

## Editorial

On behalf of the International Society for Mild approaches in Assisted Reproduction (ISMAAR), I am delighted to announce that “Facts, Views and Vision in Obstetrics and Gynaecology” (F, V&V in ObGyn) is now the official scientific journal of our Society. There are many similarities between ISMAAR and the Walking Egg non-profit organisation (tWE), the founding organisation of this journal. Like tWE, ISMAAR is a Charity (non-profit making), a non-political organisation with no financial and other conflict of interest (Nargund, 2011).

F,V&V in ObGyn journal is already known as a significant and unique addition to the list of ObGyn journals and will surely achieve takeoff when hopefully it is listed on PubMed in the near future. From its inception, the journal has been dedicated to publishing views and vision from the world leaders in the field and the bigger picture in obstetrics and gynaecology including the impact of scientific developments on socio-economic lives of people. This is an unprecedented example of a scientific journal that welcomes sociologists, economists, politicians and psychologists to bridge the gap between science and society.

The International Society for Mild Approaches in Assisted Reproduction (ISMAAR) is an UK registered Charity and was founded to promote a safer, less drug-orientated and a more physiological, accessible and woman-friendly approach to assisted reproduction. The Society since its inception, has conducted five successful world congresses and several satellite workshops in developing countries. ISMAAR prides itself in having internationally renowned scientists and clinicians on its board who are dedicated to the objectives of ISMAAR. We believe, this approach is much needed because not only are we concerned about the lack of wider accessibility of assisted reproductive treatments globally but also we are increasingly aware of the need to put the welfare of the woman at the top of the agenda in Assisted Reproduction Technology (ART).

ISMAAR is leading the global agenda for a more physiological, patient-centred, accessible and safer approaches in ART.

The recent breakthrough of tWE IVF laboratory designed by Jonathan Van Blerkom (Van Blerkom et al., in press) to reduce the cost of IVF and the tireless work of Willem Ombelet and his team who have successfully demonstrated in a clinical study that this will make IVF treatment more accessible especially in resource poor countries, will be regarded as a milestone in the history of IVF. I am very proud to have been a member of this project.

I am very privileged that F,V&V in ObGyn will be the official journal of ISMAAR. We welcome young researchers, PhD students to publish their work in this new innovative journal.

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## References

- Nargund G. ISMAAR: The International Society for Mild Approaches in Assisted Reproduction. FV&V in ObGyn. 2011;3:5-7.  
Van Blerkom J, Ombelet W, Klerkx E et al. First Births with a Simplified IVF Procedure. *Reprod Biomed Online*, in press.