

An awareness campaign to encourage women to think about fertility at an earlier stage in their lives

The ‘Be ready, whenever you’re ready’ campaign seeks to support and provide women with an informational platform to empower and educate them about fertility preservation. The campaign is aimed at women of fertile age across Europe.

We want to enable women to be ready to make the right choices for them when it comes to starting a family.

The campaign aims to:

- Encourage women to think about their fertility journey at an earlier stage in their lives
- Provide factual answers to questions that women considering fertility preservation may have
- Encourage women to speak with their local fertility specialist to discuss fertility preservation and their options

How will the campaign raise awareness with women?

The campaign will utilise a variety of channels within print and digital media to encourage women to find more information on the ‘Be ready, whenever you’re ready’ website.

Clinic posters are available to display in your waiting rooms to raise awareness of fertility preservation options and the campaign website, to help support the conversations you may have. Please speak to your local Gedeon Richter representative for further information.



Fertility Choices

*Be ready, whenever
you're ready*

Please note: This campaign is designed purely for fertility preservation awareness to empower women to speak to their healthcare professional about their options. None of the ‘Be ready, whenever you’re ready’ campaign materials or visuals include any product information.

Gedeon Richter launches the

‘Be ready, whenever you’re ready’ campaign

‘Be ready, whenever you’re ready’ is a new campaign, sponsored by Gedeon Richter, to provide information and support for women considering fertility preservation, specifically relating to egg freezing.

This leaflet will provide you with an overview of the campaign and supporting information when discussing with your patients.

*" Maybe when I've seen
a bit more of the world.
We'll see..."*

What will the campaign provide women?

The first phase of the ‘Be ready, whenever you’re ready’ campaign will provide women access to:

- An online educational website, fertilitychoices.com, with a comprehensive frequently asked questions section regarding fertility preservation
- A selection of video stories representing the female perspective

What is the future direction of the campaign?

The campaign will continue to launch throughout Europe to raise awareness among women of fertile age.

Our primary objective is to equip women with the tools and resources needed to make an informed decision about the future of their fertility; if they are not yet ready to start planning a family and would like to consider their options for the future.

Who is Gedeon Richter?

Gedeon Richter is an innovative, pharmaceutical company dedicated to women’s health and gynaecological conditions.

Research and development activities focus on developing non-invasive medical treatments for common gynaecological conditions that are currently undertreated.

In the future we aim to expand our network of partners, to continue to raise awareness and understanding among women of a fertile age about their future fertility options.