

The Quality Policy of FertiCAD Ltd.

The main goal of our company is to serve the market needs in the field of supply of infertility centers and the sale of other medical devices - while achieving adequate profitability - by inducing the highest possible customer satisfaction.

We feel it our mission to make the products we sell exclusively using the latest technologies and to represent a high quality standard. In the field of assisted reproduction, all this is of particular importance, because the direct consequence of better quality is higher product safety and continuously improving efficiency.

In real life, this means a greater chance of pregnancy for childless couples. We are proud to have a role to play in this process.

To achieve our goals, we use the following management tools:

We design, operate and continuously improve the quality system in accordance with the international standard ISO 9001:2015 for the procurement, internal, sales and service processes of our company.

By developing our CRM system, we establish long-term, stable partnerships and customer relationships. We are in direct contact with our suppliers and customers, eliminating, where possible, intermediary organizations that render the process more complicated.

We prefer suppliers who not only produce the highest quality products, but also make sure that the users of the products receive the latest research results and publications in the given field of science. This allows them to use their products more efficiently, thereby increasing customer efficacy and satisfaction.

In addition to the risk approach, stakeholder demand management, leadership and organizational performance appraisal, our systems also focus on applying an environmentally conscious approach.

The integrity, availability and the confidentiality of the information are basic requirements for us. We pay special attention to the handling of personal data and the legal compliance with GDPR.

When planning our services we consider it essential to get acquainted with the exact range of potential customers, including personal contacts. In order to ensure a stable and, if possible, expanding customer relationship, we pursue a flexible pricing policy that is tailored to market needs and we always ensure that the required delivery time and quality are met precisely. We monitor current market changes, thereby increasing our ability to adapt and reducing the response time required.

We ensure the quality of our marketed products by providing the necessary resources, managing customer needs flexibly, controlling the management of the work, encasing the customers' feedbacks, complaints and experiences into the work process, as well as complying with the requirements of the quality system. We ensure that our Quality Policy is understood, accepted and adhered to by all our employees. We strive to make quality work a natural need for our employees, an initiative to improve quality, for which we provide them with all the conditions, including:

- clear organizational structure and task assignment,
- clearly assigned levels of decision-making,
- corresponding sense of self-reliance and ownership,
- continuous professional and vocational training, the monitoring and evaluation of professional knowledge.

We guarantee the maintaining and increasing the quality of our products by regularly evaluating, monitoring and improving our quality management system and processes.

We identify the risks associated with the operation of the company and develop or take the necessary countermeasures to mitigate or eliminate them.

Thinking about the future, we are determined to become a stable supplier to as many institutions in our field of activity as possible and to meet their needs to the greatest satisfaction. In order to achieve this, our primary goal is to minimize customer complaints and reports about our products and to be able to offer professional counselling and economic alternatives to our customers.

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Henriette Csertánné Gndt
managing director