

Chloe Urias

M.P.H. Candidate, Global Health Track

chloe.c.urias@vanderbilt.edu

Practicum Site: Comma Collective

Site Supervisor: Miller Morris, M.S., M.P.H.

Piloting a New Era of PCOS Research: Cohort Development at the Intersection of Public Health and Tech at Comma, a Female-Founded Integrated Period Care Company



Key words: polycystic ovary syndrome, digital health, reproductive health equity

Introduction: Polycystic Ovary Syndrome (PCOS) affects approximately 1 in 10 individuals of reproductive age in the United States, yet it remains widely underdiagnosed. Comma, a social enterprise, addresses this gap through Sara™, a HIPPA-aligned period tracking app. As the PCOS Clinical Research and Cohort Development Intern, I led participant recruitment for Comma's foundational PCOS cohort to guide the development of a new in-app PCOS tracking tool. This tool helps users monitor symptoms and better advocate for their health, advancing inclusive digital solutions that promote menstrual and reproductive health equity.

Methods: A comprehensive literature review and competitor analysis were conducted to evaluate existing clinical and digital approaches to PCOS management, identifying critical gaps and unmet needs within the market. The insights derived from this assessment informed the development of an internal strategic report, which served to guide Comma's innovation and product development efforts. Subsequently, an inclusive and multi-platform recruitment campaign was implemented, successfully enrolling participants into Comma's foundational PCOS cohort to support ongoing research and tool refinement.

Results: The analysis revealed key gaps in existing PCOS digital tools. In response, Comma launched a PCOS Condition Monitoring Tool that enables users to track key symptoms and receive personalized longitudinal insights to support informed clinical conversations. Through an inclusive recruitment campaign, participants were enrolled into the PCOS cohort and generated valuable data for ongoing research. To support this work, I developed a detailed recruitment report that outlined the process and am currently analyzing pilot data to inform future tool enhancements.

Conclusions: This practicum guided Comma's strategic planning by highlighting key innovation and inclusion gaps in PCOS digital health. These findings supported the launch of a new PCOS condition monitoring tool which advanced Comma's mission to enhance menstrual and reproductive health equity.