Abstract citation ID: deac105.066
O-160 Can a mobile app address reproductive e-literacy?

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Study question: Can a mobile app be developed to address reproductive e-literacy?

Summary answer: A mobile app has been developed with the features identified by patients as important to their reproductive e-literacy.

What is known already: One main factor that impacts fertility treatment seeking and decision-making is the knowledge people have regarding fertility health.

The more relevant information people have, the better they are equipped to deal with and manage their diagnosis.

Virtual communication is a common, yet complex, source of information. In digital tools, patients look for educational content, for emotional support, for a sense of community, the opportunity to build support networks, and for trustworthiness, with proper references. Nevertheless, there are reproductive e-literacy inequalities between subgroups.

Study design, size, duration: A triad of studies supported the development of the mobile app, between 2018 and 2020:

2018 - Interviews and focus groups (N = 27)
2019 - Intervention (N = 10)
2020 - Clinical trial (N = 24 control group; N = 33 intervention group)

Participants/materials, setting, methods: 2018 - Interviews and focus groups (N = 27) to explore the topic of reproductive e-literacy.

2019 - Intervention (N = 10) to assess usage of the programme over 3 months, regarding support, ability to cope, recommending it to others, and continued engagement.

2020 - Clinical trial (N = 24 control group; N = 33 intervention group) survey to assess patients’ major concerns and how their ability to cope changes according to perceived support.

Main results and the role of chance: The app developed, to respond to the features identified in the triad of clinical studies.

The app includes an online course with five modules that explain fertility-related topics in an accessible way, twenty two interventions and fifteen mindfulness recordings that users can access and use at home whenever they need, cognitive behavioural therapy exercises (compiled in a workbook), the Fertility Risk Detection Tool - a questionnaire of 90 questions that accesses both the male and the female health -, ability to join support groups, book one-to-one consultations, buy at home test kits, and a questionnaire to help the user find the best fertility clinic for them. An advisory board with clinicians, experts and patients, provides insights into required changes to content overtime to make sure it continues to meet the needs of patients as well as the advancements in medical knowledge.

Limitations, reasons for caution: The authors are aware of the limitations and reason for caution with this study. A total of 94 patients participated in the triad of studies. Confounding factors, such as coronavirus pandemic, may also contribute to concerns around reproductive future uncertainty and different needs of support and information.

Wider implications of the findings: The findings are aligned with previous insights that mention patients look for educational content, emotional support, a sense of community, the opportunity to build support networks, and for trustworthiness, with proper references.

Trial registration number: not applicable