

Usage and Awareness of Persona in Germany

S.R. Johnson¹, S. Tiplady¹

¹SPD Development Company Limited, Bedford, UK

Purpose

- To examine the usage and awareness of Persona® (SPD Swiss Precision Diagnostics GmbH); a natural method of contraception based on monitoring urinary luteinising hormone and estrone-3-glucuronide (a principle urinary metabolite of estradiol), for the identification of days when the risk of pregnancy is high.^{1,2}

Methods

- German women aged 25–44 years, who were able to bear children, participated in an online survey
- Questions related to the knowledge and use of contraceptive methods
- Detailed questions relating to Persona were asked of:
 - The subset of women who were using, or had previously used this method
 - A group of additional current Persona users who were specifically targeted to participate in the study.

Results

- Questionnaire results were obtained from 514 women
 - Average age: 35.2 years
 - Living with a partner: 73%
 - Average number of children: 0.98
- A further 85 women currently using Persona were recruited and provided responses only to the questions relating to Persona.

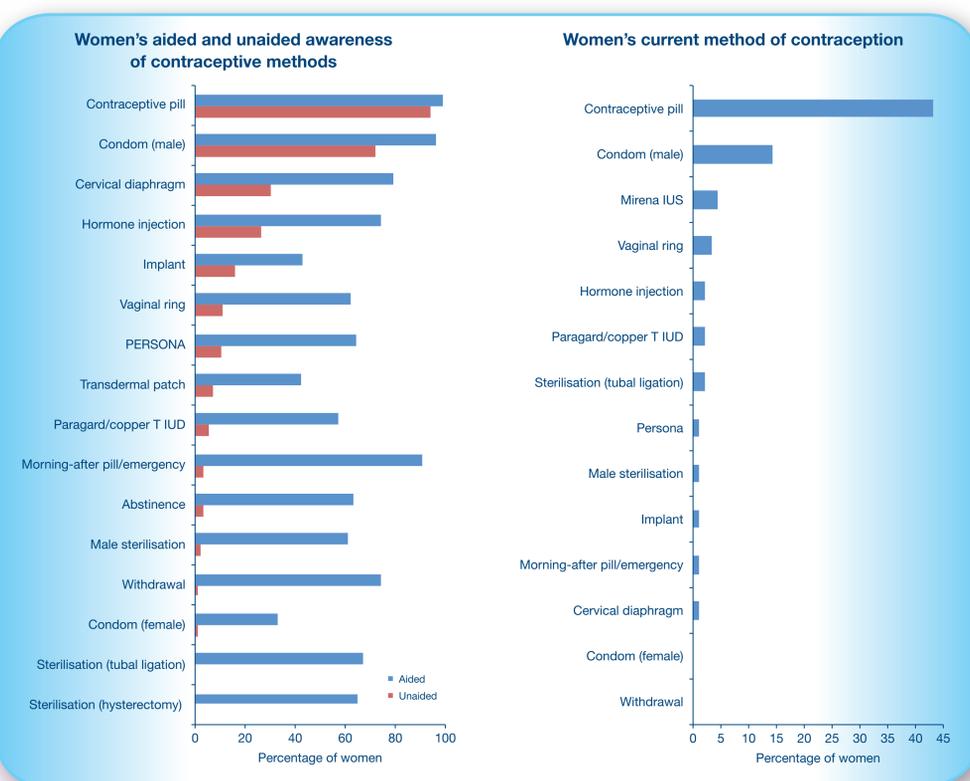
Women's awareness of contraceptive methods

- Among the women surveyed, there was good awareness of most forms of contraception (Figure 1)
- Awareness was greatest for the contraceptive pill and condoms (>90%)
- 10% of women were aware of Persona – this increased to 64% when women were asked to identify which methods they were aware of from a given list.

Current contraception usage

- The contraceptive pill and condoms are the most common current contraception methods used by women surveyed in Germany (Figure 1):
 - Contraceptive pill: 39%
 - Condoms: 13%
- Persona is currently used by 1% of the women surveyed.

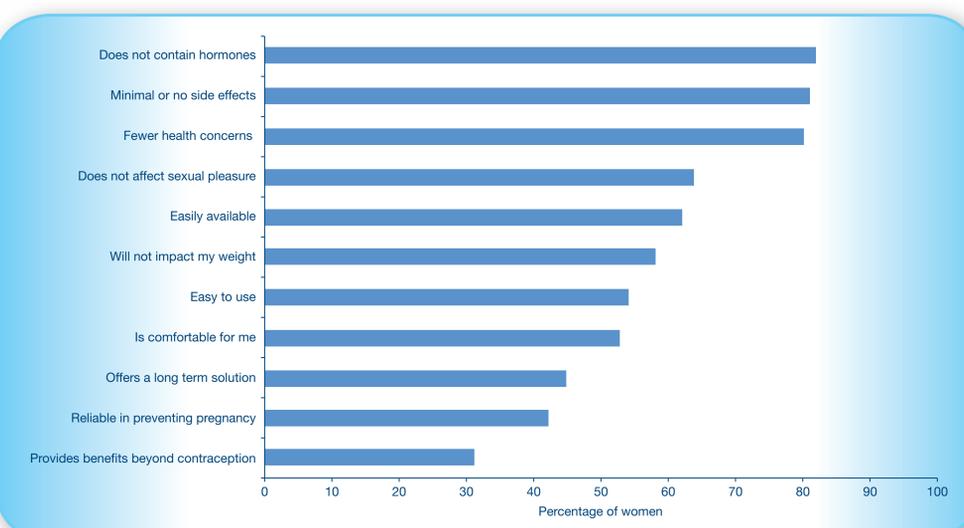
Figure 1. Women's awareness of methods of contraception and current method used. (Unaided: Q. What are ALL the methods of birth control you have ever heard of? Aided: Q. From the list of birth control methods below, please select the ones you have EVER HEARD OF or READ about.)



Women's reasons for choosing Persona

- Women's reasons for choosing Persona as their method of contraception are shown in Figure 2, the most common reasons were:
 - Does not contain hormones: 82%
 - Minimal or no side effects: 81%
 - Fewer health concerns than other methods: 80%
- These reasons are very different to those stated for choosing the contraceptive pill or condoms:
 - Contraceptive pill: reliability for prevention of pregnancy (90%)
 - Condoms: easy availability (65%) and protection against sexually transmitted diseases (60%)
- Most women using Persona (81%) had previously used the contraceptive pill and concern about side effects was the most commonly cited reason for changing from the contraceptive pill.

Figure 2. Stated reasons why women chose Persona as their method of contraception.



Women's future contraceptive needs

- 52% of German women surveyed were concerned about side effects or health problems associated with contraception and 29% had previously experienced side effects
- Health concerns (risk of stroke, high blood pressure, risk of infection, etc.) were the main reason women would consider changing their method of contraception (41%)
- 38% of German women surveyed stated that they were likely to switch methods within the next five years and 20% stated that this change was likely within 12 months
- Of 36 previous Persona users, pregnancy was the most common reason stated for no longer using this method (17%), followed by wanting more security (14%) and wanting an easier to use method (14%).

Conclusions

- Awareness of different contraceptive methods is high among women in Germany
- Many women are concerned about side effects associated with contraceptive methods and this is the main reason that they would consider changing to a natural method
- Women mainly chose Persona as their contraceptive method due to its lack of side effects and non-invasiveness
- These reasons were very different from those stated by women choosing the contraceptive pill or condoms (the most common methods used)
- Knowledge and availability of a wide range of contraceptive methods, including natural methods, is required to meet the varying needs of individual women and women at different stages of their life.

Acknowledgments

Editorial assistance was provided by IMC Healthcare Communication, supported by SPD Development Company Ltd. Survey was conducted by IPSOS.

Declaration of interest

This study was funded by SPD Development Company Ltd. S.R. Johnson and S. Tiplady are employees of SPD Development Company Ltd.

References:
1. Bonnar J, et al. Br J Fam Plann. 2000;26:178–9. 2. Wild D. The Immunoassay Handbook. Gulf Professional Publishing 2005