



Uptake and Popularity of a Pelvic Floor Muscle Exercise App #398



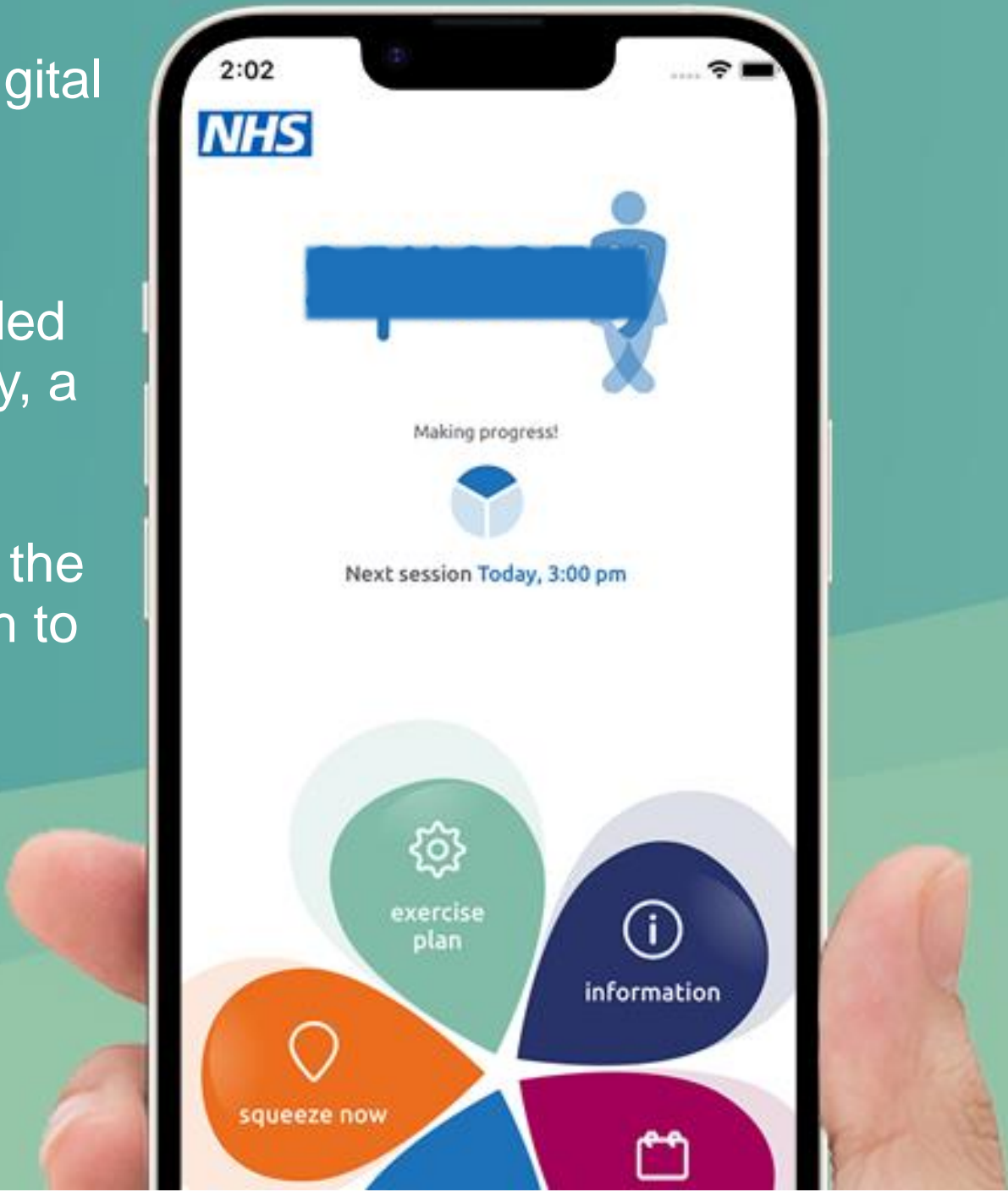
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AIM

It is almost ten years since the launch of an evidence-based, peer-reviewed, pelvic floor muscle exercise app for women, created by a UK based pelvic health physiotherapist and a digital technology company.

It was launched when such technologies were just becoming commonplace in healthcare. The popularity of the initial app led to further developments, including an integrated bladder diary, a similar app for men and a connected clinician platform.

A data analysis was undertaken with the aim being to review the uptake, popularity and use of the consumer apps from launch to the present time. This has been updated since the abstract submission and reflects the period to the end of July 2023.



METHOD

Retrospective review of data was performed using fully anonymised from Flurry analytics.

Data was retrieved by the Data Analyst at the technology company that developed the apps.

All appropriate GDPR policies were in place and followed.

RESULTS

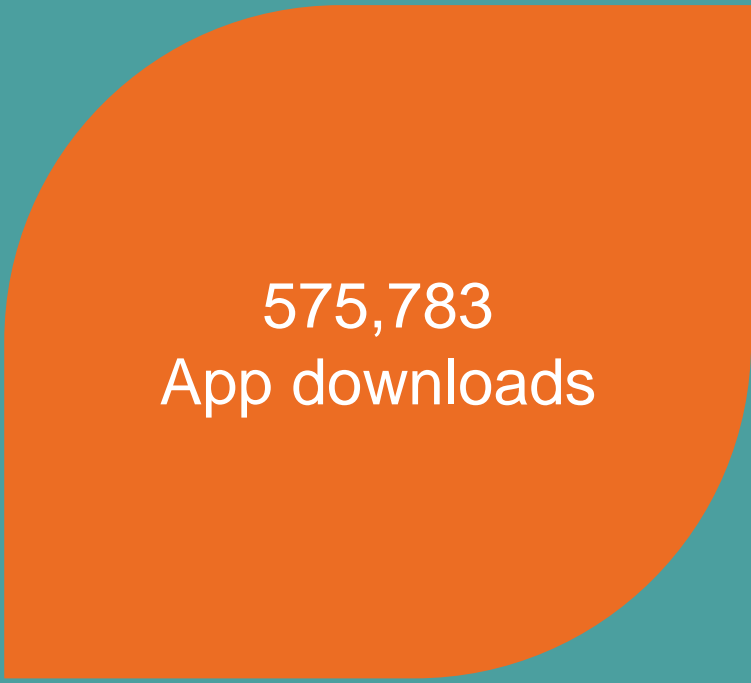
Statistics for the consumer versions of the pelvic floor muscle exercise apps September 2013 to April 2023 include:

Number of saved exercise sessions – **49,491,330**

- Registered users who do their exercises once a day – **44%**
- Registered users who do their exercises twice a day – **38%**
- Registered users who do their exercises three times a day – **13%**

In a typical week, the average user spends **18 minutes** in the app
In a typical year, the average user spends **4 hours** in the app

The highest number of active users in any one day was **22,000**



CONCLUSIONS

Pelvic floor exercises are a simple, cost-effective and evidence-based prevention and treatment strategy for a number of pelvic health issues, such as stress urinary incontinence and pelvic organ prolapse.

Women are usually advised to perform their pelvic floor exercises between three and six times a day. Men are usually asked to perform their exercises three times a day, but only if they have pelvic floor symptoms. It has been recognised for many years that most people do not manage this level of activity and these statistics help us to understand adherence better.

Tracking data on an app allows us to extract objective data that has not been easily accessible previously. The app is very popular and is being used repeatedly by users to guide and record their pelvic floor muscle exercise programme.

It is recognised that anyone being asked to perform pelvic floor muscle exercises needs clear exercise guidelines, and behavioural support. It has been shown that having a regular cue to exercise prompts adherence to pelvic floor muscle training (2) and the app is designed to guide, support and prompt..

The data that can be gathered from the apps allows clinicians and researchers to monitor the direct impact of marketing, media reporting and social media influencers on pelvic floor muscle awareness and activity, as these events can be seen to cause spikes in downloads of the apps as well as changes in the level of app usage.

The total of almost 50 million saved exercise sessions is a clear indication of the effectiveness of a digital intervention, such as an app. It is being used repeatedly to support adherence to pelvic floor muscle exercises. The number of downloads is increasing each year and reflects the increasing awareness of pelvic health and pelvic floor muscle exercises.

REFERENCES

1. www.rcog.org.uk/for-the-public/perineal-tears
2. Factor's affecting women's adherence to pelvic floor muscle exercises in a first pregnancy: a qualitative interview study. H Cooper and C Carus, Autumn 2015, 117, 29-34. Journal of Pelvic, Obstetric and Gynaecological Physiotherapy