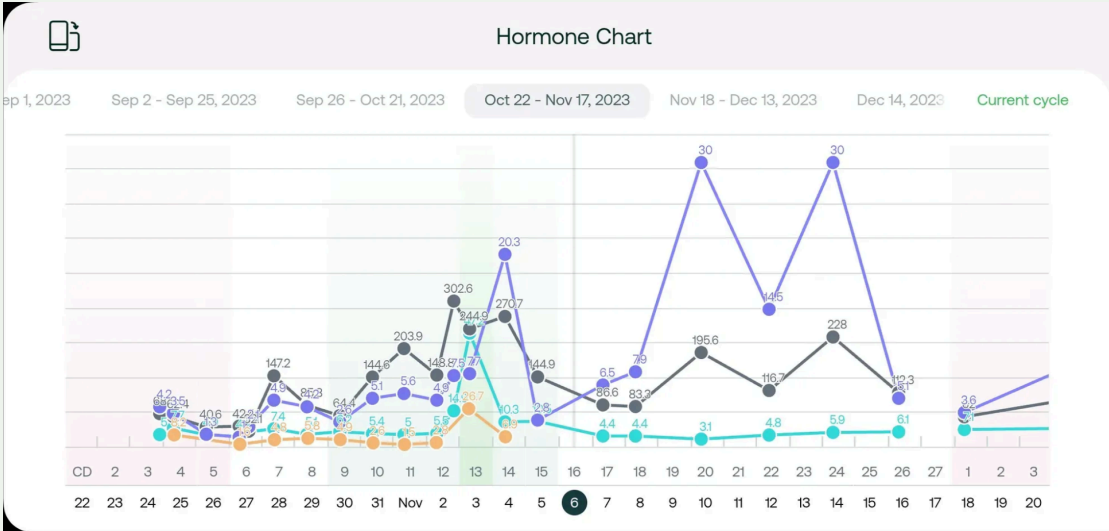


A Detailed Comparison of Mira and Clearblue Fertility Monitor

Mira provides a more advanced and personalized approach to hormone tracking compared to traditional fertility monitors. Unlike basic qualitative tests that offer limited data, Mira uses quantitative technology to provide accurate hormone levels and trends in real time. This data-driven approach allows for a deeper understanding of individual hormone patterns, empowering users to make informed decisions about their health. Mira's flexible testing schedule, personalized results, and integration with a secure app make it the ideal choice for those looking for precise insights into their hormonal health.



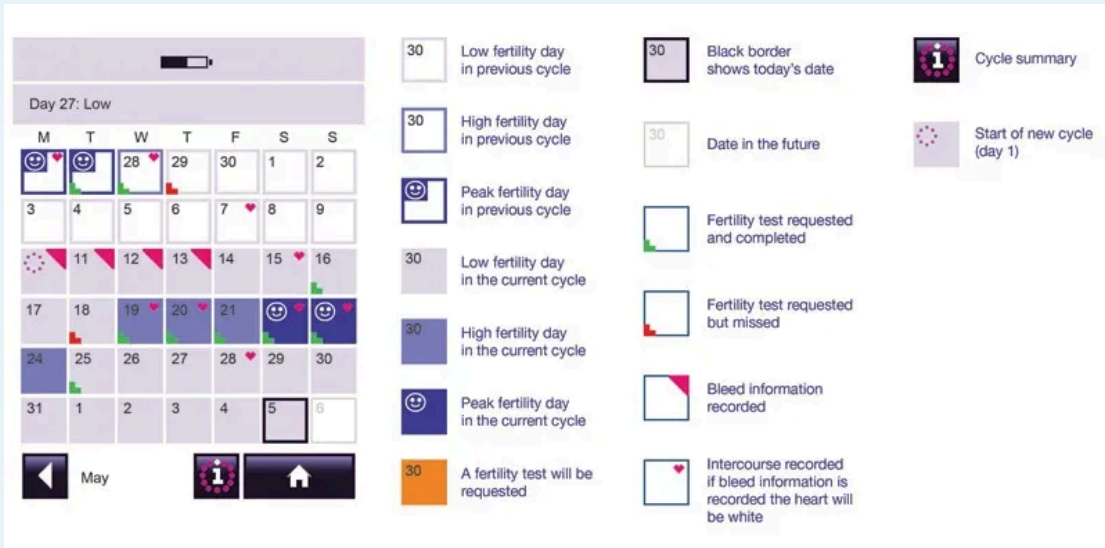
Mira chart example



The Mira chart displays real-time, quantitative hormone levels (E3G, LH, PdG, FSH) on an interactive graph, offering precise, personalized insights into hormonal patterns across the cycle, ideal for users with irregular cycles or hormonal concerns.



Clearblue chart example



The Clearblue chart offers a simplified calendar view with qualitative fertility ratings (low, high, peak), lacking the detailed hormone data and flexibility Mira provides, more limited for in-depth cycle analysis.

Hormonal Tracking and Technology	Clear blue fertility monitor	Mira
Hormones tracked	E3G (estrogen metabolite) and luteinizing hormone (LH)	E3G (estrogen metabolite) and luteinizing hormone (LH), PdG (progesterone metabolite), and follicular stimulating hormone (FSH)
Technology	Qualitative (Nanogold) same as Inito, Proov, and Oova measures hormones	Quantitative (Immunofluorescence) measures exact hormone levels with the ability to detect small differences.

	levels based on the darkening or lightening of test line.	
Results displayed	Low, high or peak	Numeric values of actual hormone levels (example: LH = 25.6 IU/L")
Advancements	The clear blue fertility touchscreen device has been developed and distributed since 2014, with no significant advancements or updates since its release.	Released in 2018, with ongoing improvements in app features and expansions, including the addition of FSH monitoring and planned future updates.
Thresholds	Generic thresholds	There are no generic thresholds; the data is accurate, unaltered, and personalized to each individual.
Testing		
	Clear blue fertility monitor	Mira
Testing timeframe	Testing begins no earlier than cycle day 6 within the 6-hour testing window	Anytime, any day of your cycle
Tests per day	Maximum of 1 test per day	Unlimited

Initiate testing	Rigid; Must set up a new cycle within the first 4 days of a cycle, testing begins when prompted between cycle day 6-9. First requested test establishes a baseline for the remainder of the cycle. Without completing the first requested test a baseline will not be established for that cycle.	Flexible; Can begin testing at any point within a cycle
Testing Frequency	Daily from CD 6-9 until peak	Flexible; test any interval as needed (daily, every other day, or custom schedule)
Testing schedule	Testing begins between CD 6-9 and continues until peak	User's can follow the app's suggested testing schedule or follow guidance from provider or instructor.
Default results	Two default results once specific thresholds are met: 1. Once a high reading is obtained results continue to read high until either peak is reached or	No defaulted results; accurate reflection of actual data

	<p>maximum number of tests is reached.</p> <p>2. Once peak is reached the next results are default as peak again then high, low, low, and continues as low until the device stops asking for tests.</p>	
Maximum number of tests	19 tests per cycle, on the 20th test the result will default to low or read peak if LH surge is detected	No maximum number of test, can test as often as needed.
Time to Result	5 minutes	10-21 minutes depending on wand type
Data Insights and Reporting		
	Clear blue fertility monitor	Mira
Visualization	Device shows current day's result with a static calendar view	Data is displayed on a graph, showing individual daily results and hormone trends over time.
Charting/documentation	Device stores 3 months of data, needs to be documented manually on chart	Data syncs with Mira app for easy viewing, charts, and reporting

Cycle analysis	Basic overview available in the device	Comprehensive, shareable cycle reports via the Mira app
User Experience and Support		
	Clear blue fertility monitor	Mira
Integrated App	No	Yes, optional
Designed for:	Women in regular cycles trying to conceive	All women seeking detailed hormone tracking, including those trying to conceive (TTC), avoiding pregnancy (TTA), or charting for health purposes, especially in cases of irregular cycles, hormonal imbalances such as PCOS, postpartum, perimenopause, medically complicated conditions, and medication-induced menopause.
Sharing data with partner	Data only available within the device's cycle review	User can choose to use the "partner app" to share data in real-time with their partner.
Sharing data with healthcare professional or instructor	Manual transcription required	HIPAA-compliant provider dashboard for real-time access and analysis. Users must consent to sharing data before connection.
Timezone changes	Time does not adjust when changing timezones	Time adjusts based on your cellphone's settings, ensuring seamless testing
Customer support	Limited assistance for NFP/FABM users	Dedicated VIP support at vipsupport@micare.com
Resources for NFP/FABM	None	Resources provided to healthcare professionals and NFP/FABM instructors
Device Specifications and Cost		

	Clear blue fertility monitor	Mira
Power	Alkaline batteries. Data is lost when batteries die or are replaced during a cycle.	Operates on lithium battery, charges by micro-USB charging port. Depending on frequency of testing, battery charge will last several days or more. Can be used without electricity when charged. Internet is not required to obtain a result.
Storage of data	Monitor will store 3 cycles worth of data.	All historical data is stored in secure cloud storage for user's utilizing the Mira app.
Analyzer cost	Price varies based on market and region, approx \$105	\$112 after provider discount. See price details here .
Test strips/wands cost	Prices varies based on market and region; Approx \$1.50-\$2 per test strip	\$2.04 per wand after provider discount and subscription. See price breakdown here .
Research and Protocols		
	Clear blue fertility monitor	Mira
Research	Published research papers	<p>Researched and validated by leading Marquette researchers Dr. Thomas Bouchard and Dr. Maria Meyers.</p> <p>Establishing a Gold Standard for Quantative Menstrual Cycle Monitoring- Nearly finished research</p>

		<p><u>Link to University of Calgary article: https://www.ucalgary.ca/news/ucalgary-researchers-conduct-cutting-edge-tests-hormone-trackers-technology</u></p> <p><u>Mira coorelates with serum research</u></p> <p><u>List of available third party research</u></p>
Protocol	Well-established evidence-based protocols	<p>Provisional protocols based on Bouchard, T. P., Fehring, R. J., & Mu, Q. (2021). Quantitative versus qualitative estrogen and luteinizing hormone testing for personal fertility monitoring. Expert review of molecular diagnostics, 21(12), 1349–1360.</p> <p><u>https://doi.org/10.1080/14737159.2021.2000393</u>.</p>

Mira provides a **superior user experience**, offering **advanced technology** and **personalized hormonal data** that is actionable for users with hormonal imbalances or seeking more accurate fertility insights. Mira’s ability to track a wider range of hormones, offer **unlimited testing flexibility**, and integrate seamlessly with a **dedicated app** gives users the tools they need to better understand and manage their hormonal health. In comparison, Clearblue offers a **more rigid, basic system** for fertility tracking, making it less suitable for users who need more detailed insights or have complex hormonal health needs. With **VIP support** for NFP/FABM users and access to **real-time data sharing** with healthcare professionals, Mira stands out as the optimal choice for comprehensive hormone tracking.