

IUD use remains low.

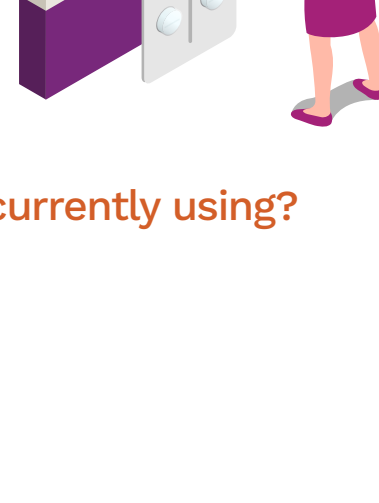
What can pharma marketers do to change that?



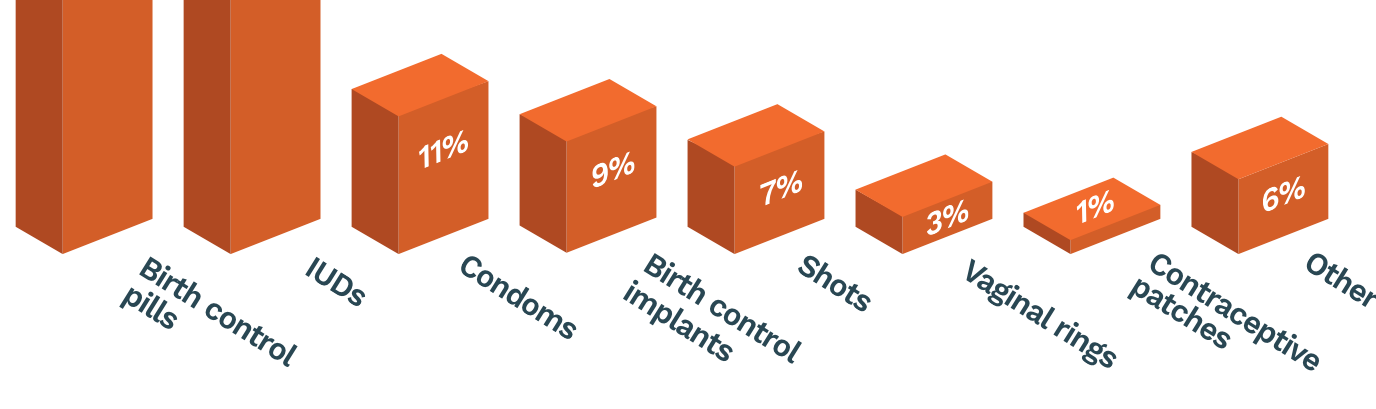
Despite being less convenient than intrauterine devices (IUDs), birth control pills remain by far the most popular contraceptive choice among women of childbearing age. And while less than half of women are completely satisfied with the pill, few are seeking an alternative—why?

The simple reason: They need to know more. A recent Phreesia survey taken by nearly 17,000 women ages 18 to 45 as they checked in for their doctors' appointments found that nearly half were unaware of IUD options. Women want more information about IUD products before trying them, and it's up to pharma marketers to provide it.

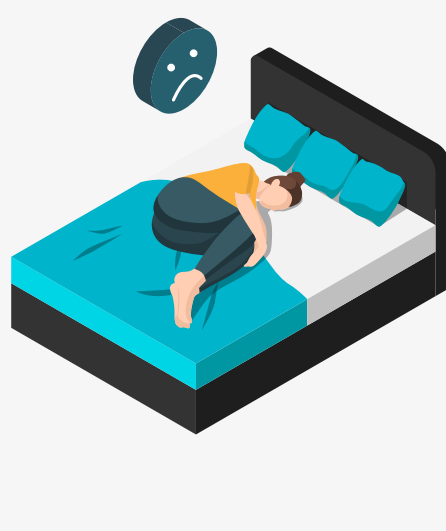
Birth control pills are the leading contraceptive option among women...



What types of birth control are you currently using?

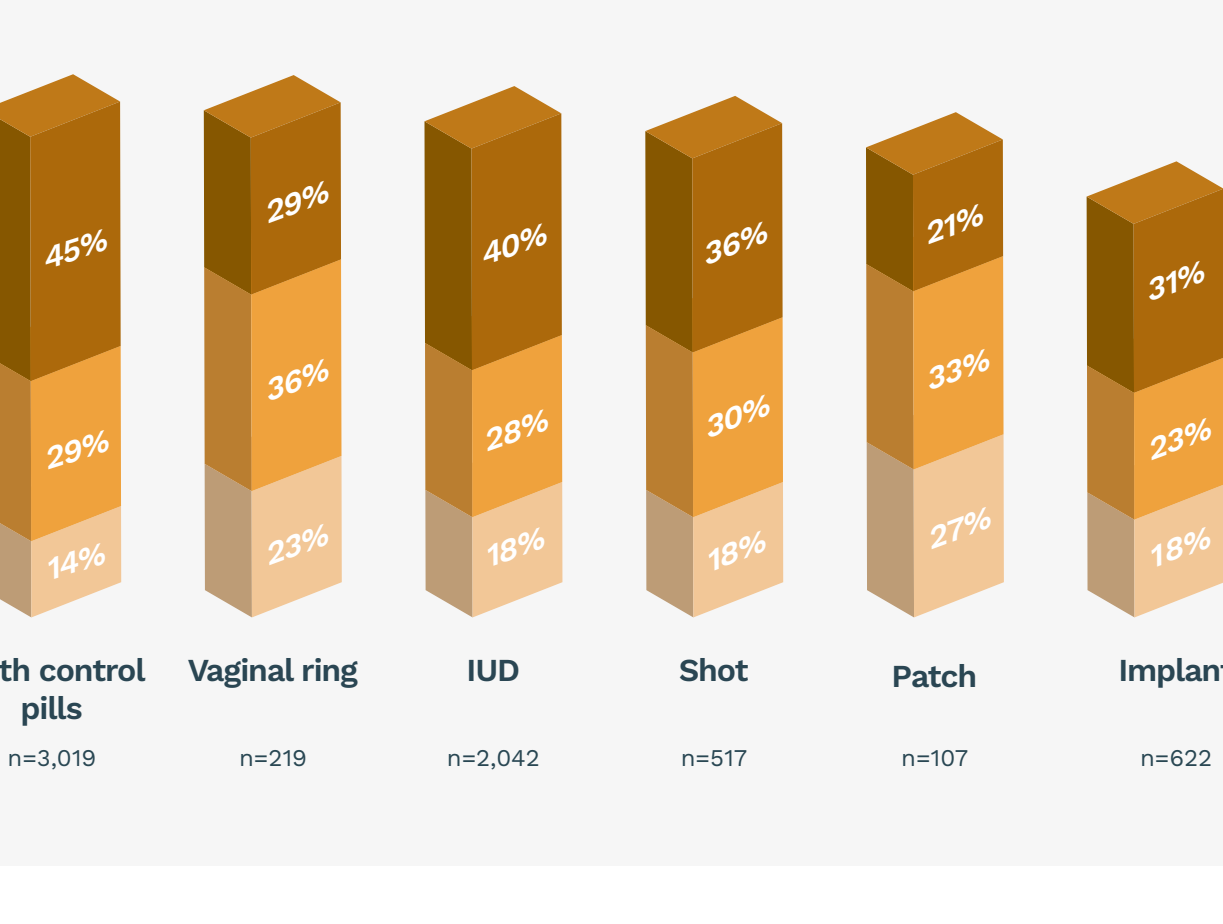


Among women treated with any form of birth control, n=7,373

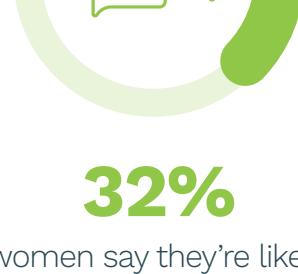
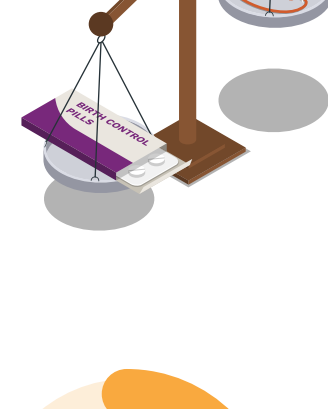


...but more than 1 in 10 users are not satisfied with birth control pills, and less than half are completely satisfied.

How satisfied are you with your current birth control?

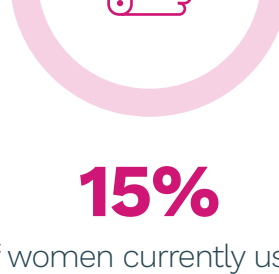


Nevertheless, women currently using birth control pills and other contraceptive options are generally not considering switching to an IUD.



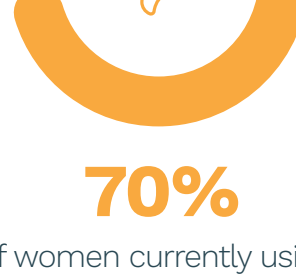
32%

of women say they're likely to talk to their doctor about new contraceptive options



15%

of women currently using contraceptives say they're likely to try an IUD

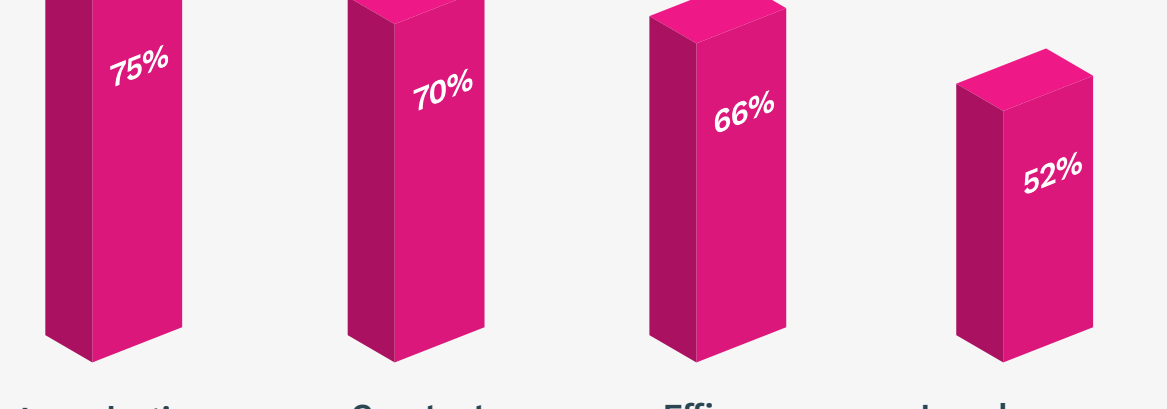


70%

of women currently using contraceptives say they're unlikely to switch to an IUD from their current birth control method

Most women (68%) using IUDs are very satisfied with them, and users appreciate their constant protection, efficacy and low-hormone impact.

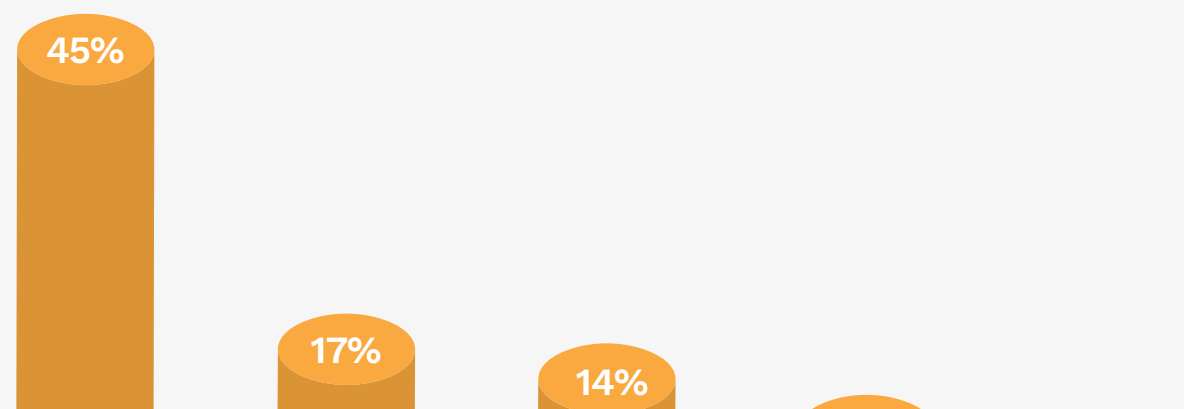
What are the primary reasons why you chose to use an IUD?



Among all women on an IUD, n=2,030

So why the hesitation to try them? One potential reason: Women need more information about IUD options.

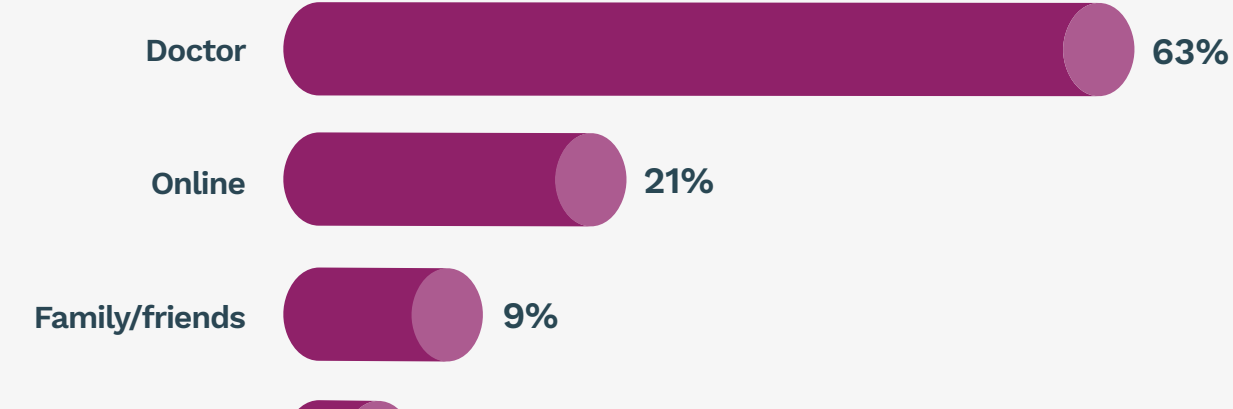
Which of the following IUD brands come to mind?



Among all women, n=16,367

IUD marketers need to encourage doctor-patient conversations: 63% of contraceptive users not on IUDs named their doctor as their go-to source for IUD information.

Where would you first go for more information about IUDs?



Among treated women who are not on an IUD, n=2,655

Beyond doctors' recommendations, women are mainly looking for more data on side effects, clinical trial results and stories from fellow patients before trying an IUD.

What information below would help increase your trust in an IUD before trying one? Please select up to 3.



26%

Doctor recommendation



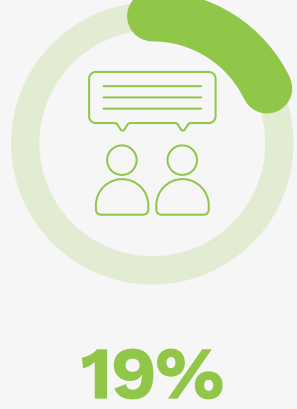
24%

Data on side effects



20%

Trial data on efficacy



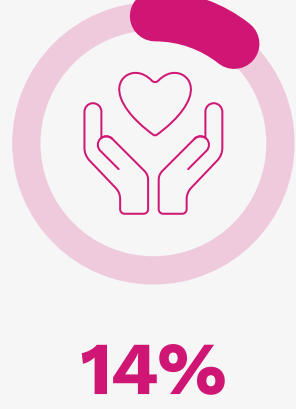
19%

Stories from patients



18%

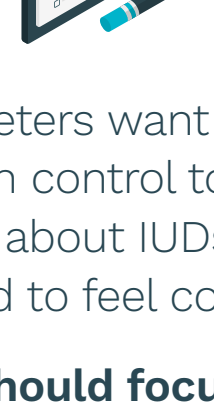
Safety approval



14%

Family/friend recommendation

Among treated women who are not on an IUD, n=12,239



In summary...

If pharma marketers want patients to switch from their current form of birth control to an IUD, they need to make sure women know about IUDs and have the tools and resources they need to feel comfortable making the change.

Drugmakers should focus on encouraging women who are dissatisfied with their birth control methods to explore their contraceptive options. They should arm women with stories from fellow patients and any other information they need to discuss those options with their doctor.

Find out how Phreesia Life Sciences' digital patient engagement platform can help your organization target patients who may want more contraceptive education and encourage doctor-patient conversations about birth control options.

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