

Pregnancy Planning— An App For That

(NAPSA)—Every year, more than 4 million women will get pregnant in the United States, and most couples, 84 out of every 100, will get pregnant within the first year of trying. But according to the Department of Health and Human Services, knowing your cycle and the changes in your body can help women know when they are most likely able to conceive to better plan for pregnancy. And yes, there are apps for this.



Many women keep track of their body's ability to have a baby with help from an ingenious app.

Flo Period Tracker is a leading app for women's health with 10 million users every month. Flo tracks women's cycles and overall health, and helps users plan for pregnancy by predicting ovulation days and when a user is most fertile. In fact, more than 100,000 women get pregnant using the app every month as tracked by users switching to its new pregnancy mode.

"I downloaded Flo because my husband and I are trying to get pregnant. It helps me track my period and is usually correct in the estimated cycle dates," said Jennifer Williams, a Flo user. "I have learned that my cycles are not always regular and I do not ovulate on the same cycle like the majority of women."

Flo's pregnancy mode also tracks a baby's development and offers health advice to women on personal body changes. Since the app launched the pregnancy mode, over 500,000 women—the population of Wyoming!—have gotten pregnant using Flo.

What's the secret behind Flo and its accurate predictions? Its breakthrough artificial intelligence algorithms. The app's AI-powered intelligent system increases prediction accuracy by 54.2 percent, providing accurate cycle predictions for women and helping couples better plan for pregnancy.

In addition to the app's pregnancy mode, Flo recently launched a new social feature where women can discuss their experiences with other users, along with a health expert, for advice, insight and support along their journey to motherhood.

The app is available for download for both Apple and Android users.