

PURPOSE / OBJECTIVES

The number of women using Natural Cycles, an FDA Cleared fertility app is increasing. They report feeling empowered and educated as they learn about their unique menstrual cycle whilst preventing, planning or following a pregnancy. With empowerment comes responsibility which is something that some individuals would like to share with their partner. Given this is a digital product, development of a second app (NC° Partner View) where partners can see menstrual cycle data as controlled by the user, was possible. Once launched, we aimed to gather insights, opinions and metrics of app users and their partners on use of the partner mode within the app and understand how involving a partner in birth control can alter the overall experience.

MATERIAL & METHODS

- Since June 2022, an in-app message informs NC° users on the Partner View (Figure 1)
- The NC° user can *decide* to enable the feature to then invite partners through email
- By default, the partner's access is restricted to fertility information (daily fertility estimated by the algorithm, long-term predictions, ovulation information) and a subset of the NC° user's daily input data (BBT, menstruation, and disturbances such as irregular sleep and illness)
- The NC° user can decide to share additional information among her daily input data, by enabling/disabling toggles (Figure 2):
 - Emotions, pain symptoms, skin symptoms, and personal notes
 - Sex or sex drive levels
 - Results of urine ovulation or pregnancy tests
- The NC° partner can accept or decline the invitation (Figure 3), after which they get access to the fertility predictions and daily information as decided by the NC° user (Figure 4)
- The NC° partner can turn on push notifications to be alerted when data is added
- The NC° user can disable the Partner View or modify the permissions at any point of time

Figure 1: Partner View in app message

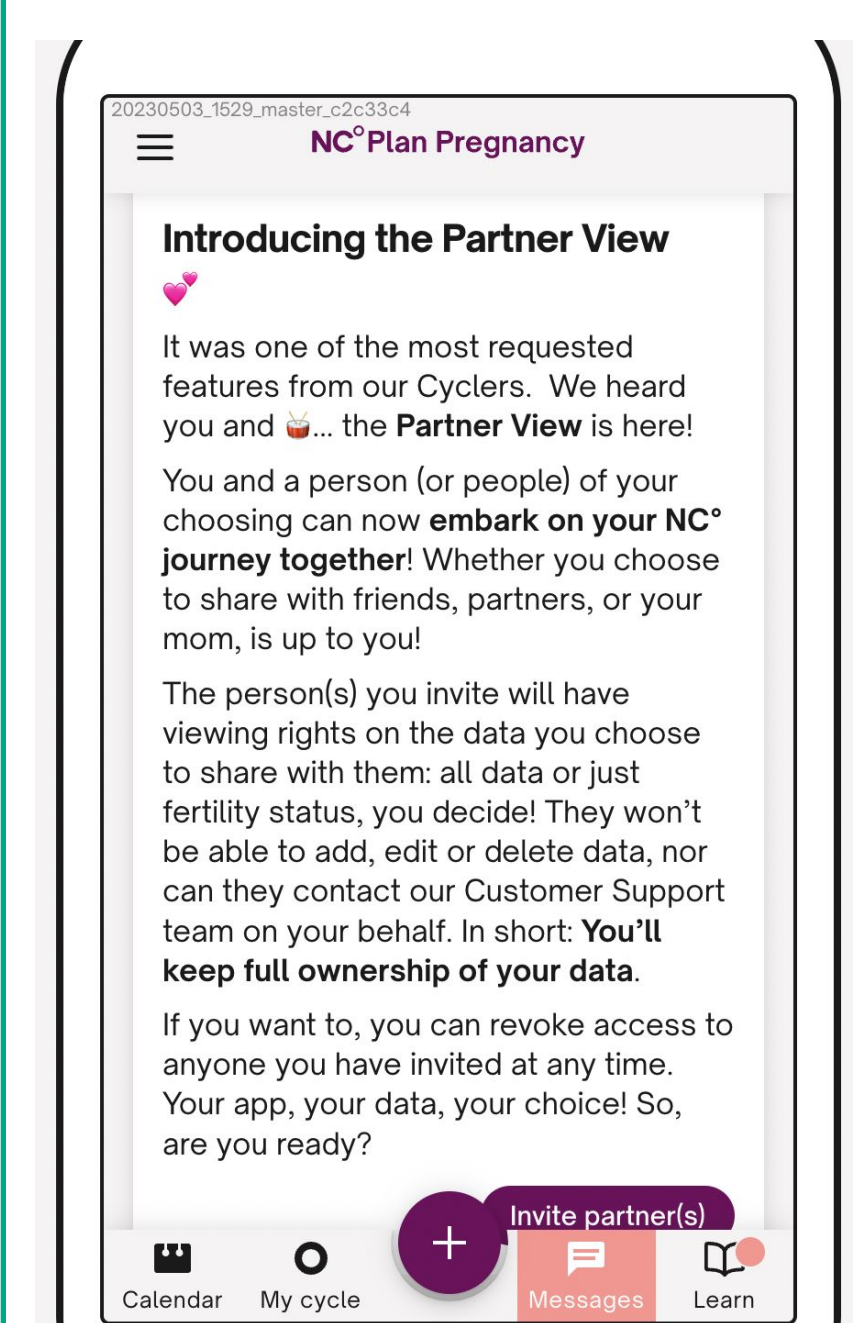


Figure 2: Data the user decides to share

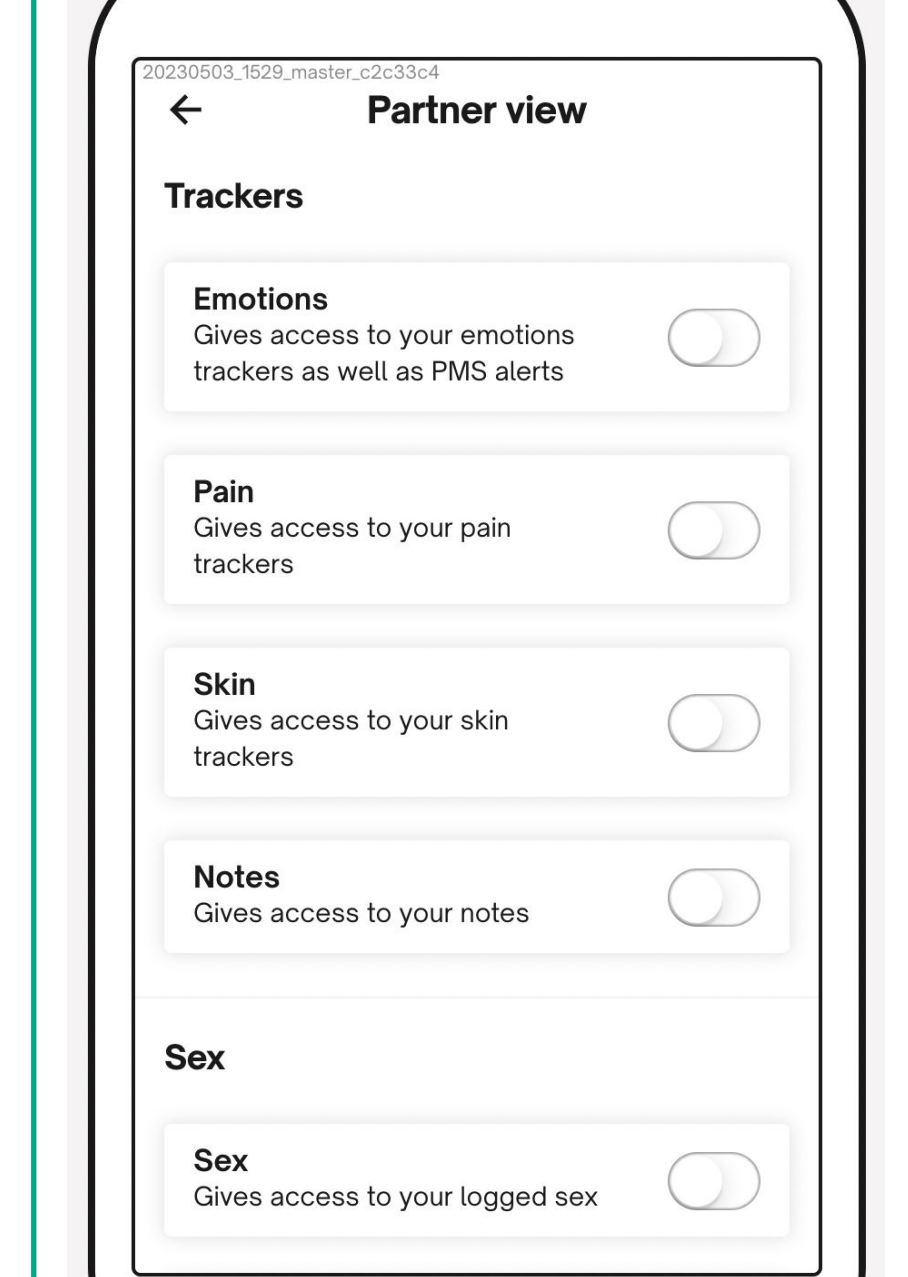
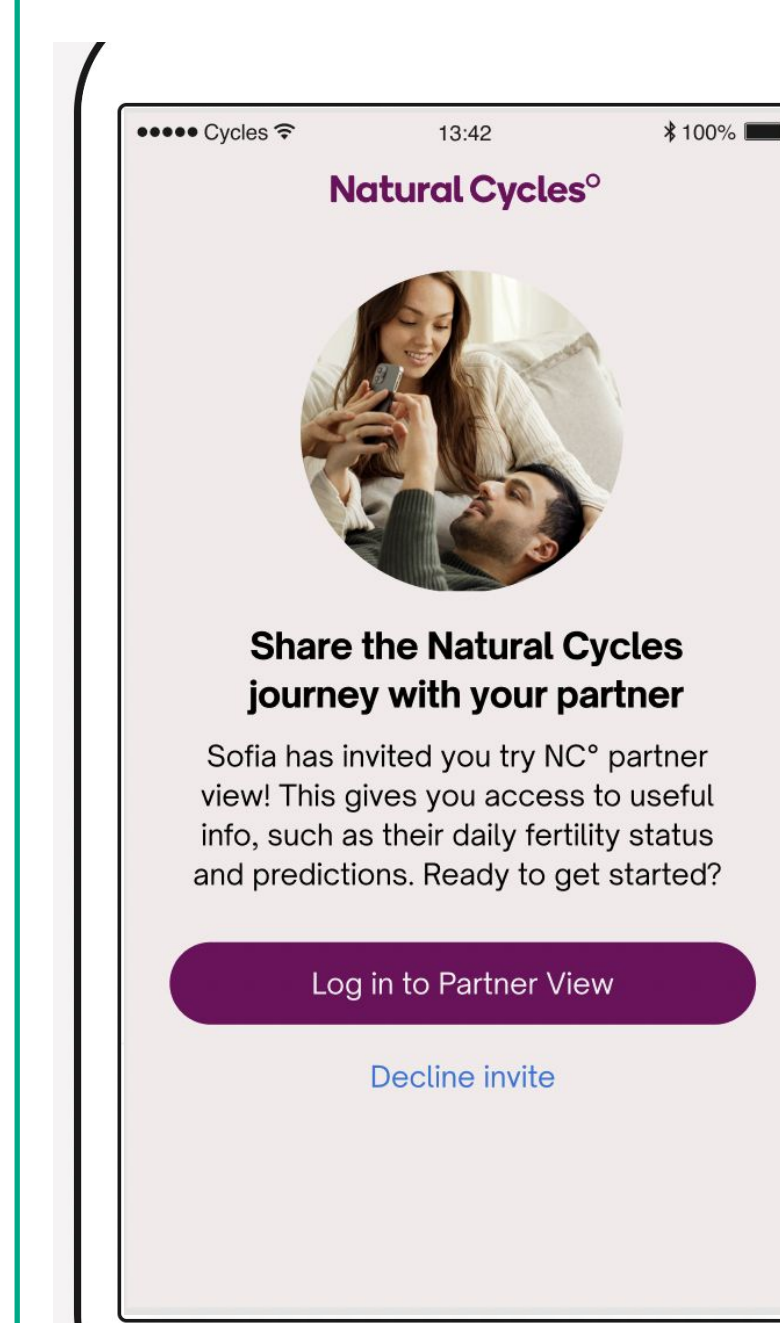
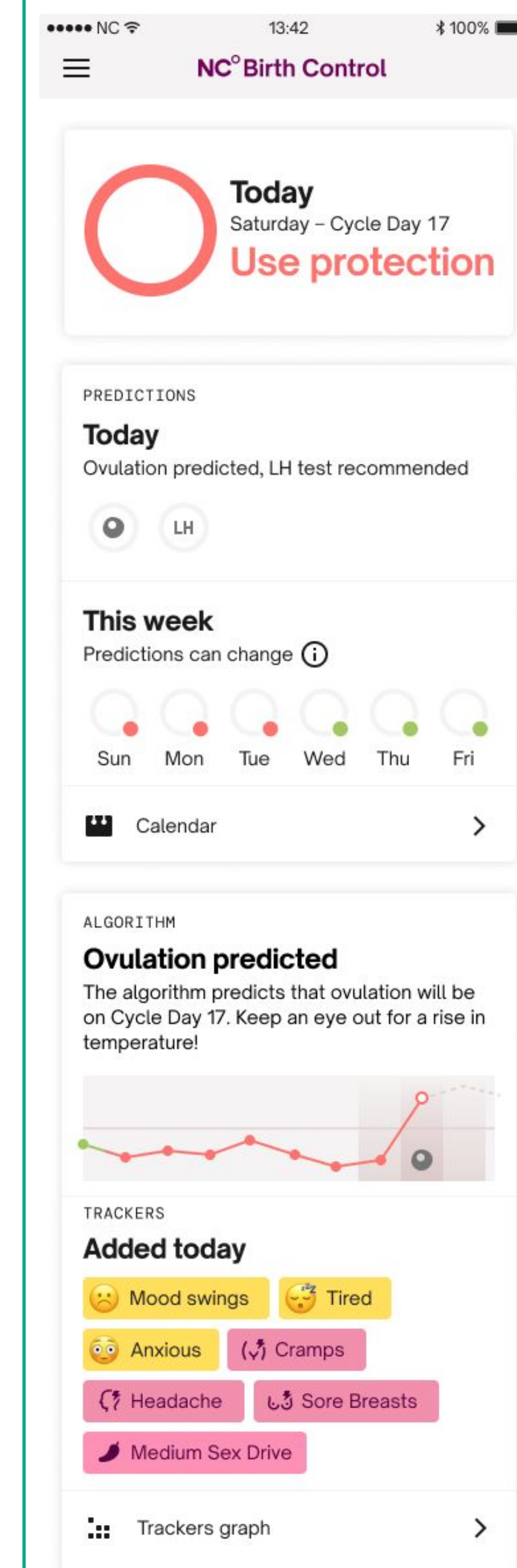


Figure 3: Invitation to Partner View share

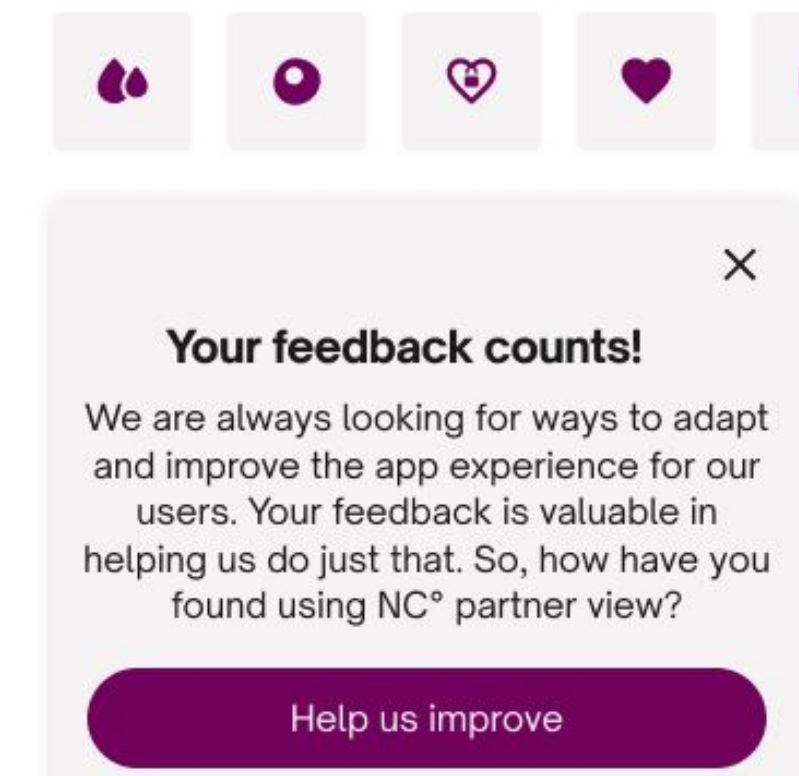


RESULTS

Figure 4 : NC° Partner View



Definitions



Interest by the women to share their daily menstrual cycle data:

- 249,000 NC° users** read the message invitation to Partner View
- 16% of NC° users** who received the invitation **enabled the Partner View**
 - This does not vary much by fertility objective: 15% for NC° users monitoring a pregnancy, 16% for NC° users preventing a pregnancy, 17% for NC° users planning a pregnancy

Figure 7 : Daily information the NC° user can add in their application : BBT, possible disturbances, bleeding, sex, LH and pregnancy tests, cervical mucus, sex drive, skin symptoms, pain and mood (entire list of emotions not shown).

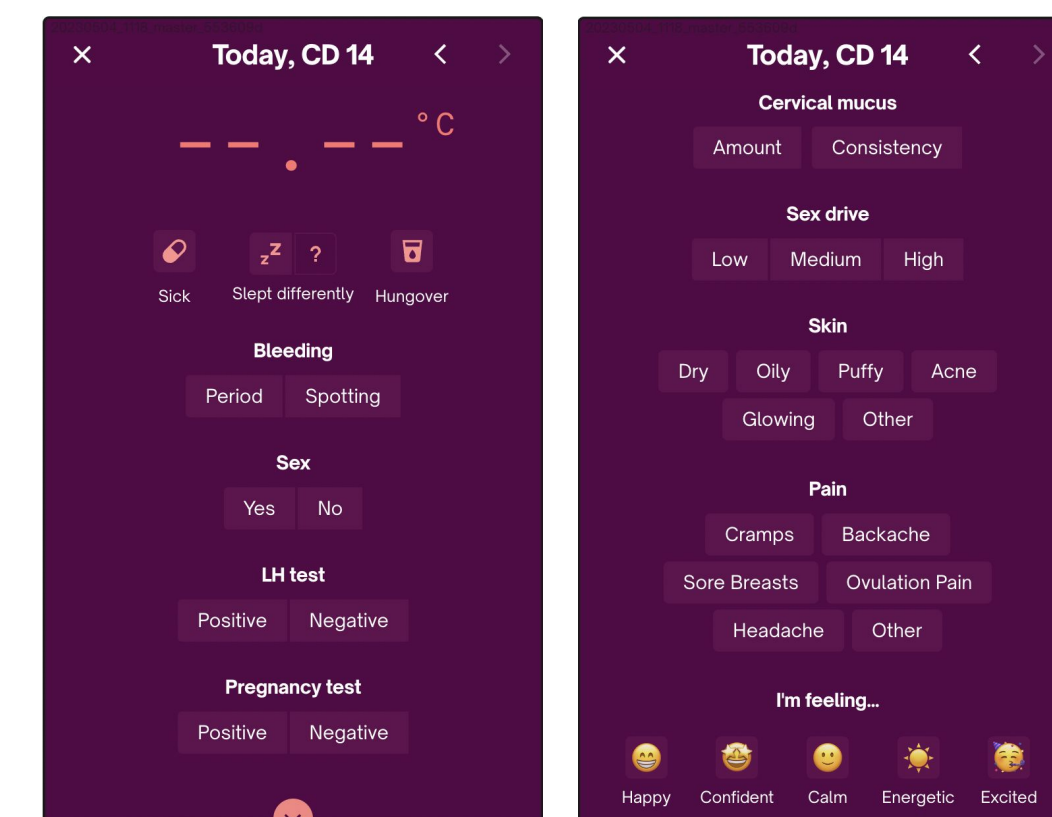
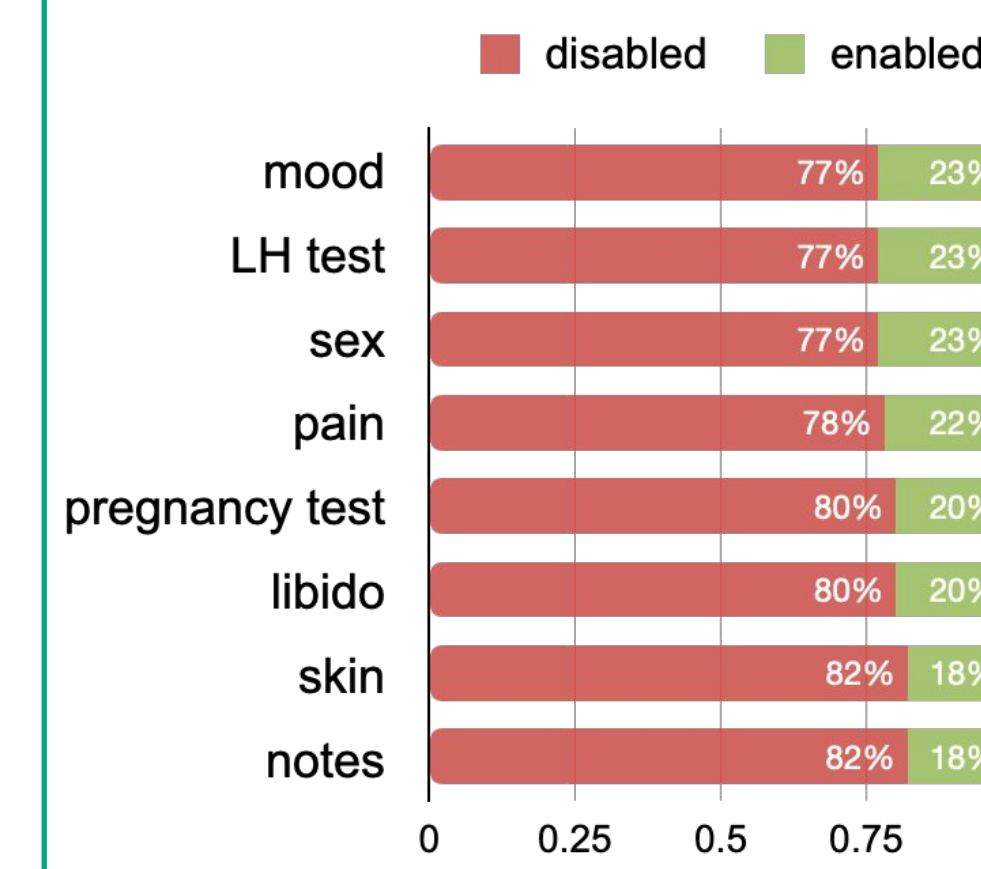


Figure 5 : Daily information shared by NC° users on their Partner View



Interest by the men to learn about their partner's menstrual cycle data:

- 62% of invited NC° partners accept** the invitation
- 17,000 NC° partners are active in the app on a monthly basis
- 56% of NC° partners enabled push notifications
- 86% of NC° partners like** the Partner View and 99% of the NC° partners questioned said that they would continue to use the Partner View.
- 91% of NC° partners** said that Partner View had **enabled them to talk about the cycle and fertility journey** with their partner (the NC° user).

Figure 7 : Fertility glossary with definitions in the Partner View

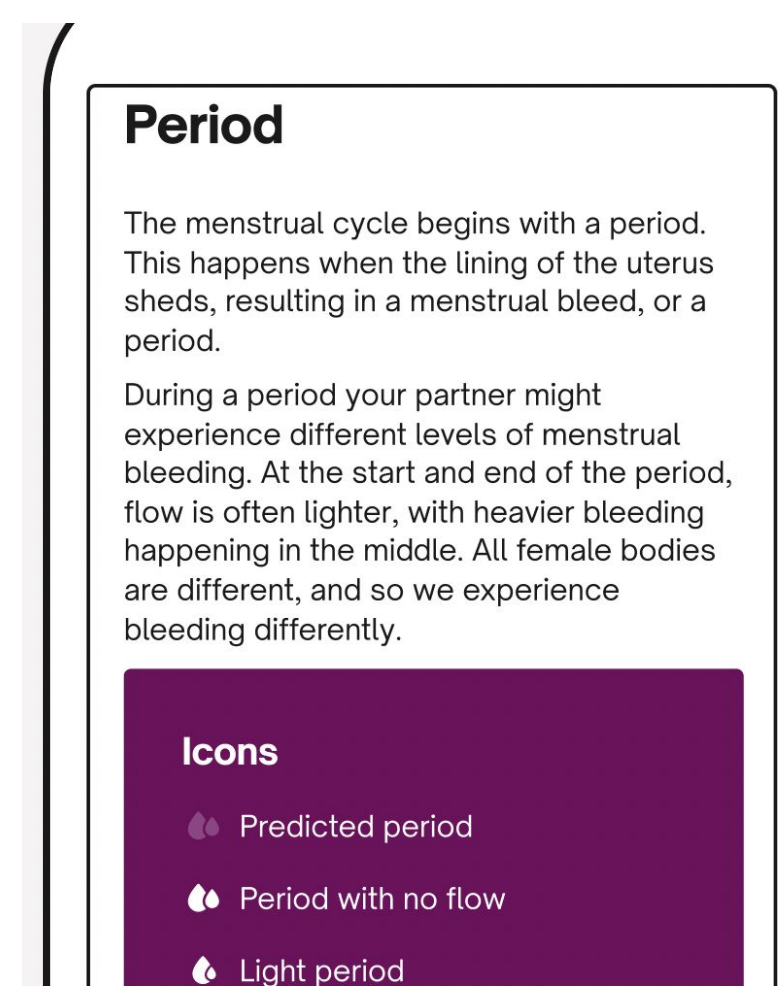
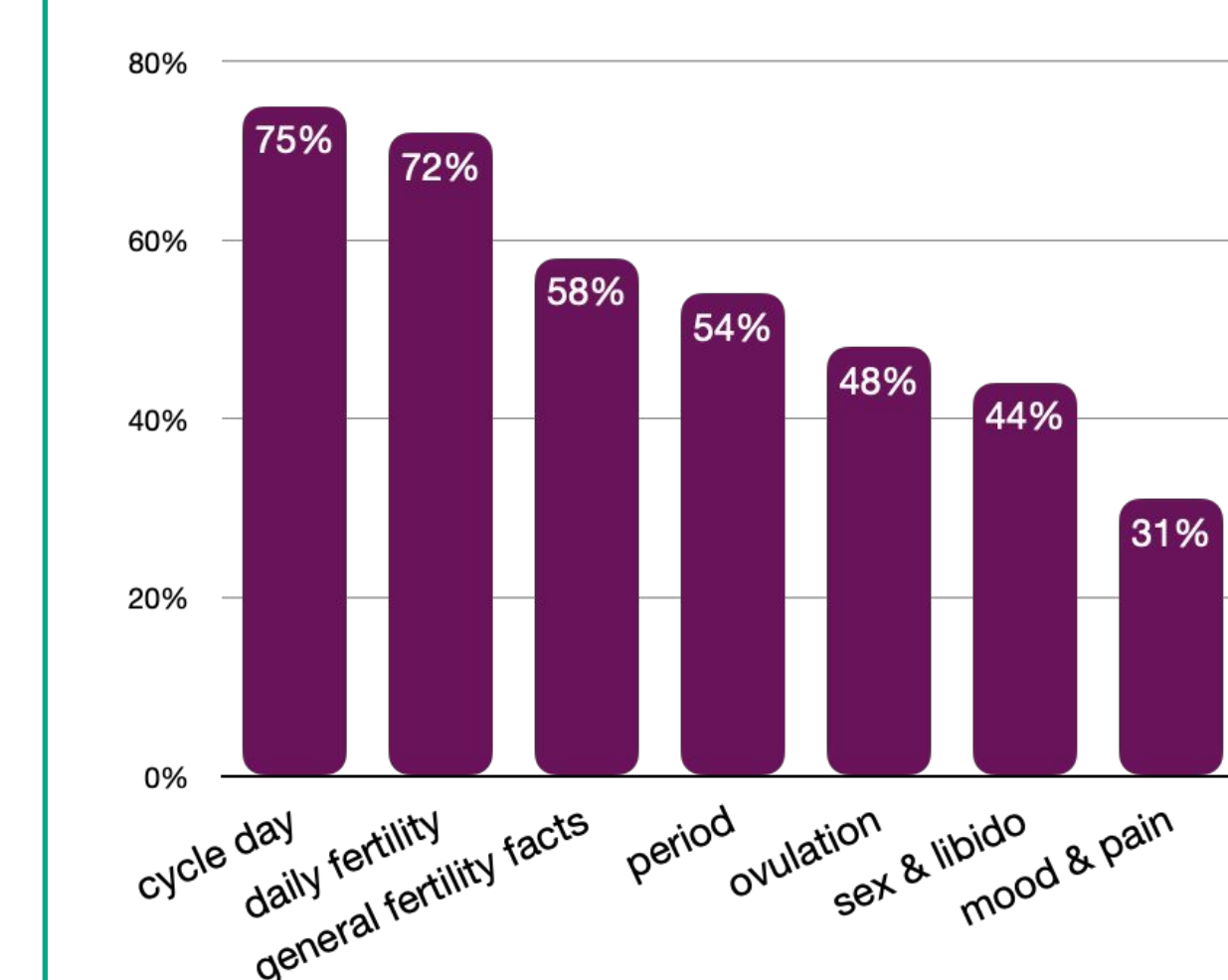


Figure 6 : Information self-reported by NC° partners as most valuable



FEEDBACK

'Letting them know the schedule has helped my husband know when he needs to back off and let me be and when to try to be affectionate. It's really helped with **positive constructive discussion.**'

Feedback from
NC° Users

'My partner also loves using partner view, it's great to be able to **share the sense of responsibility** through both of us having access to the app.'

'[The Partner View] **generates conversations** we probably wouldn't have had and teaches me a lot about the various stages both my partner and the baby are going through! **I feel much more included** as a young male along her journey.'

'[Natural Cycles] has got us talking about **her emotional health** and her well being on **different forms of birth control.**'

Feedback from
NC° Partners

'It feels great to be **part of the conversation** and **not just a bystander** in the process. **Contraception benefits us both** but it is unfair that for so long it has fallen to the woman. Being able to check the app and learn has **involved me more in the process**, taught me more about fertility cycles and helped me become a **more supportive partner.**'

DATA PRIVACY

- Every Natural Cycles subscription includes NC° Secure, a comprehensive privacy protection program that includes advanced data protection and a commitment to the users and their data.
- Natural Cycles is compliant with GDPR: all sensitive data is anonymised and all personal data that can identify a user is deleted three years after an individual stops using the service.
- The NC° user can modify or remove the Partner View permissions whenever they wish to, in their application settings, with immediate effectiveness.
- The NC° user can request account deletion and data anonymization at any time.
- The analysis was done on anonymised data, without access to identifying data of NC° users or their partners.

SUMMARY / CONCLUSION

- One in six NC° users enabled Partner View
- The majority of invited NC° partners accepted the invitation showing a willingness to be involved in the users contraceptive method.
- Partner View appears to have increased conversation between couples regarding the menstrual cycle and their fertility journey.
- Involving a partner in birth control has both benefits and potential risks for individuals. Shared responsibility in the digital era of birth control deserves further exploration.