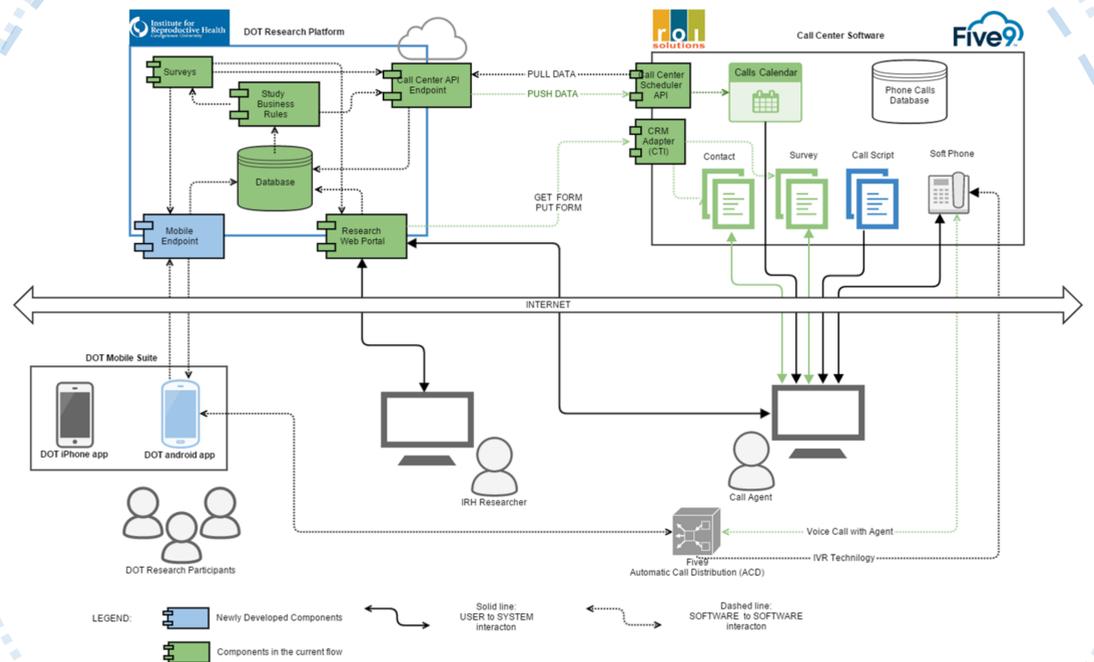


Monitoring and Evaluating mHealth Interventions Through Proofmode: A Rigorous Research Enhancement

PROOFMODE:

A seamless data collection interface that fits over an existing app to capture and store data. Proofmode collects data without interfering with the core of the intervention app's algorithm. It facilitates multiple communication channels (IM/chat, phone, push notices), gamifies data completion to increase retention, and stores data in secure databases with researcher-friendly dashboards for up-to-the minute monitoring.



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DYNAMIC OPTIMAL TIMING (DOT™) EFFICACY STUDY

The Institute for Reproductive Health (IRH) is conducting the first prospective nonrandomized efficacy study on an app for pregnancy prevention. More than 700 women are being followed for up to 13 menstrual cycles to assess the app's typical and perfect use efficacy.

Fitting the context of the intervention, the Dot app, interaction with study participants is primarily happening virtually. Data is captured through a seamless system of pop-up reminders, instant message/chat, and brief surveys. Study participants are asked to record their period start dates, keep a coital diary, and report any other family planning method used during the study. Embedded surveys after cycles 1, 4, 7, and 10 collect data on pregnancy risk perception, relationship satisfaction, management of fertile days, and fertility awareness.

For the sub-set of women participating in the efficacy trial, data collection and participant engagement is facilitated through Proofmode. Proofmode's versatility enables evaluators to collect monitoring and evaluation data without interfering with the app's core functionality and also facilitate interaction with participants by "gamifying" data collection.

HOW WAS PROOFMODE USED IN THE DOT STUDY?

Recruitment and Enrollment

Facilitating Data Collection

Study Support

KEY FINDINGS

- ✓ Proofmode, facilitated the informed consent and enrollment of over 700 women into the Dot efficacy study. Through this system, approximately 47% of participants were retained in the study by 13-cycles.
- ✓ As a mechanism to retain participants in this year-long study, Proofmode also gamifies data completion, facilitates monthly drawings for prizes, and provides feedback to participants on the larger study.
- ✓ Proofmode tracked changes in pregnancy intention, use of barrier methods on fertile days, and interaction with the app, and between 75% and 95% of participants completed the follow-up surveys.

PROGRAM IMPLICATIONS

- ✓ Proofmode's versatility enables evaluators to collect monitoring and evaluation data without interfering with the app's core functionality and also facilitate interaction with participants by "gamifying" data collection.
- ✓ Proofmode facilitates multiple components of data collection (e.g., survey responses, coital diary) and provides flexibility of implementing changes to meet any need for programmatic decision-making.
- ✓ The implementation of Proofmode into an app-based study is innovative and the study structure provides precedent for future fertility app studies.