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NEW DIGITAL IVF TOOL BRINGS PERSONALIZED SUPPORT TO WOMEN FACING ISOLATING TREATMENT JOURNEY

- A new digital IVF support tool designed to prevent women from navigating injections and complex medical schedules alone has been launched by pregnancy and postpartum well-being support app [Carea](#) in the U.S.
- IVF accounts for roughly 2.6% of births in the United States and as demand continues to surge, women are struggling to access consistent support and guidance throughout their treatment journey^[1]
- The new feature gives women going through fertility treatment access to step-by-step medication videos and a comprehensive medication tracker with reminders and progress updates, as well as expert-led articles and podcasts
- Carea's founder built the tool following her own 'incredibly isolating and challenging' IVF journey

New York, February 25, 2026 - For the growing number of women turning to IVF in the U.S., fertility treatment is more than a series of medical appointments. It is a relentless, all-consuming process that reshapes daily life, dictates routines, dominates thoughts and leaves little untouched.

But what should be a carefully supported medical journey actually leaves women to navigate much of it alone.

As responsibility for managing treatment shifts from the clinic onto the patient, there are early-morning injections before work, complex medication schedules scribbled onto kitchen calendars, alarms set for precise timings and the quiet anxiety of wondering whether a drug has been mixed correctly. Clinic appointments may be weeks or even months apart, yet treatment happens every day at home, often without consistent contact with the same doctor and without someone readily available to answer urgent questions or provide reassurance.

It is this largely unseen stretch of the fertility journey that [Carea](#), a pregnancy and postnatal well-being app, is now stepping into with the launch of its new Trying to Conceive: IVF/IUI Mode, to support the tens of thousands of women undergoing complex fertility treatment, amid growing concern over inconsistent clinic continuity and limited guidance.

It has been shaped by direct feedback from women currently undergoing treatment, some of whom described the reality of managing up to six medications a day, which can require

careful mixing and precise timing, while continuing to juggle work and everyday responsibilities. Their experiences lay bare the significant logistical burden and mental load carried in the long stretches between clinic appointments.

The new mode has been designed to provide structured, day-to-day support throughout IVF, IUI or egg freezing cycles, bridging that gap between appointments.

Women can input their personalized treatment plan into a comprehensive medication tracker, helping them stay organized and on schedule. Step-by-step video guides demonstrate exactly how to prepare and administer each medication, while built-in reminders prompt users to tick off doses once taken, reducing the risk of missed or mistimed injections.

A visual progress bar also tracks their journey, helping to maintain motivation during what can be an emotionally and physically demanding time.

Alongside practical tools, users can access expert-led articles, podcasts and IVF-specific affirmations, equipping them with trusted information and reassurance at every stage of their fertility journey.

“It’s the tool I wish I had when I was going through IVF myself,” said **Anastasia Shubareva-Epshtein, founder and CEO of [Careia](#)**. “It can be an incredibly isolating and challenging journey. There are countless questions that come up every day, from practical concerns about medication and timing to the constant ‘what ifs’ that weigh on your mind.

“Appointments are often weeks apart, yet the treatment itself is happening daily at home. Having a trusted, reliable place to turn to for clear guidance and reassurance would have made a world of difference during such an intense and uncertain time.”

Why this matters now

Many couples face significant financial strain in accessing treatment. In the United States, the majority of IVF patients self-fund their treatment, as insurance cover for fertility care is often limited or excludes IVF entirely. A single cycle can cost an average of around \$19,200, including medication, and multiple cycles can push costs far higher^[2].

In the U.S., IVF now accounts for roughly 2.6% of all births, rising to nearly 96,000 in 2023 from 91,771 in 2022^[1]. Meanwhile, an estimated 8 to 10% of all births, and as many as 15% to 28% of first births, to women over 40 involve medically assisted reproduction^[3].

Yet while clinical techniques have advanced, structured emotional and practical support between appointments often remains limited, leaving many women to manage complex medication regimens and the psychological strain largely on their own.

This new feature has been developed alongside fertility specialists who have seen first-hand the struggles women face when going through treatment, reporting that care is often impersonal and lacks continuity with the same doctor or nurse.

The Trying to Conceive: IVF/IUI mode joins Carea's growing suite of features, including its pregnancy and postpartum mode, supporting mothers through fertility, pregnancy and beyond. Carea also plans to launch a "Healing After Loss Mode" to support women who have experienced failed IVF cycles or miscarriages, which will be added to the app in the near future.

The new IVF/IUI feature, designed to support women throughout their fertility journeys, is now available free of charge within the Carea app. The app can be downloaded via the App Store and Google Play, and existing users can access the feature by updating to the latest version.

ENDS

Notes to editors

For more information, please contact Emily Thomson at emily@ltpglobal.com or Sarah Robinson at sarah@ltpglobal.com.

1. [US IVF usage increases in 2023, leads to over 95,000 babies born](#)
2. [Disparities in access to effective treatment for infertility in the United States: an Ethics Committee opinion](#)
3. [The Bump: The New Era of Motherhood: What It's Like Being Pregnant at 40+](#)

About Carea

Carea is a maternal well-being platform founded by a mother who experienced miscarriage, IVF, and the realities of postpartum recovery firsthand. Created to put mothers - not just babies - at the heart of care, Carea combines expert guidance, emotional well-being tools and daily trackers to support women through every stage of pregnancy and postpartum. Its mission is to make compassionate, trigger-free antenatal and maternal care accessible to all. The Carea app has already been downloaded 10,000 times since its launch in April 2025.