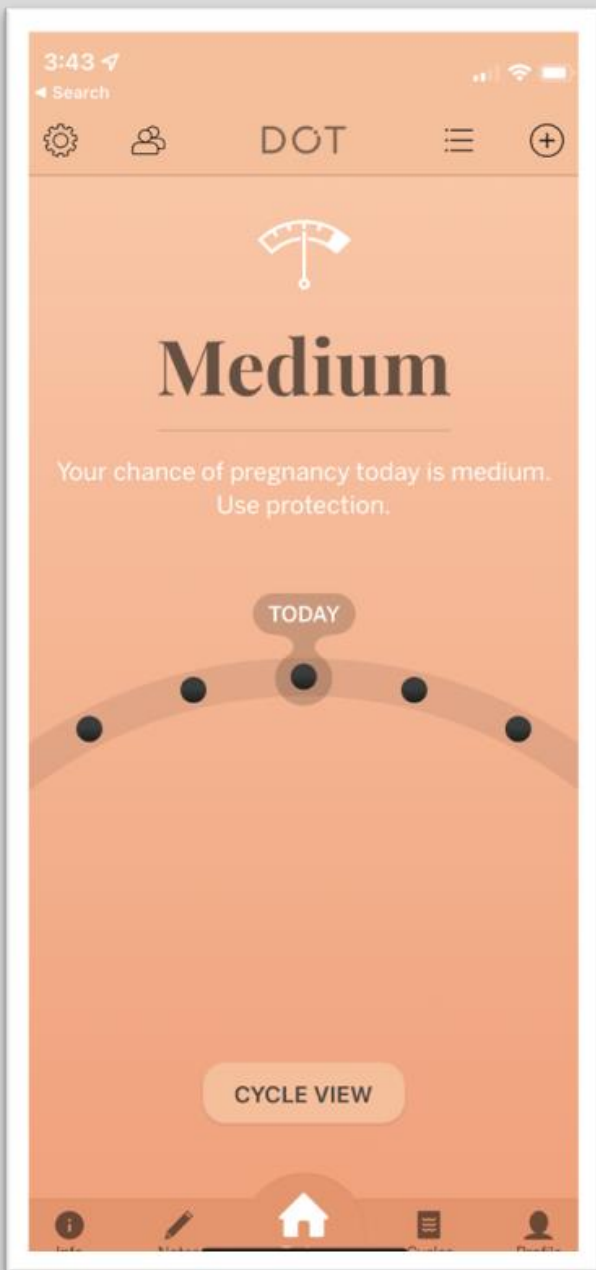


Exploring Demand for Contraceptive Smartphone Apps in LMICs

Tabitha Sripipatana, 20 October 2023

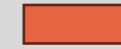




CFTAs + The Philippines



- Effective, modern method
- User-controlled
- Accessible without a provider
- No side effects
- Usable offline



- Require smartphone, wifi/data connectivity
- Limited technical support, language options
- Effectiveness depends on user



- 25.8% mCPR among all WRA
 - Skew toward short-term methods, especially OCPs (51%)
- 53% of adults own or share a smartphone

Study Design

Sequential Mixed Methods Design (Sept 2022 - Mar 2023)

Friendship Pairs	Quantitative Survey	Qualitative Interviews
Pretest stimulus video (n=26) Gain preliminary qualitative insights	Online Survey (n=1600) <ul style="list-style-type: none">• Data/inputs for market sizing model• Willingness to pay, contraceptive behavior, perception of the app	Insights from a subset of online survey participants (n=36) Further understand quantitative data
	Validation Survey (n=200) <ul style="list-style-type: none">• Understand variability in responses between online sample and general population	

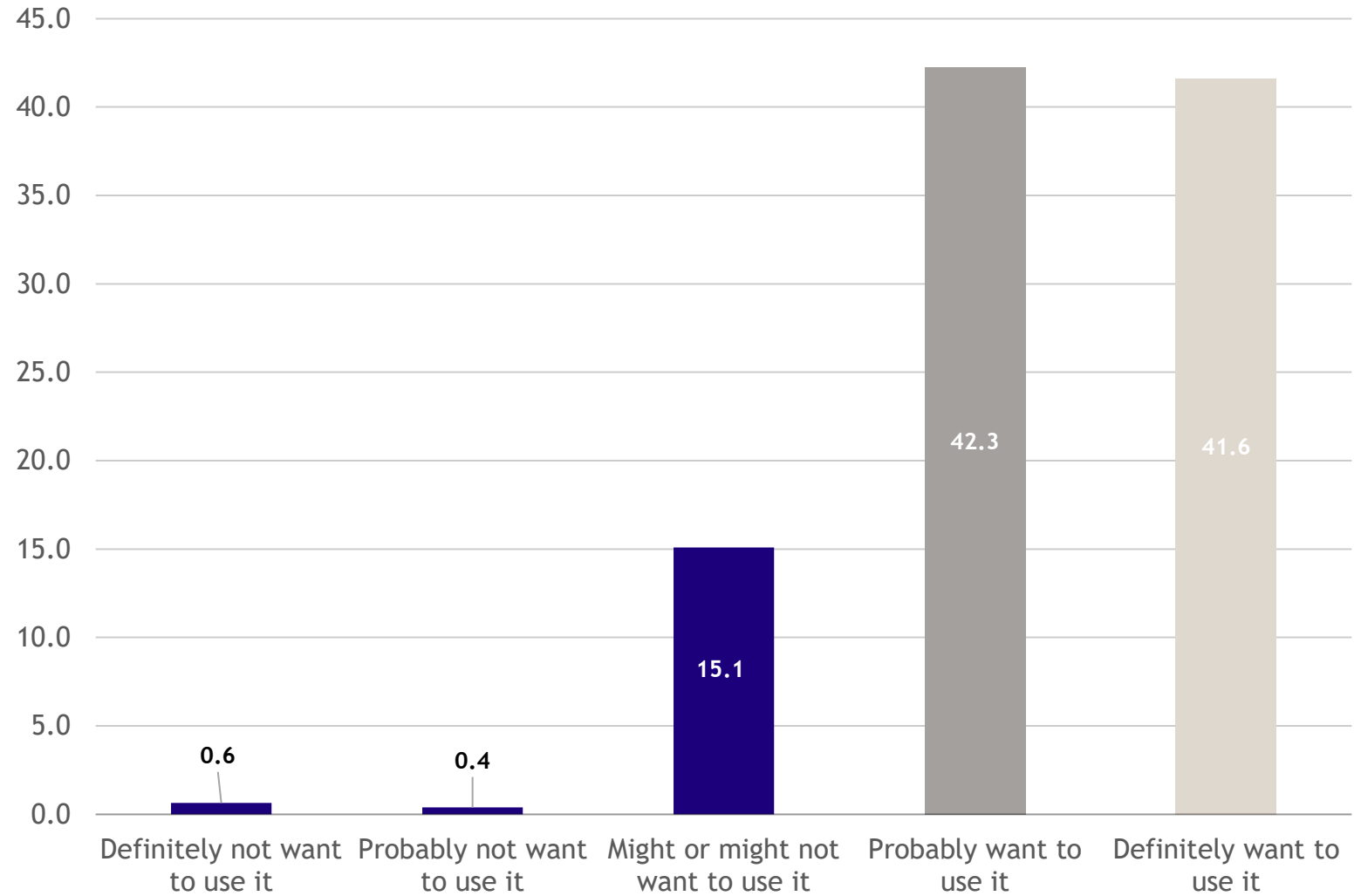
Findings

Interest in Using a CFTA:

- 88% say they would recommend or strongly recommend an app like this
- 84% say they want to use this app when available

Intentions for Using a CFTA:

- 78% want to prevent a pregnancy
- 47% want to plan a pregnancy
- 70% want to track their menstrual cycle
- 63% want to track changes or symptoms related to their menstrual cycle



Interest in Using a CFTA

Findings

Existing Awareness of Apps:

Several phases of research showed evidence of an existing market for apps that track periods. When a name was provided, women most commonly reported using the “Flo” app or the “Calendar Method” app. Most women said that they heard about these apps from an online ad, or from a friend or family member.

37%

Had heard of fertility tracking apps or period trackers

23%

Had tried a “similar app” in the past

64%

Said that “helping to prevent a pregnancy” was their reason for using this app (n=357)

4%

Listed an app among the *contraceptive* methods they were currently using (8.4% with dual use)

n=1557

Qualitative Insights

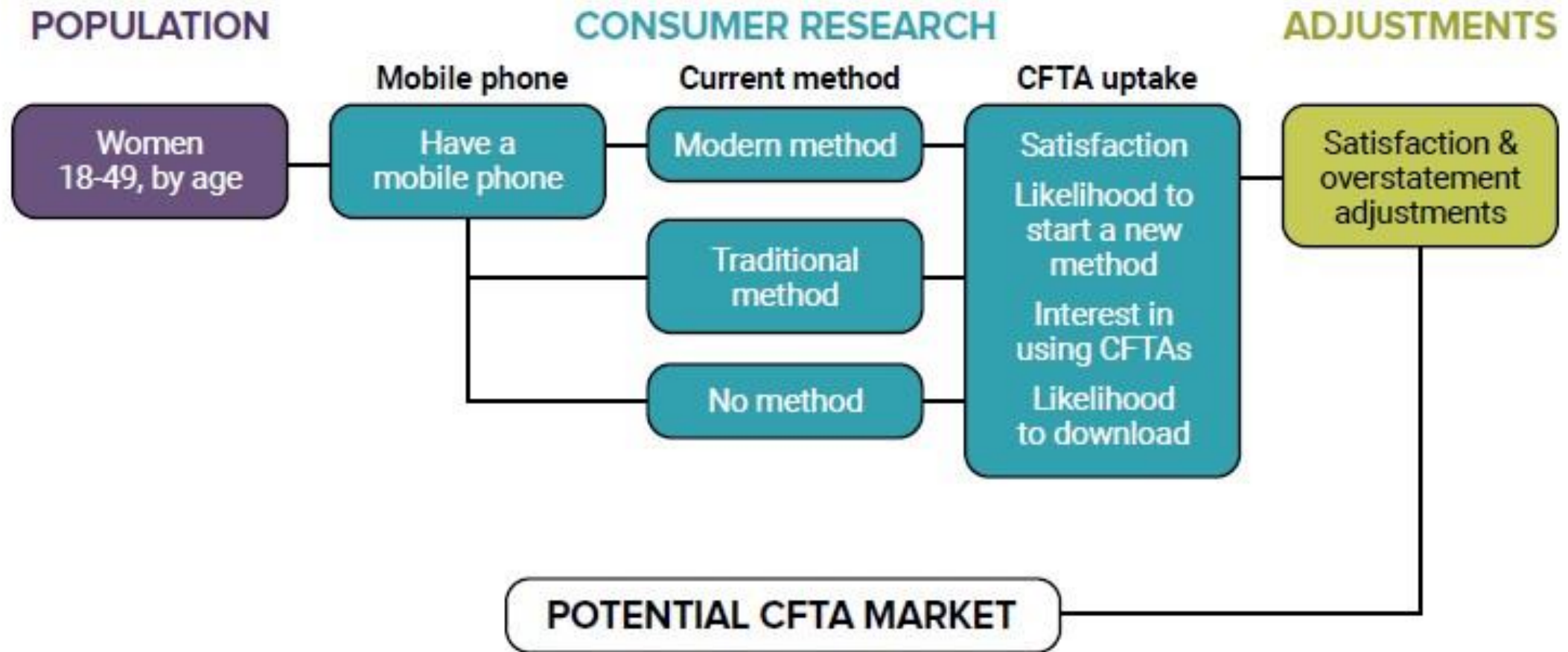
- Emphasis on CFTAs as natural, safe and free of side effects.
- Convenient because they don't require a visit to a health center, are easy to obtain, and can be used offline.

“...we control how long we want to use it or stop using it...”

- IDI participant

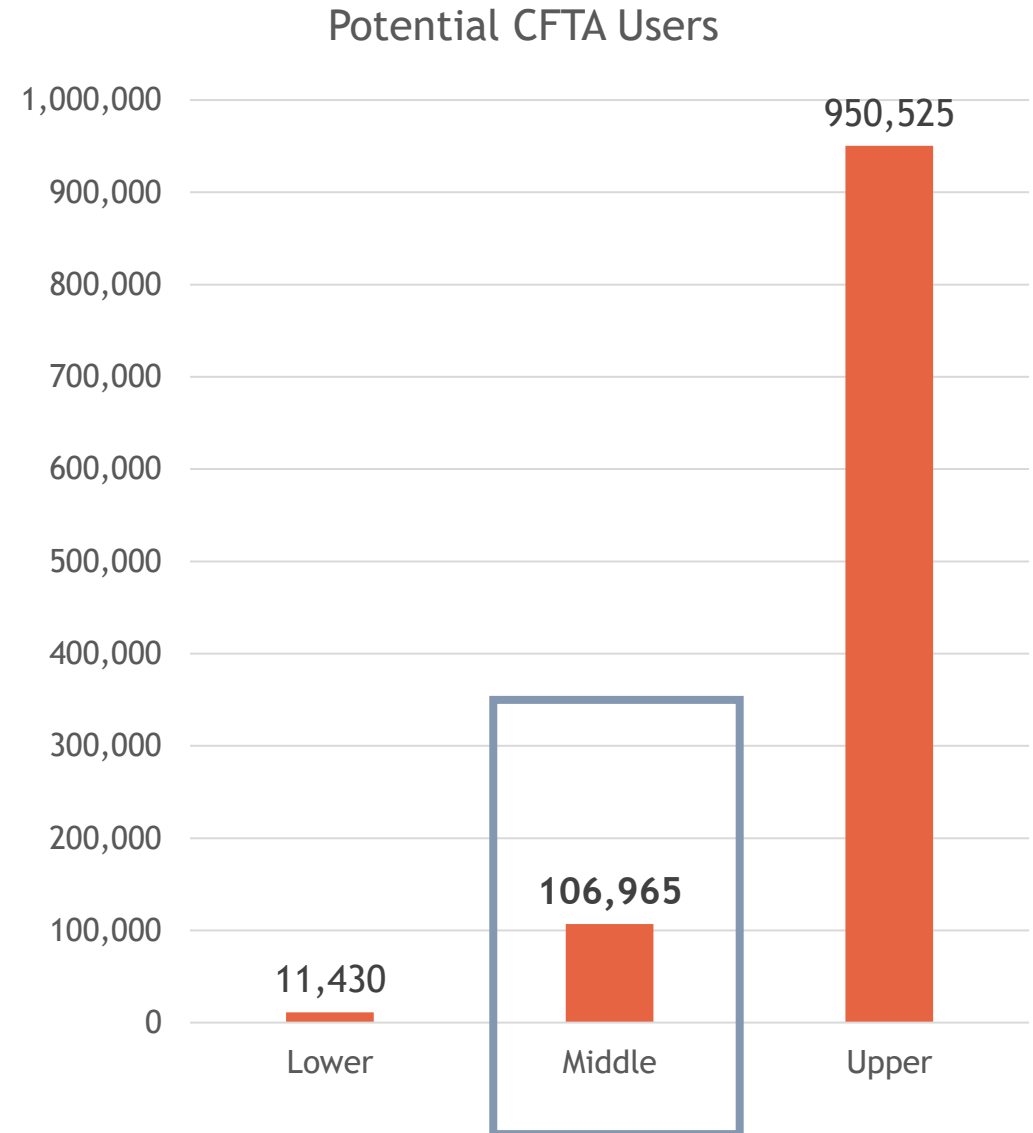
- Women reported an openness to paying for additional app features (i.e., a premium version) though opinions varied on willingness to pay and the preference to pay on an annual vs. monthly basis.

Market Sizing Methodology



Market Sizing

- Based on our model, about **107k** women would download and use a CFTA as their primary method of contraception.
- When we consider other uses - e.g., to prevent as well as plan a pregnancy, to track menstrual cycles and associated health changes and symptoms - the median estimate of CFTA users rises to **196k** women.

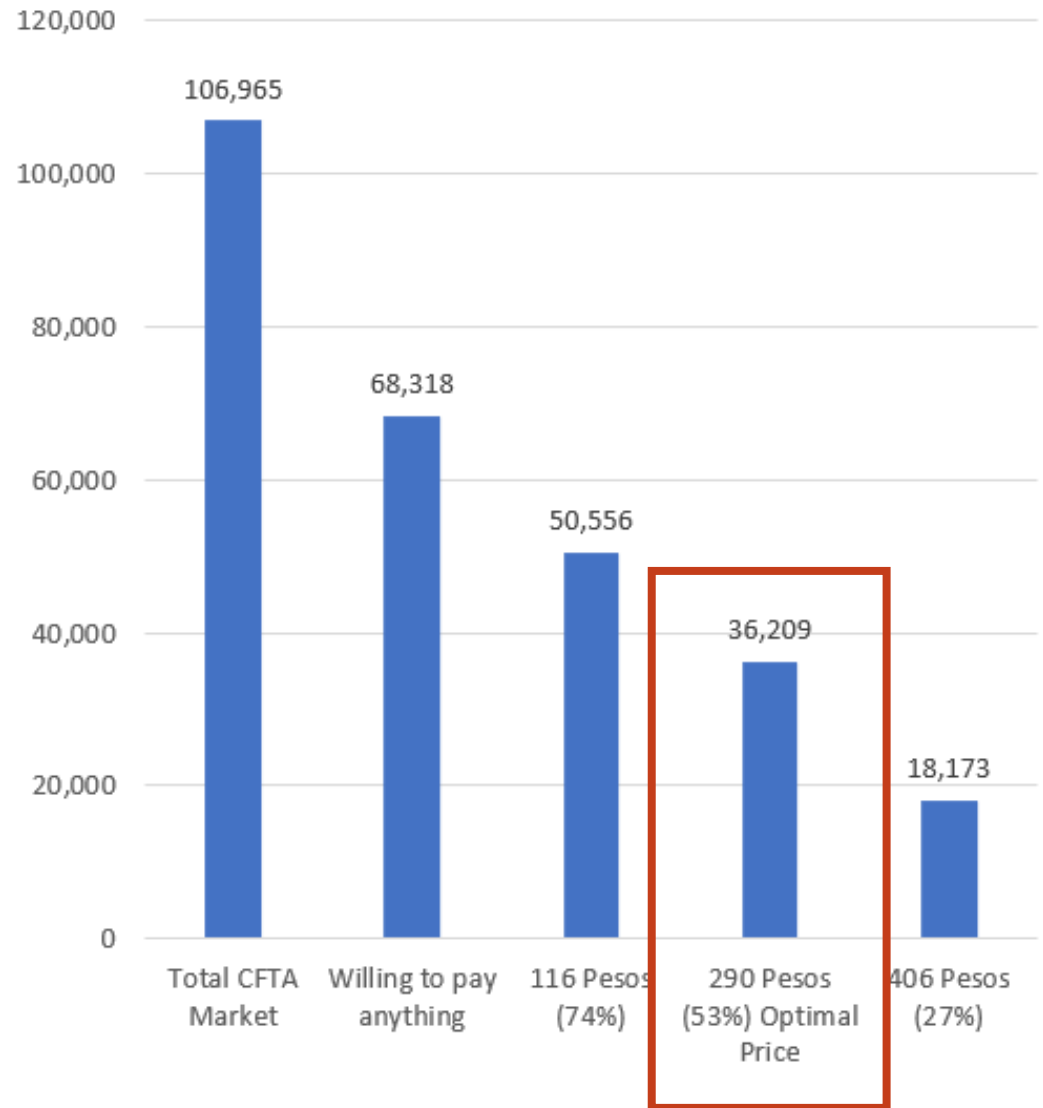


Market Sizing

Price matters.

- Approximately 107k women would download and use a CFTA if it were available at no cost.
- About 36k women be willing to pay 290 pesos (\$5.20 USD) per month.

Potential Market Size by Price, Moderate Estimate



Application to Ghana

- EECO's market sizing model is flexible, and can be applied to Ghana using a mix of available and original research data
- Considerations for how the market size might differ in Ghana:
 - Ghana's WRA population is less than 1/3 the size of the Philippines (8.7m vs. 30m)
 - Larger % of adults own smartphones in the Philippines vs. Ghana
 - Important differences in method mix:
 - Philippines - method skew toward OCPs
 - Ghana - greater mix of use between implants, injectables and OCPs
 - Use of traditional methods higher among married women in the Philippines (16.5% vs. 8.5%)



Photo Credit: Gerhard Pettersson

Thank you!