

The Pregnancy Rate of Women Attempting to Conceive with Mira's Products, Study Report

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Abstract

This report evaluated pregnancy rates of women attempting to conceive with Mira products. The report also analyzed the different pregnant women groups based on backend data from the Mira Server. The data revealed that the pregnancy rate is 55.60% for women with hormone imbalances, 58.24% for women with irregular cycles, 55.93% for women with PCOS, 70.42% for women with a miscarriage history, and 70.82% for healthy women.

Materials and Methods

The Mira users who met the following criteria were screened and analyzed:

- 1) Mira users who utilized V.3 and above of the Mira app.
- 2) Mira users who tried to conceive.
- 3) Mira users who utilized the Mira analyzer and wands to track hormones.
- 4) Mira users who marked their pregnancy statuses during the test cycle.

The screened users were grouped into various fertility health statuses: *hormone imbalance*, *irregular cycles*, *PCOS*, *miscarriage*, and *healthy*. The different groups' information was based on the conditions that users marked on the Mira app.

The pregnancy rate calculations developed in the following manner:

- The number of users who marked their pregnancy status as positive.
- That specific number of positive pregnancy users was then divided by the total number of users who marked their pregnancy status.

The users' time to get pregnant was also evaluated by calculating the pregnancy number for different cycles.

The data gathered during the study was based on commercial use of the Mira Analyzer, its test wands, and the Mira app. The user's agreement permitted the analysis of users' data. The data from the Mira app users were anonymized, de-identified, and aggregated.

Results

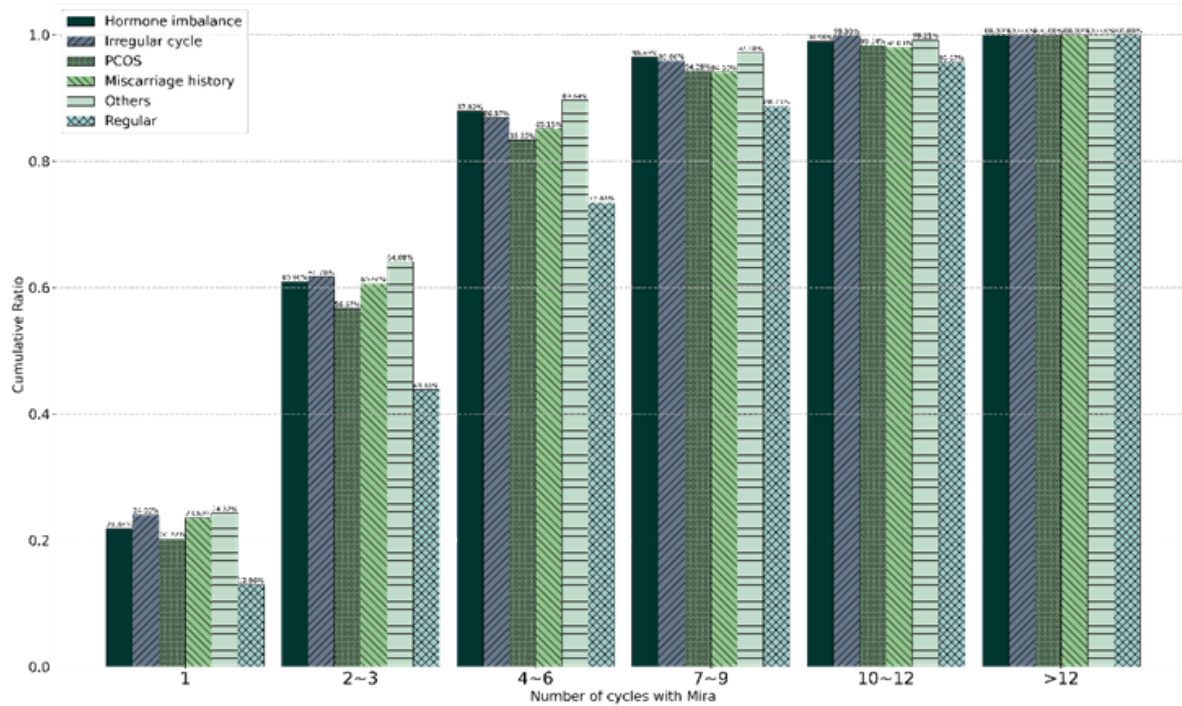
Based on the backend data, the total number of users trying to conceive was 18,793. As the table shows, the overall pregnancy rate was about 64.98%.

Table 1. The pregnancy rate of each women group utilizing Mira products.

| Groups | Total number of users | Number of women who became pregnant | Pregnancy rate |
|---------------------|-----------------------|-------------------------------------|----------------|
| Hormone imbalance | 2248 | 1250 | 55.6% |
| Irregular cycles | 3192 | 1859 | 58.24% |
| PCOS | 2158 | 1207 | 55.93% |
| Miscarriage history | 2238 | 1576 | 70.42% |
| Healthy | 7670 | 5432 | 70.82% |
| Others | 1287 | 888 | 69.00% |

The rate of pregnant users who attempted pregnancy during six cycles with Mira reached 84%. Meanwhile, users who did nine cycles reached 94%.

Figure 1. The pregnancy rate among the different women groups' cycles utilizing Mira products.



Discussion

During cycles 1-9, the healthy group's pregnancy rate was lower than other groups. Possible reasons may include:

- 1)The healthy users did not correctly choose their condition status.
- 2) The healthy users did not test according to the product's instructions.

An additional study of these performed behaviors will take place in the future. The study will further evaluate and find the reasoning behind the healthy group's results.

Conclusion

The overall pregnancy rate of women trying to conceive with Mira products is 64.89%. In addition, the pregnancy rate reaches 94% after nine cycles of tracking with Mira products. The 94% pregnancy rate extended to the user groups with hormone imbalance, irregular cycles, PCOS, etc.

Disclaimer

The pregnancy rate is strictly based on the Mira users' feedback. Therefore, some groups' rates (i.e., women with regular cycles) may be higher.

In contrast, other groups' rates (i.e., women with PCOS) may be lower.

The data is partially from Mira users who marked their pregnancy status; it is not from all users.

The analysis of this study was completed retrospectively.