



## Patient profiles



## Emma's contraceptive requirements

- ✓ Low rate of side effects
- ✓ Effective
- ✓ Compatible with her lifestyle

## Emma, 28

Emma is searching for a non-hormonal and non-invasive form of contraception after experiencing side effects.

### Background

- Emma has a university degree and works at an art agency
- She lives with her partner of 2 years; they have no children
- She is currently focused on her career with no imminent plans to start a family
- In the past, she has discontinued use of the pill, the Depo-Provera injection, and the contraceptive patch due to experiencing loss of libido or weight gain

### Preferences

- Emma would like to try an alternative non-hormonal, non-invasive contraceptive with a low risk of side effects
- She also stresses the importance of proven contraceptive effectiveness for her peace of mind

# Why Natural Cycles may be suitable for Emma

## Natural Cycles has no known side effects

- Natural Cycles is non invasive. It accurately predicts the likelihood of conception from intercourse on a given day by tracking the user's fertility cycle<sup>1</sup>

## Natural Cycles is effective

- In a large clinical study of more than 22,000 women, Natural Cycles had a typical-use failure rate of 6.9 pregnancies per 100 woman–years<sup>1</sup>
- Equivalent to 7 pregnancies in 100 women using the app for 1 year<sup>1</sup>
- Natural Cycles is a CE certified medical device intended to be used for contraception in the EU

## Emma's lifestyle is compatible with the Natural Cycles app requirements

- She is in a stable relationship and does not need a barrier contraceptive to reduce the risk of STIs
- She has a consistent routine that would support daily temperature measurements and data input

STIs, sexually transmitted infections

1. Berglund-Scherwitzl E et al. *Contraception* 2017;96:420–425



## Jenny's contraceptive requirements

- ✓ Non-hormonal, non-invasive
- ✓ Educational
- ✓ Compatible with her lifestyle

## Jenny, 29

Jenny would like a natural form of contraception in line with her healthy lifestyle.

### Background

- Jenny is a school teacher who enjoys running and yoga in her spare time
- She and her partner have been living together for the last 4 years and do not have children
- Jenny hopes to start a family in the future when she feels mentally and physically prepared
- She is engaged in healthy living and is an active user of health apps

### Preferences

- Jenny is seeking a natural form of contraception that is in keeping with her healthy lifestyle
- She has a negative connotation for hormonal contraceptives and would prefer not to use them
- She is motivated to better understand her body and menstrual cycles

# Why Natural Cycles may be suitable for Jenny

## Natural Cycles is an effective, non-hormonal, and non-invasive contraceptive

- Natural Cycles does not alter a woman's menstrual cycle but tracks and highlights the natural infertile and fertile phases of her cycle
- The app signals the woman's fertile days when she must abstain from intercourse or use another form of contraception (e.g. condoms) to avoid conception

## Natural Cycles can be used as an educational tool

- Jenny can better understand her body through the app visualisations of her menstrual cycle, the statistics generated, and LH test results (if performed)

## Jenny's lifestyle is compatible with the Natural Cycles app requirements

- Reducing the risk of STIs is not a concern given her stable relationship
- Daily temperature measurements are likely to be manageable within her consistent daily routine



## Kate's pregnancy-planning requirements

- ✓ Identify days of highest fertility
- ✓ Monitor pregnancy
- ✓ Compatible with her lifestyle

## Kate, 32

Kate and her husband are planning a pregnancy. Kate seeks a tool that pinpoints the days during which she is most fertile in order to reduce her time to pregnancy/maximise her chance of conceiving.

### Background

- Kate is a partner in a local firm of building surveyors
- She has been married for the last 2 years and lives with her husband; they have no children
- She was taking an oral contraceptive pill but has recently stopped in order to try and become pregnant
- She is currently trying to maintain a healthy lifestyle (avoiding smoking and alcohol, and managing her stress levels)

### Preferences

- Kate wants to better understand her body and menstrual cycles
- She would like to identify the days when she is most fertile with the aim of maximizing her chances of conceiving

# Why Natural Cycles may be suitable for Kate

## Natural Cycles identifies the users fertility window<sup>1</sup>

- The app has a **Pregnancy Plan** mode that will calculate Kate's level of fertility each day
- Natural Cycles can detect ovulation with similar efficacy to that of ultrasound<sup>1</sup>

## Natural Cycles can detect and monitor pregnancy

- Natural Cycles will suggest taking a pregnancy test based on the data collected
- Once the pregnancy is confirmed, the app provides an accurate due date and monitors the development of her pregnancy

## Kate's lifestyle is compatible with the Natural Cycles app

- Kate has a consistent daily routine and strong motivation to use the app on a regular basis

1. Scherwitzl E, et al, *European Journal of Contraception and Reproductive Health* 2015;20:403–408