

Centre for Reproduction Research Seminar Series
Monday 7 October 2024, 12:00-13:30

Professor Manuela Perrotta, Queen Mary University of London

**The Rise of the 'Hope Market' in Fertility Care:
Navigating Uncertainty, Information, and Patient Choice**

Abstract

Drawing on the speaker's recent book, *Biomedical Innovation in Fertility Care*, this seminar critically examines the rise of additional fertility treatments with limited supporting evidence, which has sparked intense debate within academic and medical communities. The research explores the emergence of a "hope market", where uncertainties surrounding infertility and evolving biomedical innovations shape new dynamics in the fertility sector. By analysing these dynamics, the seminar enhances scholarly understanding of how markets develop around biomedical uncertainty and explores implications for research on governance and regulation in healthcare systems.

Speaker biography

Manuela Perrotta is Professor of Sociology of Technology and Organisation in the School of Business and Management at Queen Mary University of London. Her main research interests concern the relation between the emergence of new technologies and the co-production of knowledge in health organisations. Her current research investigates biomedical innovation and its governance in public and private healthcare systems.