

# Addressing reproductive health knowledge gaps

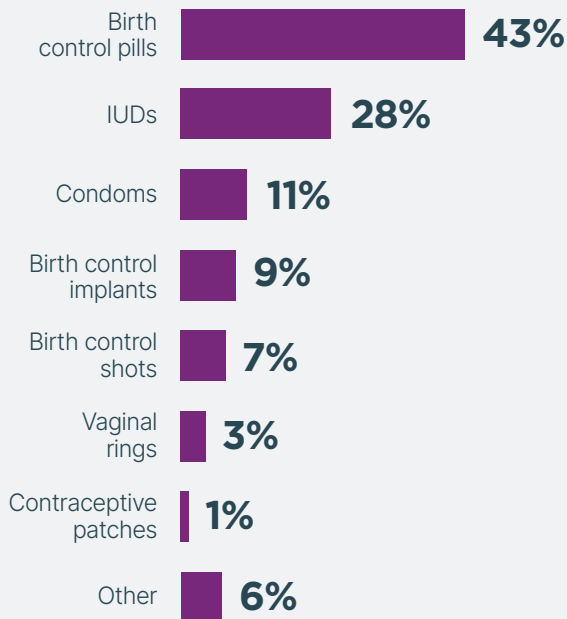
A 2021 Phreesia survey taken by nearly 17,000 women ages 18 to 45 as they checked in for their doctors' appointments found that while more than two in five surveyed patients (42%) use at least one form of birth control, awareness of their options and satisfaction with their choices vary dramatically across contraceptive methods.

Birth control pills remain a popular and well-established contraceptive method. However, women of childbearing age have a comparatively low awareness of other birth control methods, such as intrauterine devices (IUDs), that offer benefits like longer duration of protection and lower frequency of administration. This knowledge gap and poor understanding of the advantages of other options may prevent patients from exploring IUDs and other contraceptive methods.

## 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 complete satisfaction across all contraceptive choices is low, and one-third of patients want to explore other options.



Only 1 in 3 women are completely satisfied with their birth control option  
n=7,087



33% are likely to ask their doctor about new contraceptive methods  
n=15,394

## And when asked about different types of contraceptives, such as IUDs, patients had low recognition.



48% of women are not aware of any IUD brands  
n=16,367

Providers, life sciences companies, patient advocates, payers and other key stakeholders can support and advance contraceptive education and initiatives to improve patients' understanding of their birth control options. Reaching patients before their doctor's appointments with clinically relevant resources, such as stories from fellow patients and content that explains the benefits of different contraceptive methods, can empower women to explore their many birth control choices with their provider.

