitamins to their daily regime to help boost their health.

Since most participants admitted that their number one source for fertility advice was a healthcare provider, many may not realize the more natural alternatives to clinical treatments available to them. The Stork OTC home conception device is a low-cost option that affords couples the opportunity to increase their fertility without engaging in long-term and costly treatments. There are no shots to take, scans to schedule or prescriptions to fill. The FDA cleared over-the-counter device provides users a way to keep a higher sperm score concentration at the cervix compared with natural intercourse, by cervical cap insemination.

The Stork OTC is available for purchase at major retailers nationwide and online for the average retail price of $79.99, making it more accessible and less expensive than other first-line options for all couples trying to conceive. To learn more about how The Stork OTC works, watch the full video here. For more information and retailer and online availability, as well as pregnancy stories, visit www.storkotc.com.

About The Stork Ib2C, Inc., A Rinovum Women’s Health Company

Rinovum Women's Health is a privately held women's health company dedicated to bringing products into the market that will enhance women's lives and empower them to take charge of their health. The Stork Ib2C, Inc., A Rinovum Women’s Health Company, launched its flagship product, The Stork® OTC, which is a conception device for reproductive health to assist in natural fertility and conception in the privacy of the patient’s home. Rinovum Women’s Health aims to support the development of products that are easy-to-use and safe, as well as a more economical way for a couple to address common fertility diagnoses. For more information about Rinovum Women's Health, The Stork Ib2C, Inc., and The Stork OTC, visit www.rinovum.com and www.storkotc.com.

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