First Bluetooth® connected ovulation test with App to predict ovulation and track cycles

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Introduction

• Fertility Apps offer the convenience of menstrual cycle tracking and storage of data over multiple cycles.
• However, accuracy of ovulation prediction by most free Apps was found to be very poor.2
• Therefore, an App that uploads accurate ovulation test data would be of benefit to women seeking to conceive.
• This study examined women’s usage and experience of the new Clearblue™ Connected Ovulation Test System

Test description

The Clearblue™ Connected Ovulation Test System is designed for home use by women who are either planning or trying for a pregnancy. This is achieved by identifying those days in a woman’s cycle on which intercourse is most likely to lead to conception. The product defines three phases of fertility through urine hormone measurement:
• Low (small chance of conceiving)
• High (increased chance of conceiving) which precedes ovulation by 24–36 hours
• Peak (highest chance of conceiving) which is achieved by the detection of a rise in the luteinizing hormone (LH) surge

The product has a connectivity function, via Bluetooth® Low Energy. Test results are uploaded directly to a mobile App and are viewable via a cloud-based web-hosted user account. The App displays test result information and further information relating to the user’s menstrual cycle, e.g. a cycle summary. The user has the ability to upload additional information to the App and user account, such as dates of menses and intercourse.

Figure 1: Clearblue™ Connected Ovulation Test System provides test results directly to a mobile App. A calendar enables viewing of daily information, and a cycle comparison screen enables easy viewing of fertility information in previous cycles.

Results

• A total of 191 Android users returned the ease-of-use questionnaire, and 164 returned the 4-week usage assessment forms.
• A total of 27 iOS users returned the ease-of-use questionnaire, and 23 returned the 4-week usage assessment forms.

Demographics

Mean age of the volunteers was 33 years (range 22–45), and 97.9% were White Europeans. Mean self-reported menstrual cycle length was 28 days (range 22–40)

Initial connection of device

84.3% of Android users and 100% of iOS users were satisfied with the experience of connecting the device to the App

Usage experience

• Cloud data showed women conducted tests on the right days and chose to add additional data, e.g. dates of intercourse and menses. Volunteers also successfully uploaded their test results to the App, providing a central, concise record of data. An example of the pattern of usage is shown in Figure 2

Conclusions

The Clearblue™ Connected Ovulation Test System combines the convenience of an App with the accuracy and benefits of a home ovulation test.

References


Declaration of interest

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