

**Meddilink**

CASE STUDY

**Digitalisation of IVF Clinic  
with MedART EMR**

**Ecomed Clinic's  
Transformation Story**

# Introduction

Ecomed Clinic is a fast-growing fertility care provider with 13 IVF clinics across multiple cities in Kazakhstan. As patient volume increased and operational complexity grew, Ecomed faced the limitations of legacy desktop-based systems that could no longer support modern IVF workflows or multi-branch coordination.

Ecomed adopted MedART, Meddilink's intelligent IVF EMR platform, to centralize operations, streamline patient data, and enhance digital readiness across all locations. The transformation was executed in well-defined phases to ensure minimal disruption and maximum staff adoption.



## Client **Background**

Ecomed Clinic operates across multiple locations in Kazakhstan, offering a wide range of assisted reproductive treatments. Known for clinical excellence and patient-centric care, Ecomed sought to improve internal coordination and streamline its treatment workflows. However, its desktop-based software and siloed systems limited scalability and real-time collaboration.

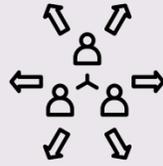
# Challenges

Ecomed Faced the All-Too-Familiar Challenges of Legacy IVF Systems



## Legacy Desktop-Based EMR

The clinic was using outdated software that restricted data access to local systems and hindered communication across branches.



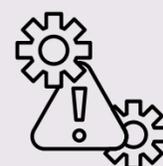
## Fragmented Patient Records

No centralized system meant doctors and staff had limited visibility into complete patient histories across different locations.



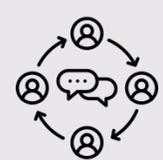
## Lack of Integration

Lab results, diagnostics, and consents were handled manually, delaying treatment decisions and increasing administrative burden.



## Inefficient Workflows

Staff had to deal with repetitive paperwork and disconnected systems, reducing overall productivity.

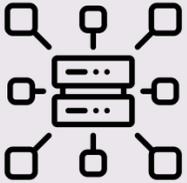


## Limited Patient Communication

There was no digital touchpoint for patients to track appointments, access reports, or communicate with their care team.

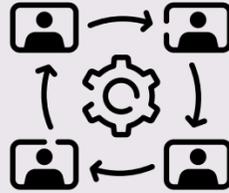
# Objectives

Meddilink and Ecomed teams sat together and ran a problem analysis. The following objectives were defined.



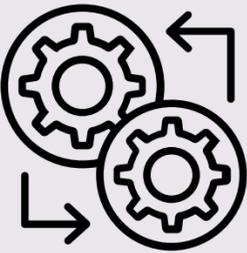
## Centralize Patient Data

Unify and connect data across all modules to enable anytime-anywhere access to clinical and administrative data.



## Streamline Clinical Workflows

Replace manual and repetitive tasks with digital processes to improve staff productivity.



## Enable Lab & Diagnostics Integration

Ensure seamless data flow between labs and treatment cycles to accelerate clinical decision-making.



## Improve Patient Engagement

Deploy a mobile-first patient app to enhance communication, visibility, and experience.



## Future-Proof the System

Build a scalable foundation for AI-based tools, reporting dashboards, and predictive insights.

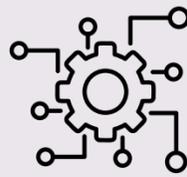
# Meddilink's Approach

To ensure a smooth transition, Meddilink adopted a phased rollout model aligned with the clinic's operational needs and team readiness



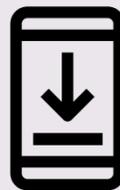
## EMR Implementation & Training

Delivered MedART's cloud-based multi-lingual IVF EMR and trained all staff to adopt the system confidently.



## Lab Integration & Workflow Automation

Connected in-house diagnostic labs directly to the EMR to automate data capture and report sharing.



## Mobile App Deployment for Patients

Rolled out the Meddilink patient app to allow secure access to prescriptions, reports, and communication.



## Ongoing Support & System Optimization

Delivered ongoing support, regular updates, and feature enhancements to meet evolving clinic needs

# Solutions



## EMR Deployment

- Unified IVF cycle tracking, consent management, and clinical notes in one system
- Centralized patient database with access across all branches
- Real-time sync of clinical records and doctor inputs



## Integration with In-House Labs

- Automated import of lab test results into patient records
- Reduced errors and delays associated with manual uploads



## Mobile Patient App

- Offered patients 24/7 access to appointments, prescriptions, and lab reports
- Improved patient engagement and transparency in communication.



## Patient Portal & Mobile Interface

- Patients can view reports, treatment history, and upcoming appointments
- Secure chat with assigned case coordinators



## Data Security & Compliance

- Data encryption (at rest & in transit)
- Audit logs for patient records
- Controlled user permissions across roles

# Why MedART – IVF EMR?

Here's why Ecomed chose Meddmlink's MedART platform for their digital transformation:

## IVF-Specific Features

MedART is a purpose-built IVF EMR for fertility clinics, offering tailored modules such as cycle tracking, stimulation protocol management, and donor and consent form digitization – all aligned with the unique workflows of reproductive medicine. The platform also supports Russian and Kazakh languages, ensuring seamless usability for clinics operating in multilingual regions.

## Multi-Clinic Scalability

The system supports multi-branch access, enabling centralized data management and real-time visibility across all 13 clinics, with secure cloud access for both clinical and administrative teams.

## Integrated Ecosystem

MedART brings together lab integration, billing, pharmacy, and document management in one unified platform, minimizing fragmentation and eliminating data silos.

## Patient-Centric Digital Experience

Through Meddmlink's mobile app, patients get 24/7 access to appointments, prescriptions, test results, and treatment history, improving transparency and overall satisfaction.

## Phased Rollout & Continuous Support

Kansoft ensured successful adoption through a structured, stepwise approach, with ongoing support, regular updates, and feature enhancements tailored to Ecomed's evolving operational needs.

# Results & Business Impact

## Improved Turnaround Time for Lab Reports

Integrated lab systems enable automatic upload of test results, eliminating manual delays and supporting faster clinical decisions – all within an interface that supports both Russian and Kazakh languages for seamless regional adoption.

## Full visibility of patient journeys across clinics with control

A centralized EMR allowed seamless access to complete patient histories across locations, improving continuity of care.

## Higher patient satisfaction due to digital access

The patient mobile app gave users real-time access to prescriptions, appointments, and reports, enhancing transparency and convenience.

## Improved operational decision-making through real-time data

Clinic leadership gained access to accurate, real-time insights across branches, enabling proactive management and strategic planning.

# Conclusion

Ecomed Clinic is now equipped with a modern, scalable, and patient-friendly digital system that supports both clinical excellence and operational agility. The phased transformation, powered by MedART, has empowered their teams, elevated patient experiences, and laid a strong foundation for continued innovation in fertility care.



# Thank You

We appreciate you taking the time to explore the Modernization journey of Ecomed

If you're looking for a trusted technology partner to help you navigate the complexities of Modernization of your IVF clinic, we'd love to connect.

Let's talk about how we can help you achieve your goals.

For any inquiries or to discuss how we can assist your business, feel free to connect with us.

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