Real-World Perspective on Wearable Sensor Technology as a Complement to Traditional Fertility Services and an Employer-covered Benefit

B. M. Goodale, PhD, M. Blaivas, MD, MBA
Ava AG, Zurich, Switzerland

Introduction

• One in eight women have difficulty trying to conceive (TTC)

• Fertility services can cost over $50,000 and not be covered by health insurance

• Employer-subsidized wearable fertility devices (WFD) might be a complementary or alternative option for women TTC

• Research Aim: To examine how a WFD could help subfertile women conceive and serve as an employer-subsidized alternative to fertility treatments

Methods

• N=1756 women (mean age = 32.5 years (SD = 4.0 years) who had previously purchased the Ava Fertility Tracker completed an online survey (mean = 9.4 min to complete; SD = 56.5)

• Assessed the suitability of Ava Fertility Tracker, a WFD, as a complement to traditional fertility treatments

  o Ava bracelet measures 5 biophysical parameters via 3 sensors every 10s

  o Syncs with a complementary smartphone app

  o Machine learning algorithms detect the user’s real-time fertile window

• Analyzed descriptive statistics of women’s TTC journey, fertility service usage, insurance coverage and attitudes towards WFD as an employer-covered benefit

References


Results

• Mean ease of use = 1.79 (SD = 0.72) on a 5-point scale from 1=very easy to 5=very hard

• Fertility service usage and costs: n=495 women underwent fertility treatments; mean out of pocket (OOP) costs = $7,165 (SD=$14,693, range = $0-$100,000)

• 10% (n=56/563 women who became pregnant without fertility services) chose to use the Ava Fertility Tracker because fertility services were too expensive or burdensome

• Insurance coverage: 76% (n=267/353 respondents) relied on own insurance for fertility treatments instead of the partners’, 30% (n=105) needed to pay all fertility treatments OOP

• Attitudes: 56% (n=918) of all respondents would consider the WFD as an employer fertility-related benefit to positively impact their choice of joining or staying at a company

Conclusion

• Wearable sensor technology can provide an easy-to-use, cheap alternative to more traditional fertility services with some self-reported success

• Employer benefits such as a WFD could make companies more attractive to women TTC