A Rating of Fertility Apps Marketed to Avoid Pregnancy

FACTS
Fertility Appreciation
Collaborative to Teach the Science

With over 100 fertility apps on the market, women seem to have a lot of choice when using a natural system to avoid pregnancy. But how many of these apps really follow the science that supports the effective use of FABMs?

FACTS developed an objective rating system to evaluate fertility apps and their claims on accuracy, based on similar criteria developed by *Family Practice Management* to rate medical apps. It includes 10 clearly defined categories, weighted based on their level of importance for avoiding pregnancy, including a comparison of the days the app defines as fertile to what the science shows are days of fertility.
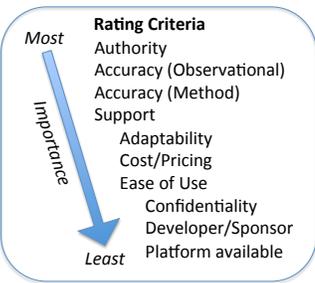
Rating Criteria
Most
Importance
Authority
Accuracy (Observational)
Accuracy (Method)
Support
  Adaptability
  Cost/Pricing
  Ease of Use
    Confidentiality
    Developer/Sponsor
Least   Platform available

Apps that interpret your fertile days

	Name of App	FABM Method	Platform Available	Mean Total Score	Mean Score for Accuracy and Authority
1	Ovulation Mentor	Ovulation	Web	4.4	4.7
2	Sympto.org	STM	iOS/Android/Web	4.1	4.5
3	iCycleBeads	SDM	iOS/Android	3.9	4.3
4	LilyPro	STM	iOS	3.8	4.3
5	Lady Cycle	STM	Android	4.1	4.3
6	mfNFP.net	STM	iOS/Android/Web	4.0	4.0
7	MyFertilityCharts.com	STM	iOS/Android/Web	3.7	3.5
8	CycleProGo	STM	iOS/Android/Web	3.9	3.4
9	2Day Method	TDM	iOS	3.2	3.3
10	Ova Ova	STM	web	3.3	3.3
11	OvaGraph	STM	iOS/Android/Web	3.6	3.1
12	OvuView	STM	Android	2.8	2.7
13	FemCal	STM	iOS	2.2	2.5
14	Ovatemp	STM	iOS	3.2	2.3
15	Natural Cycles	Proprietary	iOS/Android	3.1	2.3
16	Cyclendar	STM	Web	2.2	2.1
17	My Fertility MD	Ovulation	iOS	3.2	2.1
18	Menstrual Cycle Woman Log	Rhythm	Android	1.9	2.1
19	Menstruation & Ovulation	Rhythm	iOS	1.2	2.1
20	Cycles	SDM	iOS	2.2	1.7
21	iCyclus	Rhythm	iOS	1.4	1.3
22	Period Log	Rhythm	iOS	1.8	1.1
23	Period Pace	Rhythm	iOS	1.7	1.0
24	Period and Ovulation Calendar	Rhythm	iOS	1.5	1.0
25	Pink Pad Pro	Rhythm	iOS/Android	2.3	1.0
26	Fertility Calendar	Rhythm	Android	1.4	1.0
27	Fertility Clock	Rhythm	iOS	1.4	0.7
28	Woman Calendar	Rhythm	iOS	1.2	0.7
29	Fertility & Ovulation	Rhythm	iOS	1.6	0.5

Results

The majority of fertility apps are neither designed for avoiding pregnancy nor founded on evidence-based FABMs.

The first 6 apps highlighted in gray had either a perfect score on accuracy or no "false negatives" (days of fertility classified as infertile). These are the apps that FACTS would recommend.

Apps that do not predict days of fertility may be still useful for experienced FABM users to electronically record their data.

Several popular apps utilize their own algorithms, which are difficult to assess as they have not been evaluated in peer-reviewed literature.

Apps that do NOT interpret your fertile days

	Name of App	FABM Method	Platform Available	Mean Total Score	Mean Score for Accuracy and Authority
1	NFP Charting	Ovulation	iOS/Android/Web	4.5	4.3
2	Symptopro	STM	Web	3.7	4.3
3	Fertility Pinpoint	Ovulation	Web	4.2	4.2
4	Kindara	STM	iOS/Android	4.1	4.0
5	Groove Fertility Pro	STM	iOS	3.2	2.7
6	FEMM	SHM	iOS	3.2	2.7
7	NFP Project Caruso	Ovulation	Android	2.1	2.7
8	Charting App	Ovulation	Android	2.3	2.0
9	Lady Timer	Rhythm	Android	2.5	1.3
10	Knowhen	Proprietary	iOS	2.2	1.0

Success using FABMs depends on many factors, including the ability to accurately make and classify daily observations. This study did not assess the ability of each app to teach a user how to observe her fertility.

Until prospective methods prove otherwise, relying solely on an FABM app may not be sufficient to prevent pregnancy.

From research published in JABFM by Duane, Contreras, Jensen, and White. July 2016.