

## RESEARCH ASSET

### *Datifying the bodily experience: the case of fertility apps*

This research project investigates how the increasing use of digital health applications affects how patients relate to their treatment through digitally available health data as well as self-produced/tracked data. Looking at the specific case of fertility apps this research focuses on women undergoing fertility treatment while at the same time using fertility apps. It explores how the bodily experience of fertility is translated into and out of data and how that affects and transforms users' experiences of their bodies and health, as well as how the doctor-patient relationship is experienced in fertility treatment when apps become a third actor in this relationship.



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Institution Name  
University of Copenhagen



Country  
Denmark



Research Area  
Communication



Thematic Focus  
Digital communication and fertility tracking apps



Stakeholders involved  
Fertility clinic, app developers



Research Phase  
Finished

## POTENTIAL VALORISATION AREAS

- **Collaboration with industry** – app developers creating tracking and fertility apps
- **Collaboration with hospitals, GPs and fertility clinics**

## DESCRIPTION OF VALORISATION ACTIVITY

**Developing knowledge on how patients ‘communicate’ with fertility tracking apps**, and in turn how the communication from the app affects patient's perception of their own body, health and fertility progress s.



## VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

- **TFP Stork Fertility clinic, app developer**
- **Fertility clinics**
- **Hospitals and GPs**
- **App developers**