

**Web Table 3. Number of fertility centres making a claim of benefit on their website for different 41 interventions**

Intervention	No. Fertility centres	IDs of fertility centres making claims of benefit statement (see webtable 1 – Project ID)	No. claims quantified	No. Websites citing a reference	No. References cited *	IDs of fertility centres citing 1 or more external reference in relation to the claim
Blastocyst culture	25	2,3,4,7,9,10,14,15,22,23,25,26,28,29,30,31,38,39,40,45,46,48,49,53,65	2			
ICSI	24	2,4,6,9,10,15,25,27,30,31,33,34,36,38,39,42,43,45,46,48,52,54,64,74	12			
Endometrial Scratching	22	10,14,17,23,25,29,31,33,37,39,40,45,49,50,51,57,58,59,62,67,69,71	10	3	6	25,39,62,71
EmbryoGlue®	20	4,6,10,14,22,24,25,28,29,30,39,44,45,46,51,57,59,62,69,71	7	6	8	24,25,46,51,62,71
Intrauterine insemination (IUI)	19	2,4,7,9,13,14,26,29,30,36,41,42,50,53,54,60,62,64,67	9			
Egg/ embryo freezing	17	19,23,24,25,26,27,28,32,33,34,36,44,45,48,49,58,59	13			
Chromosome screening/array CGH/preimplantation genetic screening	14	3,4,6, 14,26,32,38,39,42,45,50,57,62,74	1			
Assisted hatching	14	4,6,7,10,13,14,24,25,26,28,30,39,41,51	1	1	1	39
vitrification of human eggs and embryos/EVES technique	13	14,24,25,30,33,38,40,41,42,45,46,51,53	6	1	1	25
Embryoscope	13	3,6,14,19,25,27,30,33,36,42,45,47,59	4	1	1	25
Time lapse embryo imaging (including primo vision)	11	4,10,19,22,29,32,36,38,51,58,65	4			
Intracytoplasmic morphologically selected sperm injection (IMSI)	9	2,3,6,9,15,28,59,62,71	2	1	4	71
Frozen Embryo Transfer (FET); Frozen Embryo Replacement (FER)	9	2,29,39,40,41,45,50,62,69	4			
Surgical sperm retrieval MESA TESA PESE Micro TESE	9	3,6,27,36,38,39,40,42,57	4			
Ovulation induction & cycle monitoring	8	7,16,22,28,32,36,38,64	1			
Early Embryo Viability Assessment (Eeva™)	5	6,15,40,61,69				
Sperm freezing	4	15,27,32,33	1			
Modified natural cycle IVF (Gentle/Light IVF)	4	29,31,33,38				
Ovarian reserve test/AMH & antral follicle count	3	3,43,57				
Endometrial Receptivity Array (ERA)	3	14,26,40				
Intralipid infusion	3	15,50,51				
Preimplantation genetic diagnosis PGD	3	40,41,74				
Hysterosalpingogram, HyCoSy & hysteroscopy	2	3,40				
Thyroid antibodies	2	3,16				
Sperm DNA Test/ SpermComet	2	15,26				
SpermSlow™	2	14,45				
PICSI	2	9,58	1			
Reproductive Immunology	1	4				
Ovarian tissue Freezing	1	25	1			
Clotting (thrombophilia) screen	1	2				
Immune testing	1	2				
Cytokine testing (Th1, Th2)	1	3				
Autoimmunity to the HCG receptor	1	3				
Oxidative stress levels in semen (ROS test)	1	5				
Dummy/mock embryo transfer	1	26				

Artificial Oocyte Activation (AOA)	1	15				
Embryogen	1	30				
AneVivo TM	1	31				
Quad therapy	1	29				
Natural cycle IVF	1	33				
Segmented IVF	1	33				
<b>Totals</b>	<b>276</b>		<b>83</b>	<b>13</b>	<b>21</b>	

\*(more than one website may have cited the same reference)

All 41 claims: 8 tests (blue), 6 part of standard NICE recommendations (yellow), 1 miscellaneous (purple) and 26 interventions or techniques as add on to standard IVF treatments (white background)