Internet has become a primary source of fertility-related information for infertile couples. Unfortunately, the information provided is often incomplete, inaccurate, confusing, and not accredited by an official organism. Several Internet information quality scores have been developed during the last decade; however, they lack of comprehensiveness.

OBJECTIVE
To conduct a quality assessment of the fertility clinic websites in Canada using a comprehensive scoring scale adapted from a solid literature review. (Figure 1)

RESULTS
We identified sixty clinics offering fertility services in Canada. Nineteen of them did not have functional websites and were excluded from the analysis. Among the 41 websites evaluated, 32 were from private independent clinics and 9 from university hospital-sponsored centers. Twenty-nine were listed as In Vitro Fertilization (IVF) clinics in the CFAS website.

The mean weighed quality score of all websites was 55.1 (SD 18.9) out of 100. (Table 1) No substantial differences were seen between university hospital-sponsored centers and private independent clinics (54 vs. 58 points out of 100, p=0.61). However, the clinics listed on the CFAS website obtained a higher mean quality scored compared to those non-affiliated (64 vs. 34 points out of 100, p<0.001).

There is much room for information quality improvement of fertility clinic websites in Canada. Implementation of a “trustmark” mechanism is necessary. National academic societies or federal regulatory organisms, along with consumer organizations, should have among their responsibilities, the certification of websites on fertility services. This certification would assure the quality of information presented. Additionally, the patients’ needs for continued communication and support during their treatment and the increasing tendency for social networking demand the implementation of web communication functions by fertility clinics.