

Clearblue®

Proven to double the chances of getting pregnant*

Summary

A randomized, controlled study has demonstrated that the use of Clearblue Connected Ovulation Test System doubles the chances of conception in the first cycle of use, versus not using ovulation tests.

Introduction

Home ovulation tests are a convenient method for enabling women to time intercourse to maximise their chances of conception. Most tests only detect luteinising hormone to predict impending ovulation. Clearblue Connected Ovulation Test System also detects estrone-3-glucuronide to identify the wider fertile phase. The ovulation test syncs via **Bluetooth®** to an app on the user's phone, which also provides guidance on testing. Accurate timing of intercourse should maximise chances of pregnancy, but there have previously been no randomized, controlled studies examining efficacy of home ovulation tests. This study sought to demonstrate that using the Connected Ovulation Test System increases chances of pregnancy.

Methods

UK Women seeking to conceive, aged 18-40, were randomized into 2 groups; the test group used the Clearblue Connected Ovulation Test System (n=418), whereas the control group were asked not to use ovulation tests (n=426). The study lasted for up to 2 cycles. Pregnancy status was determined by urinary human Chorionic Gonadotrophin (hCG) measurement at the time of expected period.

Results

The one-cycle pregnancy rate was 14.7% for the control group and 25.4% for the test group; Odds Ratio 2.0 (95% CI 1.38-2.84). The two-cycle pregnancy rate was 28.6% for the control group and 36.2% for the test group; Odds Ratio 1.4 (95% CI 1.04-1.91).

Conclusions

Women using the Clearblue Connected Ovulation Test System had twice the odds of becoming pregnant in first cycle, compared to women not using ovulation tests. This is the first randomised, controlled study to demonstrate the efficacy of a home ovulation test and shows that providing women with accurate information on their wider fertile window, with connectivity to their phone, is of real practical benefit when trying to conceive.



Clearblue CONNECTED))) Ovulation Test System

*in the first cycle of use, vs not using ovulation tests

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