A Rating of Fertility Apps Marketed to Avoid Pregnancy

Women using apps to avoid pregnancy need to know how accurate they are.

FACTS developed an objective rating system, based on those developed by Family Practice Management to evaluate medical apps. It includes 10 clearly defined categories, weighted based on their level of importance for avoiding pregnancy.

Results

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

The first 6 apps highlighted in green had either a perfect score on accuracy or no “false negatives” (days of fertility classified as infertile).

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.

Success using FABMs depends on many factors, including the ability to accurately make and classify daily observations. Relying solely on an FABM app may not be sufficient to prevent pregnancy.
