

Case Study

OvuSense – a combined sensor & fertility app



Shared by:
Genetic Digital
0845 557 6695
evolve@geneticdigital.co.uk

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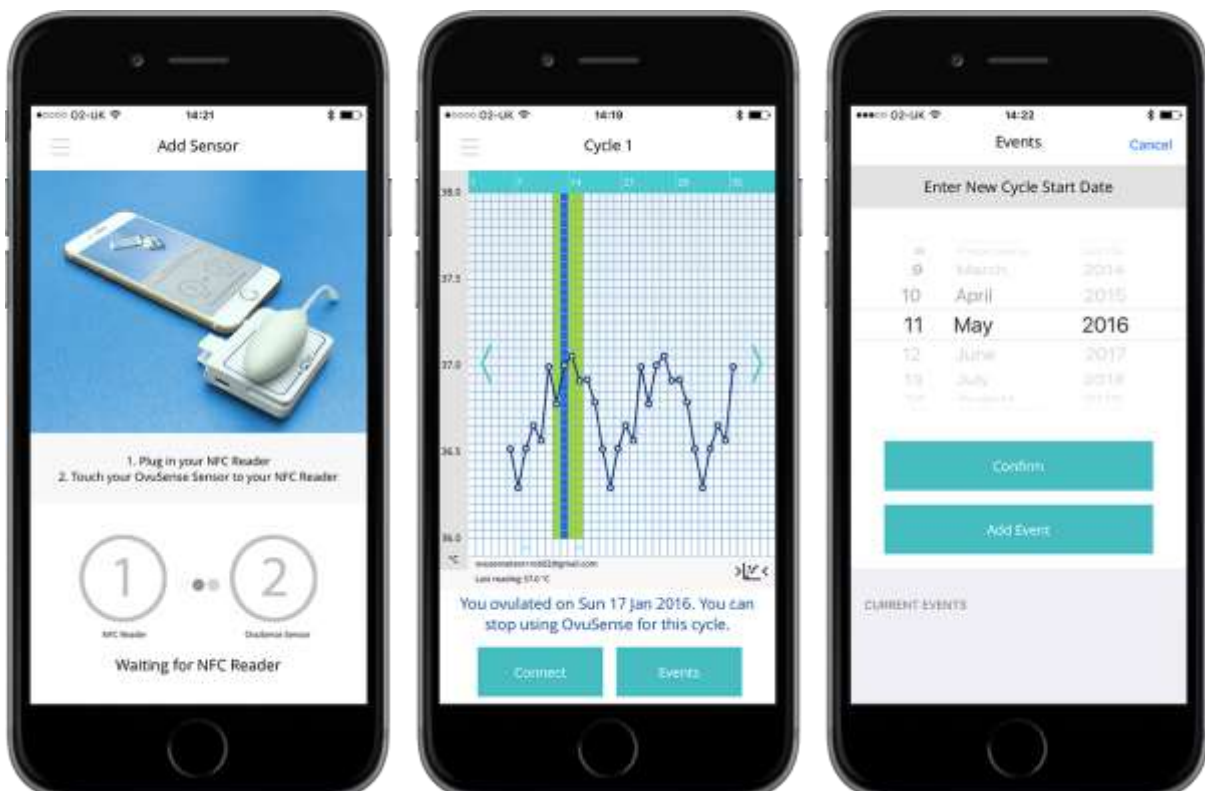
Brief

Fertility Focus chose Genetic Digital to design and build an app to integrate with their class 2 medical device. Their sensor previously worked in conjunction with a dedicated hardware reader and our client saw an opportunity to improve the portability and user friendliness of the product by connecting the sensor to a mobile device. The Ovusense™ App collects fertility related data from the Ovusense™ Sensor that is then displayed on a smartphone or tablet in a user friendly manner.

About The App

Ovusense™ owned by Fertility Focus is a unique, real-time ovulation cycle monitoring system. The Ovusense™ Sensor is inserted overnight in the vagina during a woman's cycle to collect temperature readings.

Sensor data is downloaded to the Ovusense™ App via an NFC interface – the same technology used in contactless payments. The Ovusense™ App then plots a graph displaying the temperature curve throughout the cycle, and then predicts ovulation up to a day in advance, followed by a confirmation of the exact date of ovulation. We also helped the client in producing the required documentation for regulatory compliance. The Ovusense™ product comprising App and Sensor is CE marked under the Medical Devices Directive and FDA listed.



Client Testimonial

In a crowded market for fertility trackers, we set out to make OvuSense completely different - a Class 2 registered medical device backed



by an extensive portfolio of patents and clinical trials. Unlike any other product OvuSense provides 24 hours' advance notice of ovulation - with clinically proven results. Genetic Digital was a natural choice for our development project given their previous experience in medical devices. Together, we've delivered a world beating product that makes a real difference to women that are trying to conceive.

The app has also been [featured in the Daily Mail Online](#)

Rob Milnes, CEO, Fertility Focus

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