

INVO Fertility Partners with Heidi Health to Bring AI-Powered Tools to INVO's Wisconsin Fertility Institute

MIDDLETON, Wis. and SARASOTA, Fla., Oct. 27, 2025 (GLOBE NEWSWIRE) — INVO Fertility, Inc. (Nasdaq: IVF) (“INVO Fertility” or the “Company”), a healthcare fertility company focused on expanding access to advanced treatment through the establishment, acquisition and operation of fertility clinics and related businesses and technologies, today announced a strategic partnership with Heidi Health to integrate its innovative AI-powered scribe platform at INVO's Wisconsin Fertility Institute (WFI).

Built by doctors, Heidi Health adds a modern, AI-powered tool that works with providers' existing EHR systems, resulting in no rigid rebuilds or lost functionality. Heidi automates clinical documentation for doctors in a truly personalized way – by learning how the doctor likes to take notes and adapting outputs to meet that style. As a result, clinicians spend less time on time-intensive administrative tasks, which reduces the cognitive load on providers and ultimately means less burnout. Heidi currently supports nearly 2 million patient interactions every week and has been adopted across more than 50 countries in over 200 specialties, and over 110 languages in just a few years.

“We're thrilled to collaborate with INVO Fertility and WFI to bring our AI-driven tools to Wisconsin patients,” said Dr. Thomas Kelly, CEO and co-founder of Heidi Health. “Heidi's AI scribe automates an average of over two hours of daily administrative work, transcribing and processing clinician-patient conversations, producing clinical notes and follow-up materials so clinicians can focus on delivering quality care to their patients.”

The adoption of Heidi AI Scribe will automate the transcription of patient consultations, generating accurate clinical notes, case histories, and administrative documents in real-time. For INVO Fertility's specialists, who manage complex emotional and medical journeys in infertility treatment, this technology addresses a critical pain point: the administrative burden that often detracts from direct patient interaction. By reducing manual note-taking by up to 80%, clinicians can focus on building trust, answering nuanced questions, and personalizing treatment plans.

Dr. Gretchen Collins, medical director and Reproductive Endocrinologist and Infertility specialist at Wisconsin Fertility Institute, commented, “We are excited to be partnering with Heidi Health to find ways to continually elevate the patient experience at our Wisconsin clinic, ensuring every individual feels supported each step of the way. This technology empowers our team to focus on what matters most – building families.”

“This partnership builds on INVO Fertility's series of recent advancements to bring cutting-edge technology and advanced treatment options to our Wisconsin-based facility,” added Steve Shum, CEO of INVO Fertility. “Moving forward, we will continually look at new ways to

ensure we achieve our mission to empower families with the tools and expertise they need to achieve their dreams of parenthood.”

Patients interested in learning more about services at Wisconsin Fertility Institute or scheduling a consultation can visit www.wisconsinfertility.com or call 608-824-0075.

About INVO Fertility

We are a healthcare services fertility company dedicated to expanding assisted reproductive technology (“ART”) care to patients in need. Our principal commercial strategy is focused on building, acquiring and operating fertility clinics, including “INVO Centers” dedicated primarily to offering the intravaginal culture (“IVC”) procedure enabled by our INVOcell® medical device (“INVOcell”) and US-based, profitable in vitro fertilization (“IVF”) clinics. We have two operational INVO Centers in the United States and one IVF clinic. We also continue to engage in the sale and distribution of our INVOcell technology solution into third-party owned and operated fertility clinics. The INVOcell is a proprietary and revolutionary medical device, and the first to allow fertilization and early embryo development to take place in vivo within the woman’s body. The IVC procedure provides patients with a more natural, intimate, and affordable experience in comparison to other ART treatments. We believe the IVC procedure can deliver comparable results at a fraction of the cost of traditional IVF and is a significantly more effective treatment than intrauterine insemination (“IUI”). For more information, please visit www.invo fertility.com.

Safe Harbor Statement

This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company invokes the protections of the Private Securities Litigation Reform Act of 1995. All statements regarding our expected future financial position, results of operations, cash flows, financing plans, business strategies, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include words such as “anticipate,” “if,” “believe,” “plan,” “estimate,” “expect,” “intend,” “may,” “could,” “should,” “will,” and other similar expressions are forward-looking statements. All forward-looking statements involve risks, uncertainties, and contingencies, many of which are beyond our control, which may cause actual results, performance, or achievements to differ materially from anticipated results, performance, or achievements. Factors that may cause actual results to differ materially from those in the forward-looking statements include those set forth in our filings at www.sec.gov. We are under no obligation to (and expressly disclaim any such obligation to) update or alter our forward-looking statements, whether as a result of new information, future events, or otherwise.

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