

# Living with Heavy Menstrual Bleeding – A National Survey of 500 U.S. Women

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## Background and Objectives

To better understand the impact of cyclic heavy menstrual bleeding (cHMB) on women's lifestyles, Kovak-Likly Communications (KLC) and Ferring Pharmaceuticals commissioned Harris Interactive® to conduct a survey among women living with cHMB.

–The primary focus of the survey was the impact of HMB on women's daily lives, including:

- Work;
- Social, leisure, and physical activities; and,
- Relationships with friends, family, and significant others.

–Other objectives of the study were to:

- Create a **basic profile** of women who suffer from HMB;
- Understand their experiences with **treatment and management options**; and,
- Determine how they **communicate** with others about HMB.

–Survey results will be leveraged as part of a national PR campaign to raise awareness of cHMB.



## Methodology

All data collection was conducted online June 7-15, 2010 using the *Harris Poll Online* (HPOL) database as the sampling frame.

–Outgoing sample was targeted to U.S. women ages 18-49.

- Potential respondents received an email inviting them to access the online survey. Each email included a unique link/password, ensuring anonymity and that each respondent can only take the survey once.

- Final data are weighted to be representative of the U.S. population of women aged 18-49 based on: age, region, education, household income, race/ethnicity, and propensity to be online.

–Approximately 9% of the women who responded qualified for the survey.

- Must not have been diagnosed with any bleeding or clotting disorder;

- Must typically experience a heavy or very heavy menstrual flow, or monthly period; and,

- Must experience menstrual flow that soaks through 1+ tampons/pads per hour when period is at its heaviest.



## Executive Summary

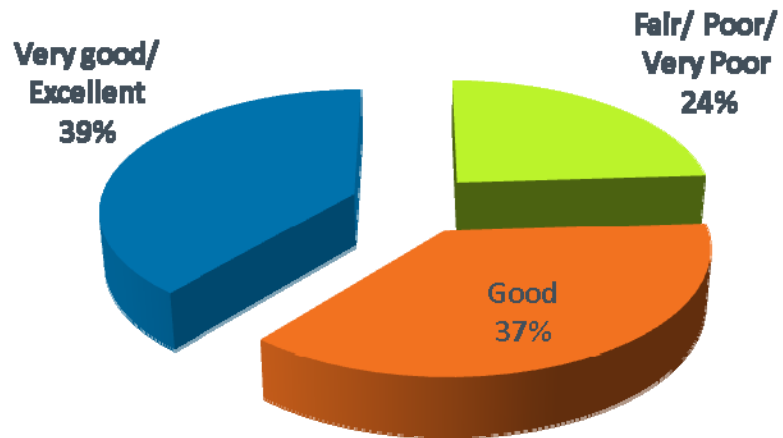
- ✓ Most women who experience heavy menstrual bleeding are generally in good health, though many are concerned about their health.
- ✓ The majority of women are severely negatively affected by their HMB, which impacts various aspects of women's lives including their lifestyle, relationships, and responsibilities.
- ✓ Most women have spoken to a healthcare professional about their HMB, though many report that their doctor does not take their complaints seriously.
- ✓ Oral contraceptives are the most commonly used and recommended treatment for HMB, though the vast majority of women wish there more non-hormonal as well as non-surgical treatment options.

# Overall Health and Menstrual Flow Profile



# Overall Personal Health

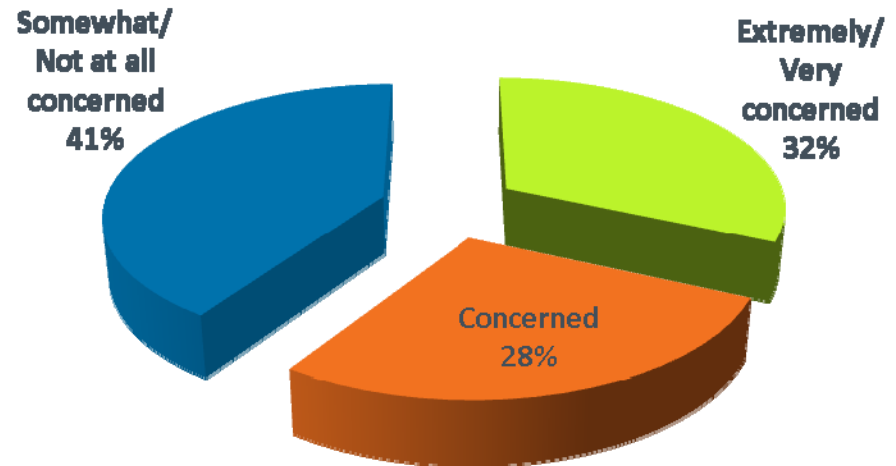
### Current Overall Health



Good/Very Good/ Excellent (Net)

76%

### Concern About Personal Health



Concerned/Very Concerned/ Extremely Concerned (Net)

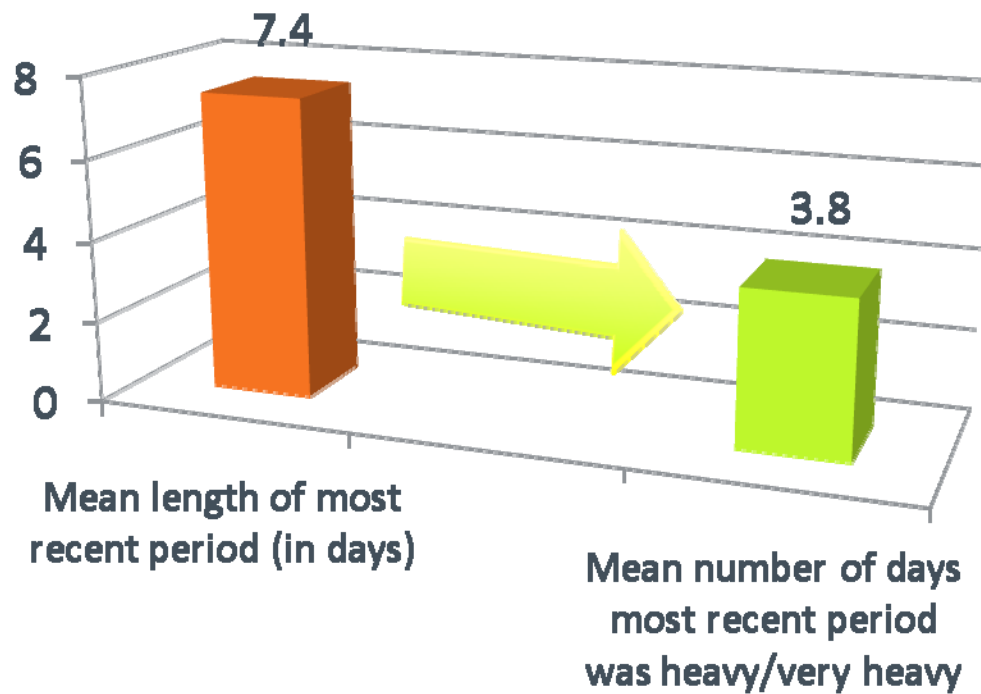
59%

**Base: All Respondents (n=501)**

**Q600** Which of the following best describes your current overall health?

**Q605** How concerned are you about your own personal health?

## Length & Intensity of Menstrual Flow



**14.6** mean number of pads/tampons used on heaviest day of most recent period (7.0 tampons, 7.6 pads)

**Base: All respondents (n=501)**

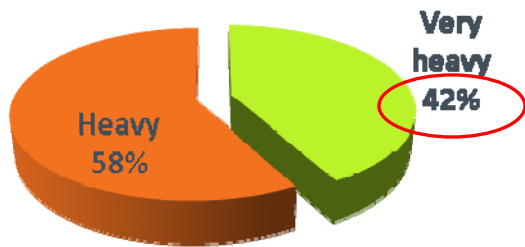
**Q715** For how many days did your most recent period last?

**Q725** For how many days of your most recent period was the bleeding heavy or very heavy?

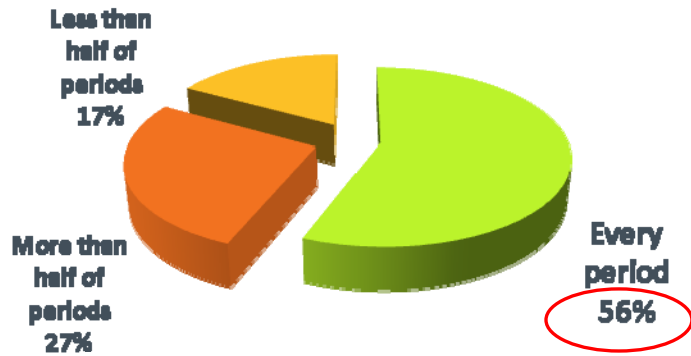
**Q730** During your most recent period, how many pads and/or tampons did you use on the heaviest day of your period?

# Menstrual Cycle

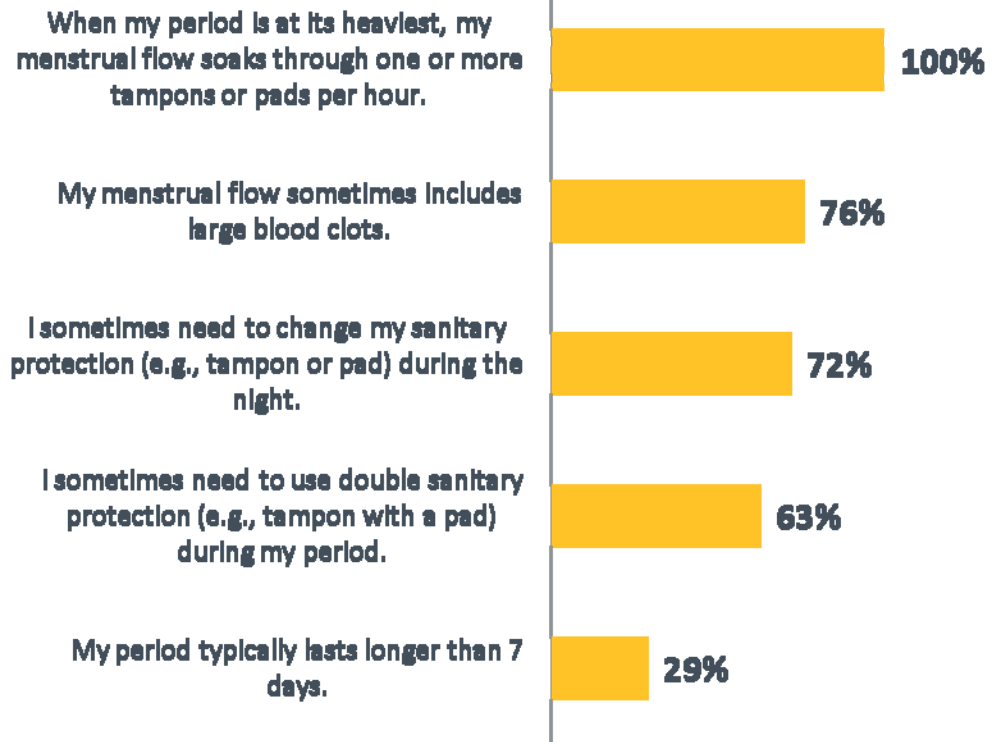
## Intensity of Menstrual Flow



## Frequency of HMB



## Typical Menstrual Flow



Base: All Respondents (n=501)

Q625 How would you describe your typical menstrual flow, or monthly period?

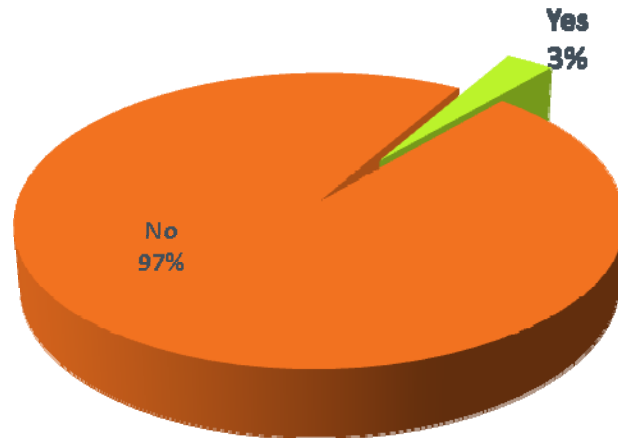
Q630 Which of the following, if any, describe your period or menstrual flow?\*

Q700 How often do you experience heavy menstrual bleeding? By "heavy menstrual bleeding," we mean menstrual flow that soaks through one or more tampons or pads per hour.

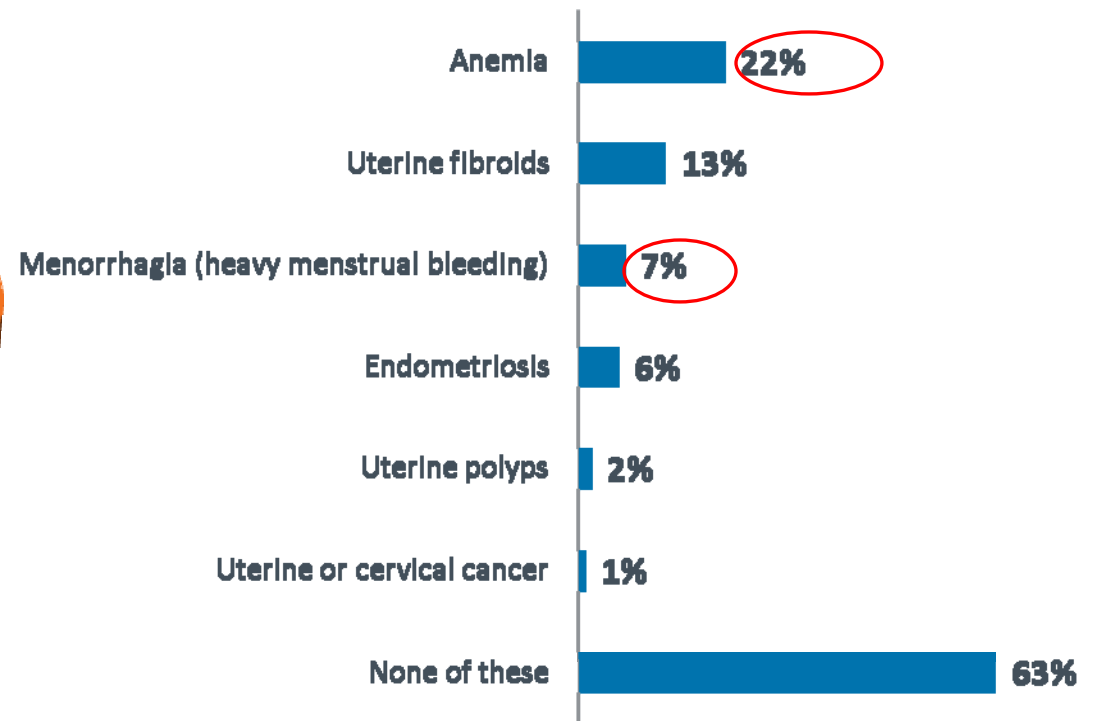
\*Multiple responses allowed.

# Reproductive Health Profile

### Use IUD



### Diagnosed With...



**Base: All Respondents (n=501)**

**Q710** Do you currently use an IUD, or intra-uterine device, as a form of contraception?

**Q705** Have you ever been diagnosed by a doctor or other healthcare professional with any of the following conditions?\*

\*Multiple responses allowed.



## Summary

- Overall Health and Menstrual Flow Profile

- Most women who experience cyclic HMB are generally in good health, though many are concerned about their health.

- Many describe their flow as “very heavy,” and more than half experience HMB every time they get their period.

- None of these women have been diagnosed with any bleeding or clotting disorder, and very few currently use an IUD or have other reproductive conditions that may explain their bleeding.

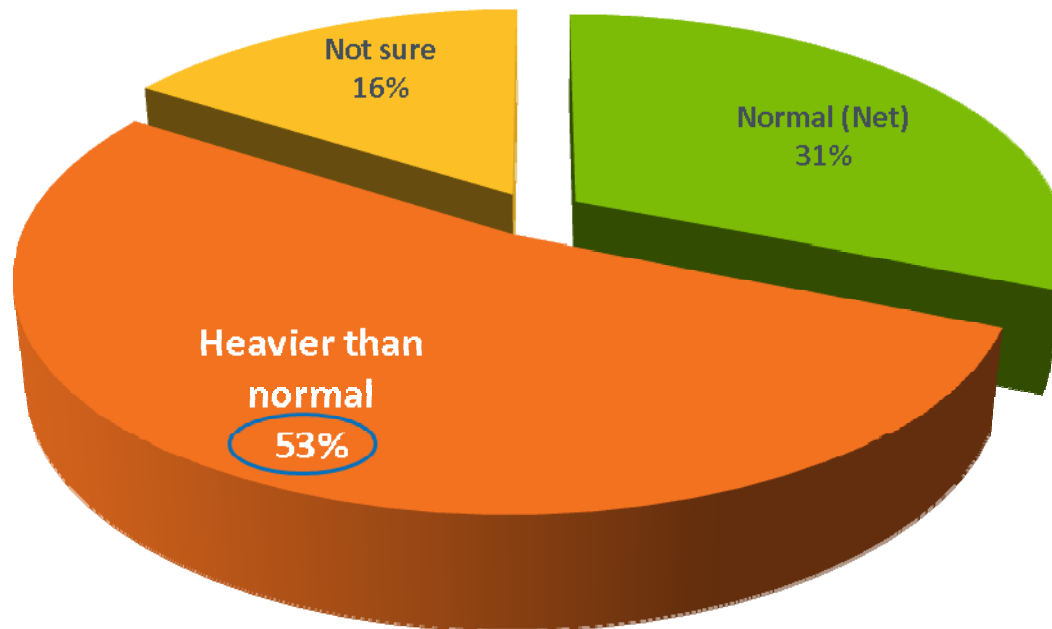
- Only 7% have been diagnosed with menorrhagia.

# Impact of HMB on Lifestyle



# Perception of Menstrual Flow

## Compared to Other Women...

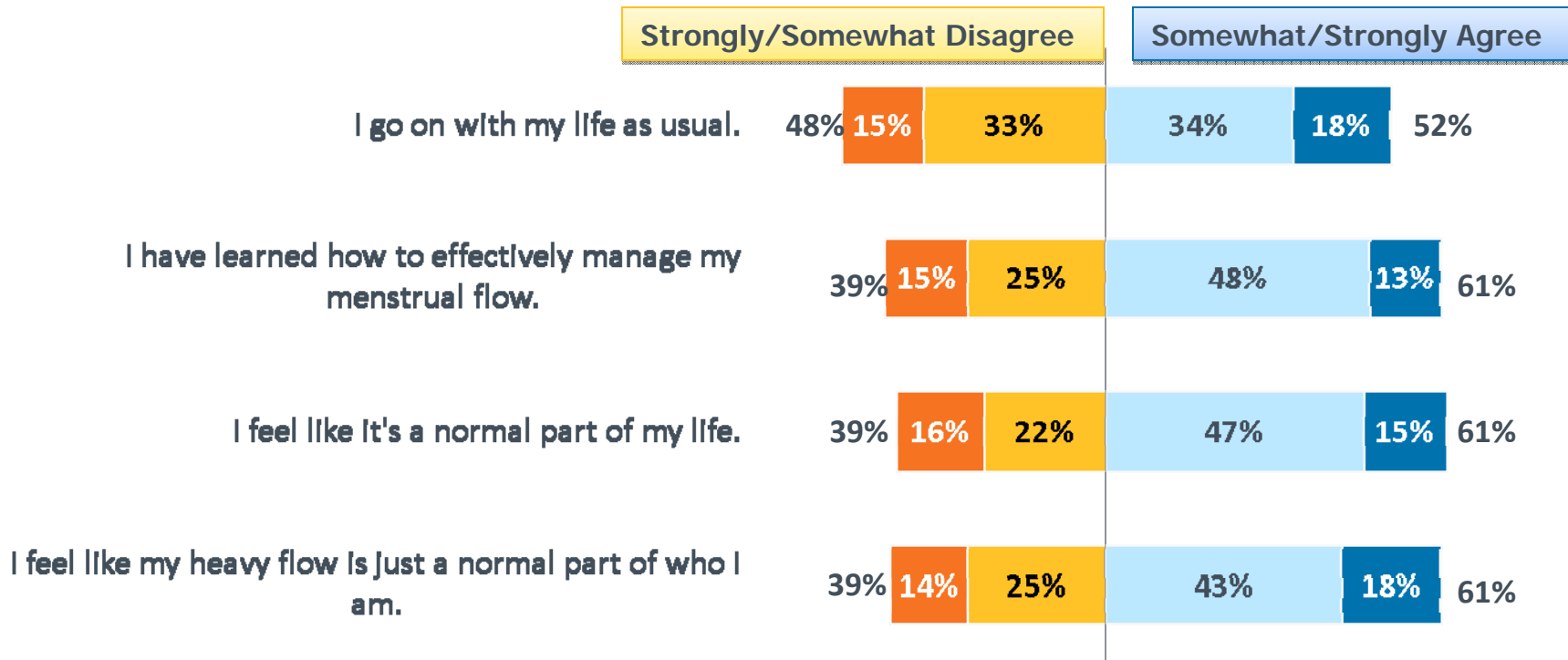


**Normal (Net)**  
Normal: 1%  
Heavy but still in the normal range: 30%

Base: All Respondents (n=501)

Q701 Compared to other women who menstruate, do you think of your flow as being...?

# Heavy Flow Is Normal Part of Life



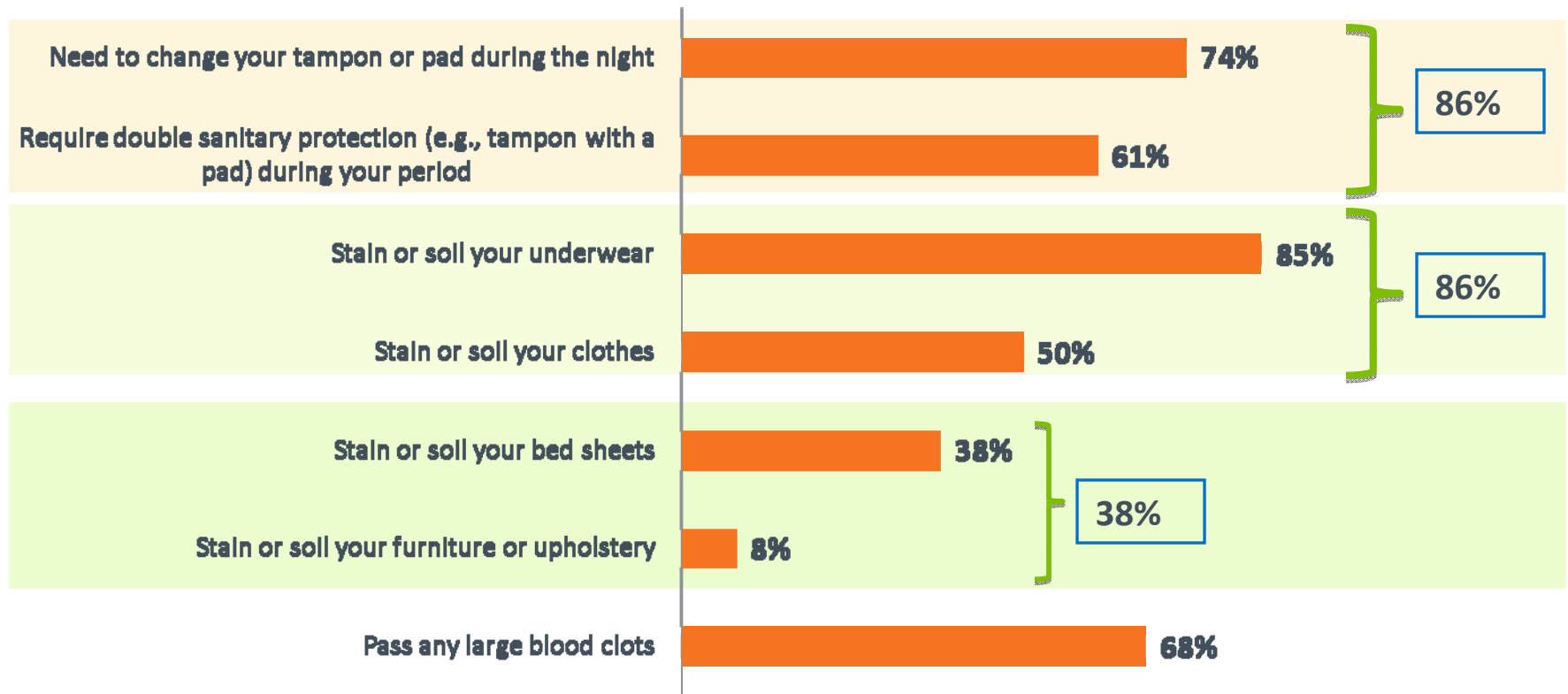
Base: All respondents (n=501)

Q815 How strongly do you agree or disagree with each of the following statements about heavy menstrual bleeding?

Q825 How strongly do you agree or disagree with each of the following statements about your experiences with heavy menstrual bleeding?

# Consequences of Cyclic HMB

## During Recent Period, Did You...

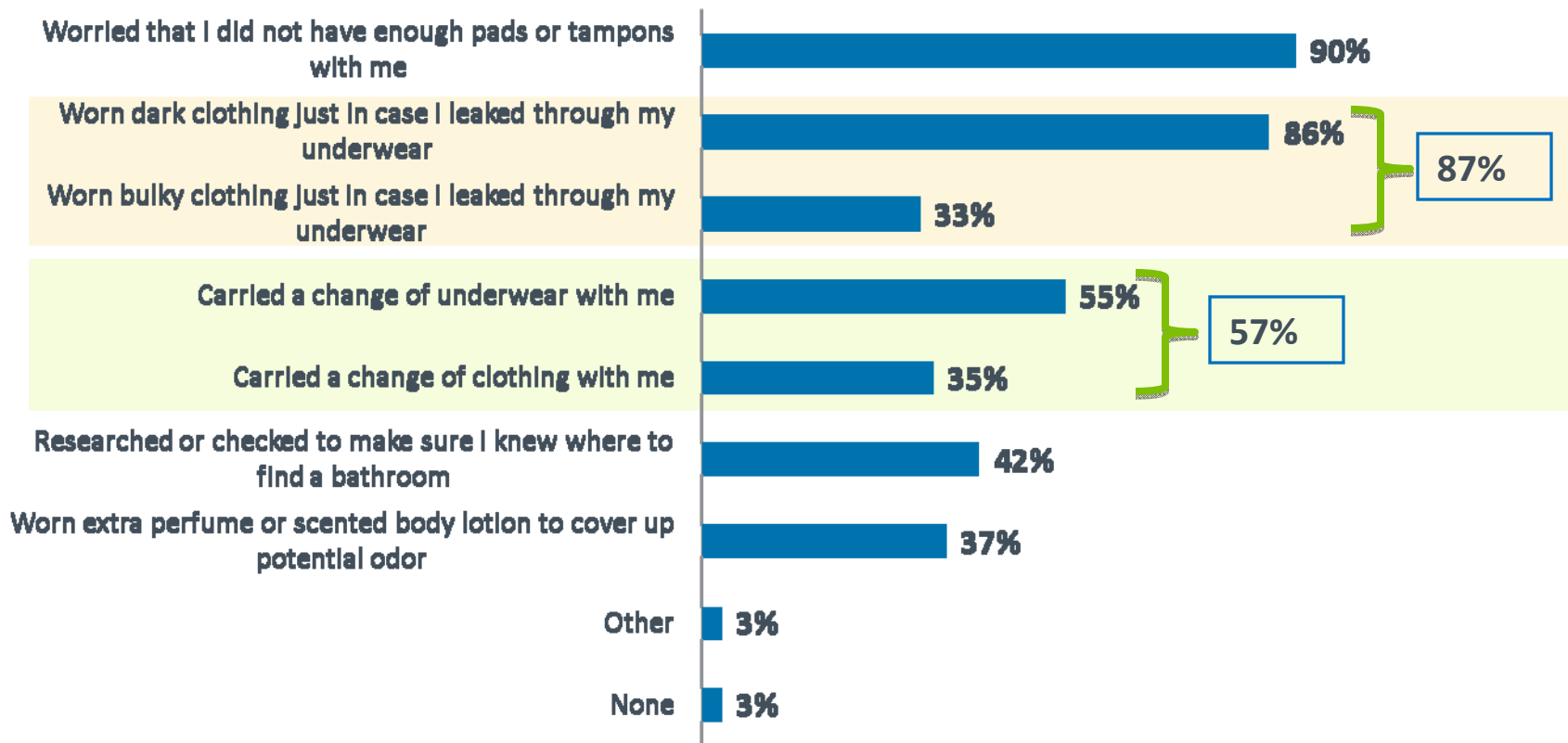


Base: All Respondents (n=501)  
 Q735 During your most recent period, did you...?\*

\*Multiple responses allowed.

# Precautions Taken Due to Cyclic HMB

## While Away From Home...



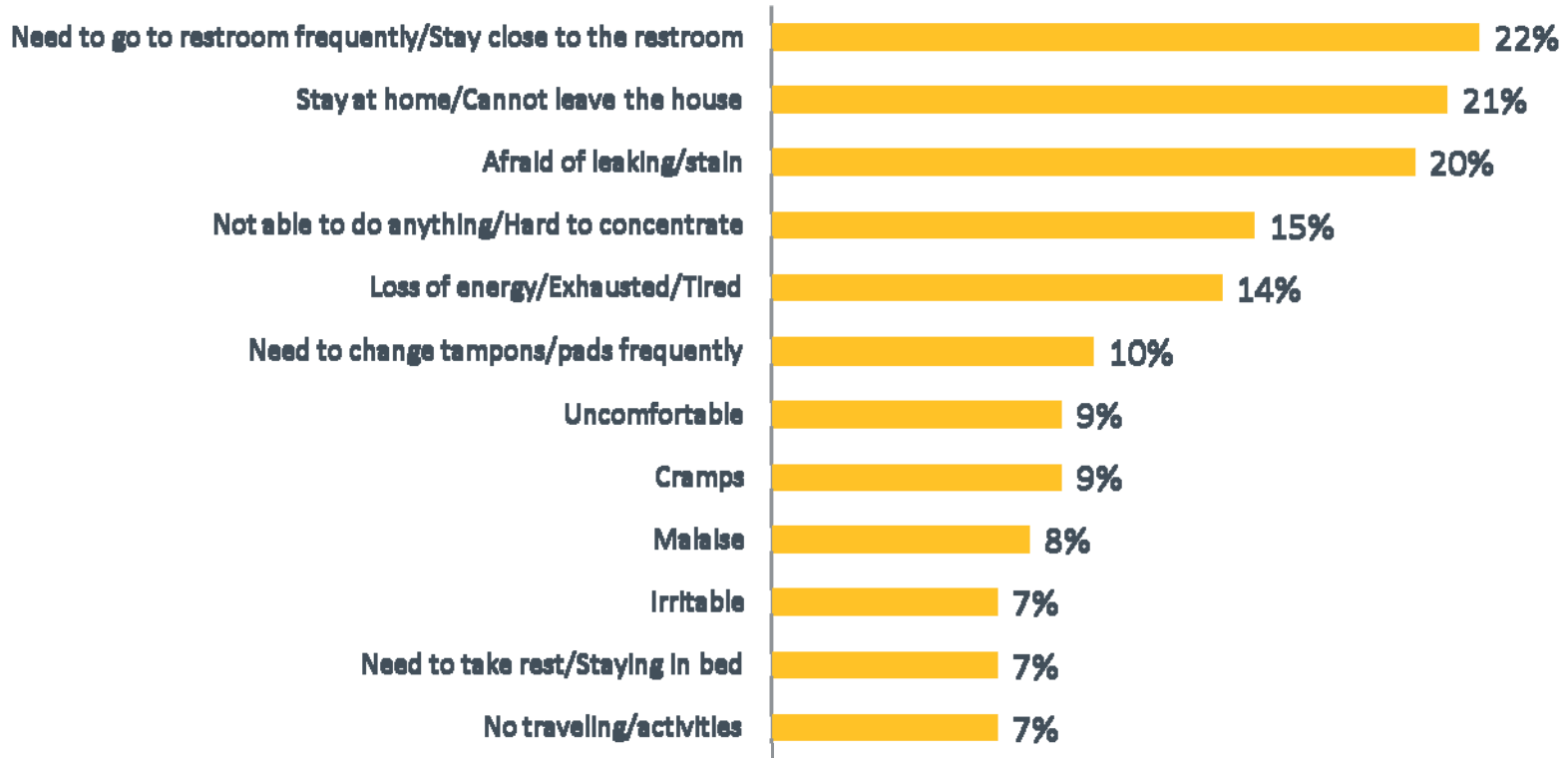
**Base: All Respondents (n=501)**

**Q830** When you have experienced heavy menstrual bleeding while you are away from home, have you ever done any of the following?\*

\*Multiple responses allowed.

# Impact of Cyclic HMB on Your Day

## Top 10 Mentions



Base: All Respondents (n=501)

Q740 How is your day impacted when you experience your heaviest menstrual flow?\*

\*Full open end. Multiple responses allowed.

## Impact of Cyclic HMB on Your Day: Select Verbatim Responses

*I have bad cramping and I feel like I'm constantly in the restroom changing pads/tampons so I'm missing out on work or time with my family. It depresses me that I can't function normally.*  
- Age 41, Very heavy, Impact: A lot

*I don't do anything but curl up in a ball and cry.*  
- Age 19, Heavy, Impact: A great deal

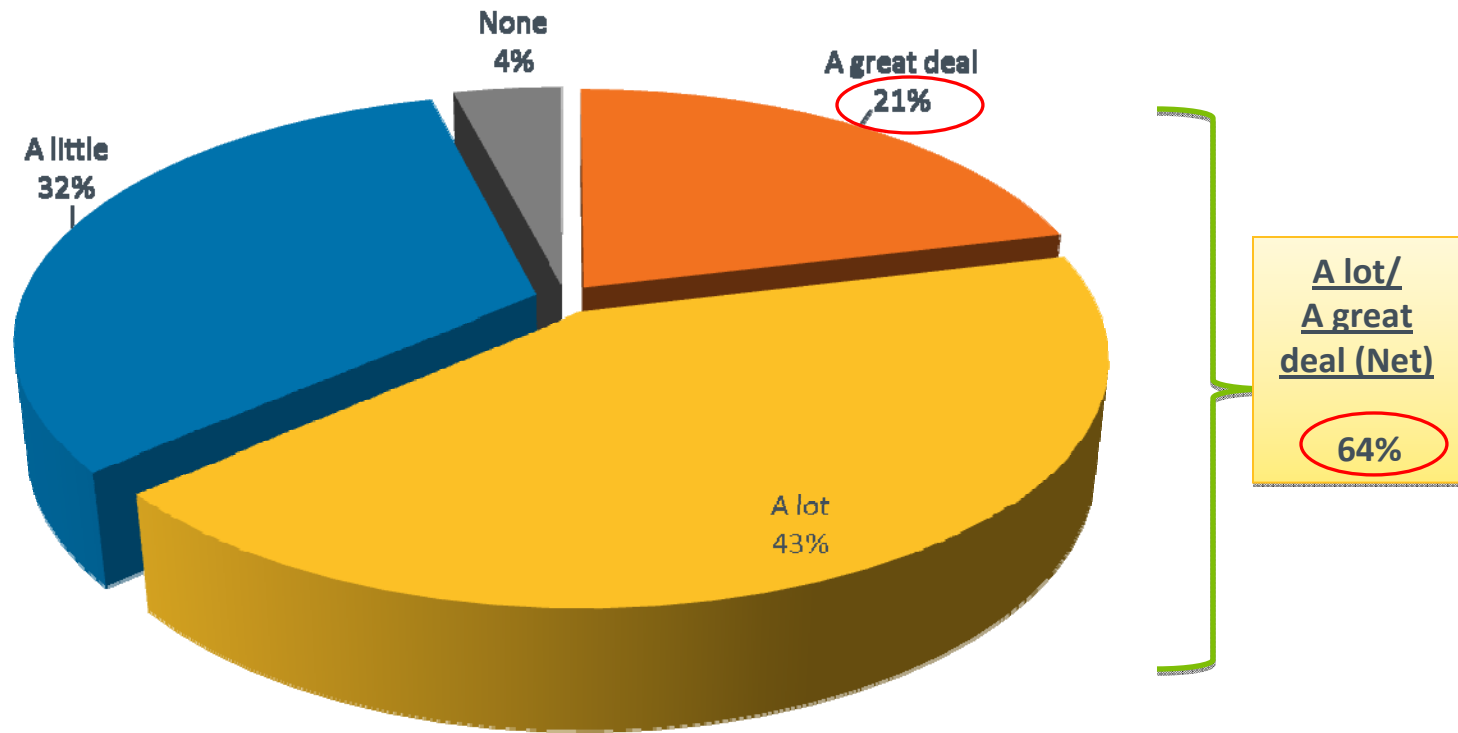
*I deal with it – not really impacted.*  
- Age 44, Heavy, Impact: A little

*I cannot go anywhere. I am light headed, emotional, and tired from all the Motrin 800's I take for cramps...*  
- Age 44, Heavy, Impact: A great deal

*It is a complete inconvenience to try and go anywhere. I can barely walk across the house without having to change tampons. The pain is also barely tolerable with NSAIDs and a Thermacare pad. I feel friends and family do not understand and think I am being overdramatic but I cannot SNEEZE without having to change tampons and I use the nighttime pads all day long and even have to change those several times a day. It is horrible and my doctor could not care less.*  
- Age 38, Very heavy, Impact: A great deal

# Negative Impact of Cyclic HMB

## Negative Impact of HMB on Social, Leisure, and Physical Activities

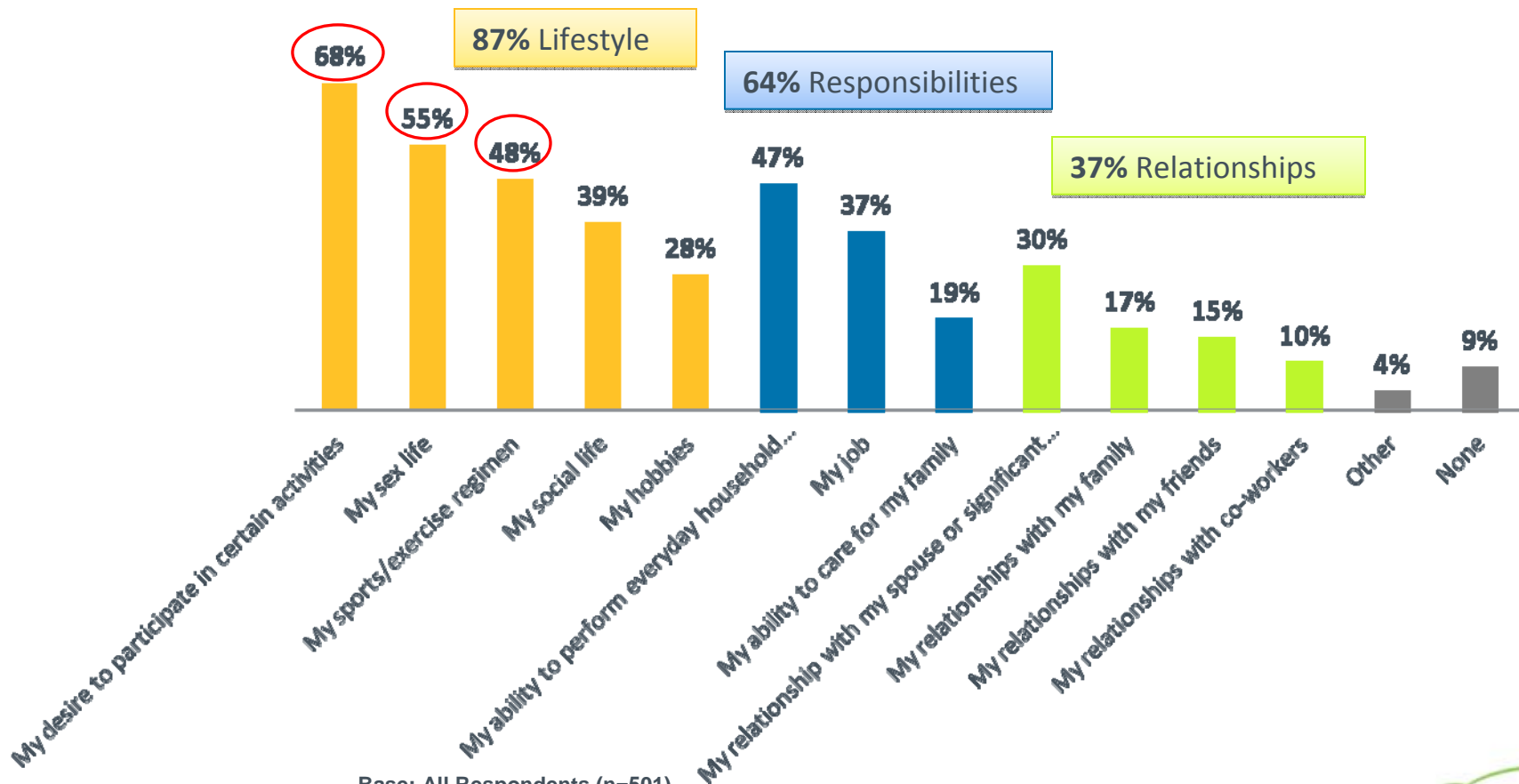


**Base: All Respondents (n=501)**

**Q800** How much of a negative impact, if any, has your heavy menstrual bleeding had on your social, leisure, and physical activities?

# Areas of Life Negatively Impacted

Areas of Life Negatively Impacted by HMB



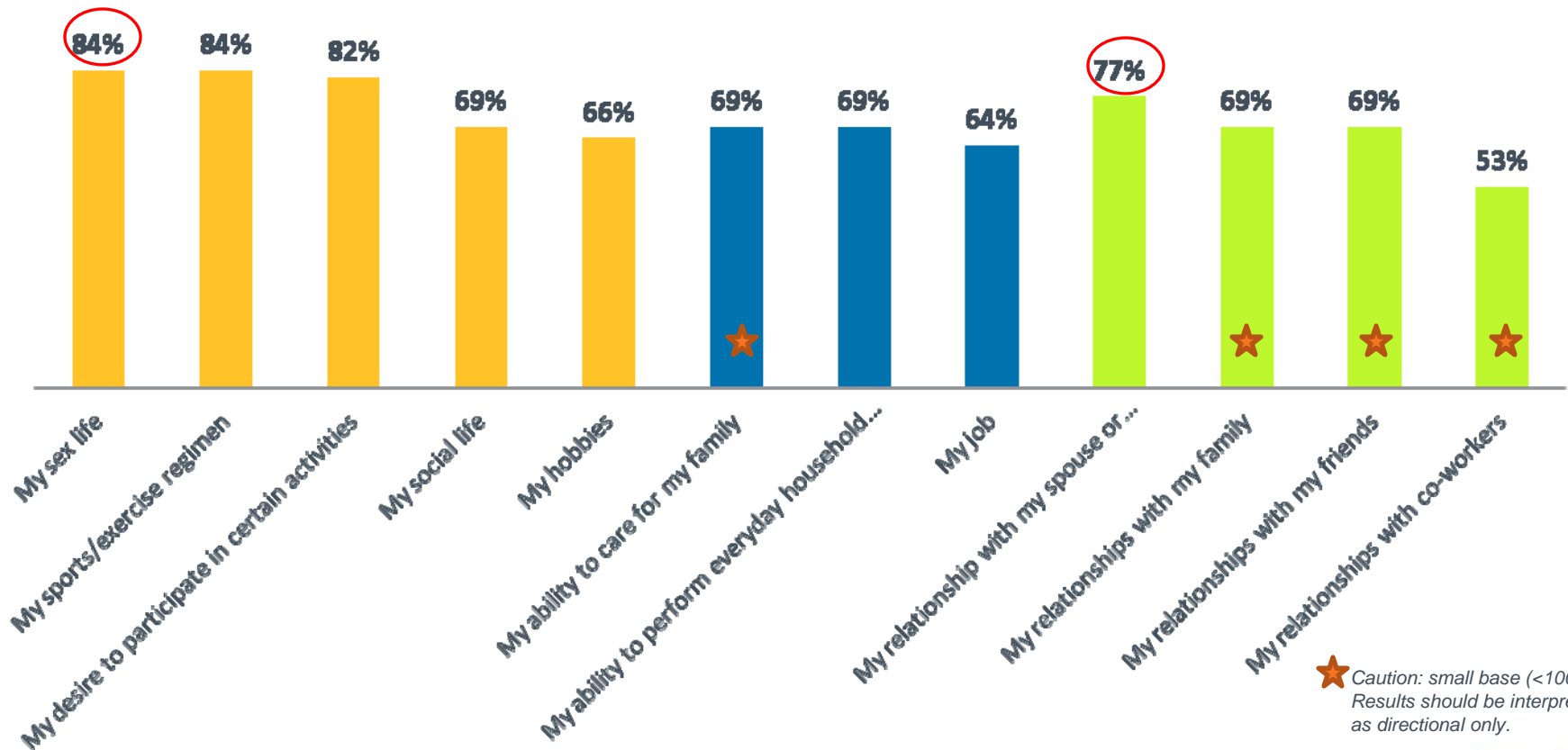
Base: All Respondents (n=501)

Q805 Which of the following areas of your life, if any, have been negatively affected by your heavy menstrual bleeding?\*

\*Multiple responses allowed.

# Extent of Negative Impact

## A Great Deal/A Lot of Negative Impact (Net)

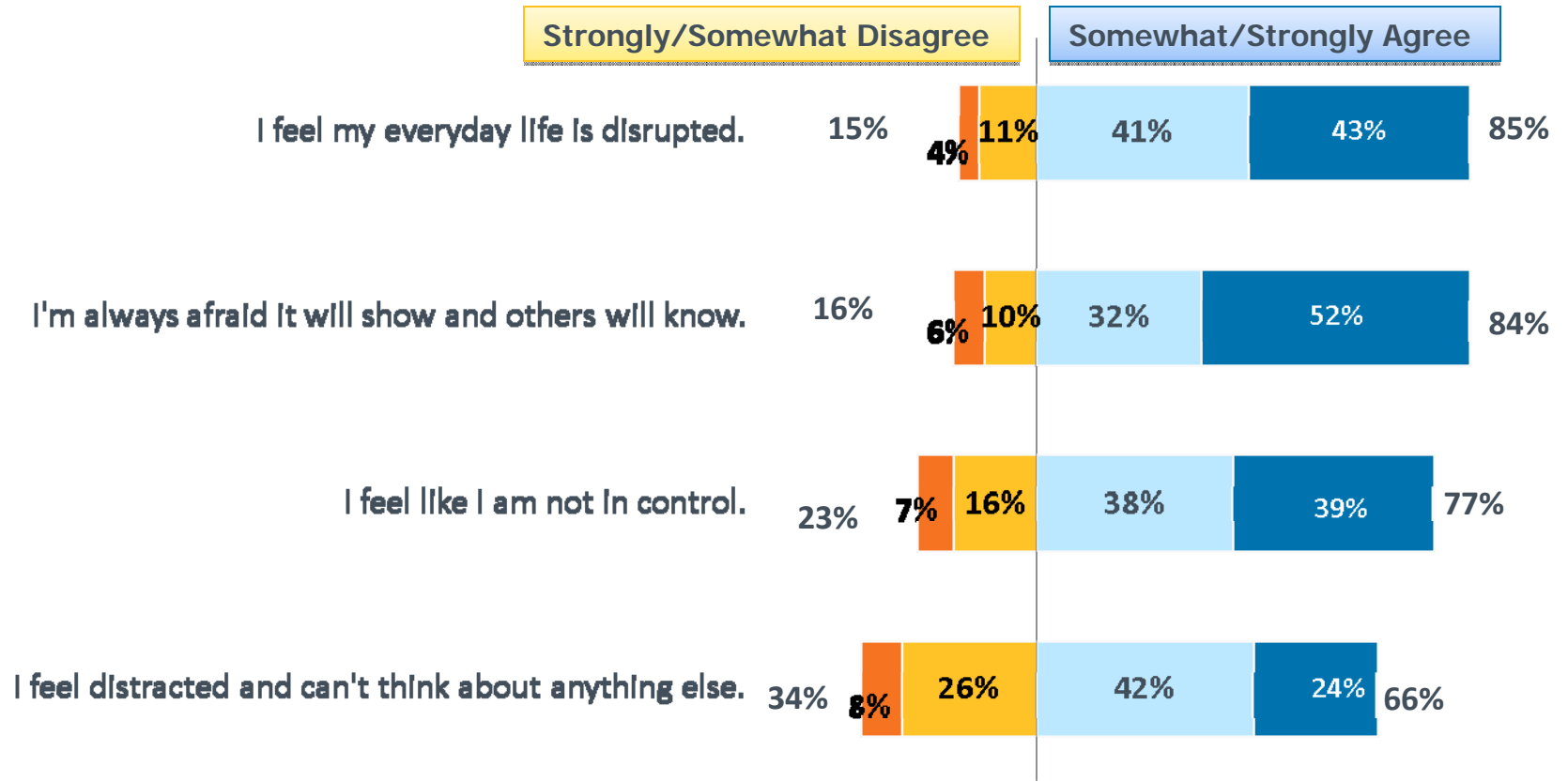


★ Caution: small base (<100). Results should be interpreted as directional only.

Base: Area of Life Affected by HMB (base varies)

Q810 How much has each of the following areas of your life been negatively affected by your heavy menstrual bleeding?

# Heavy Flow Disrupts Life

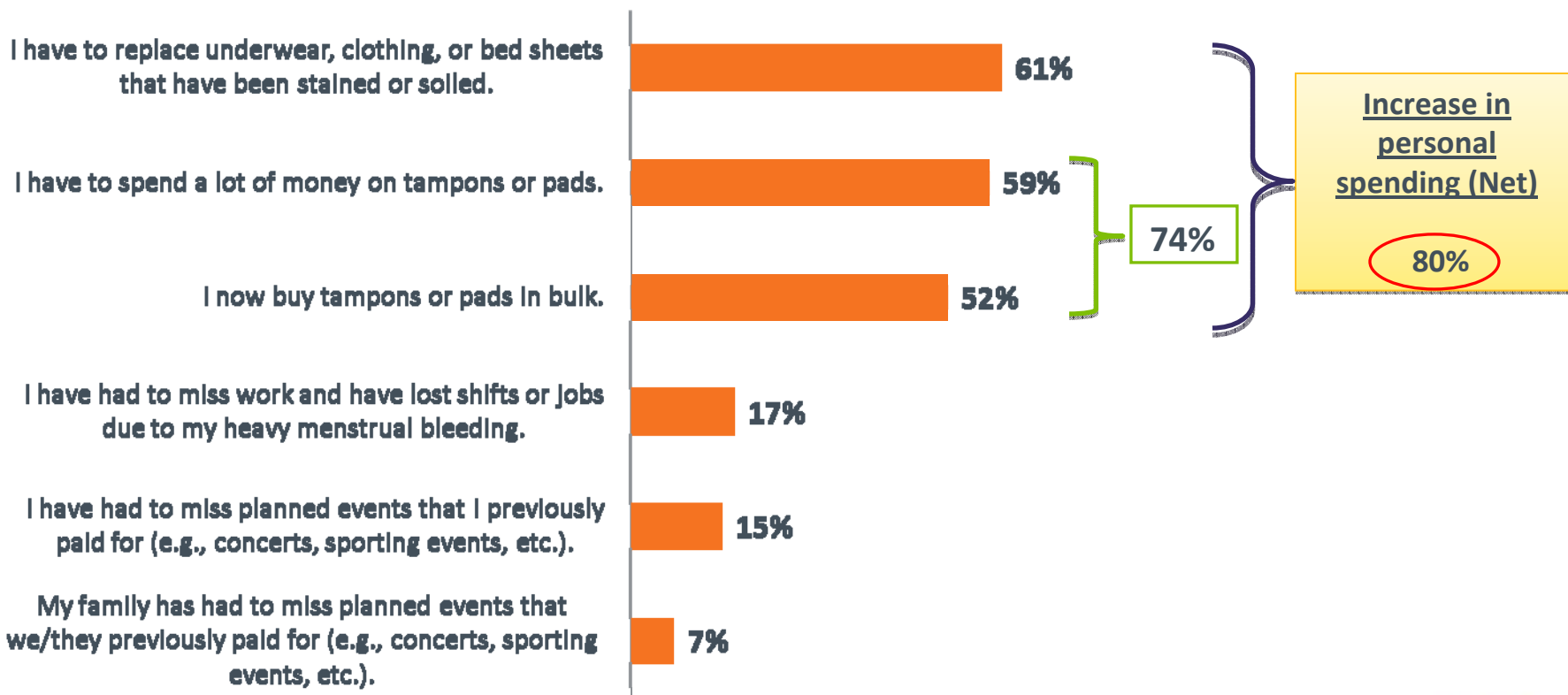


Base: All respondents (n=501)

Q815 How strongly do you agree or disagree with each of the following statements about heavy menstrual bleeding?

# Financial Impact of Cyclic HMB

## Financial Impact of HMB



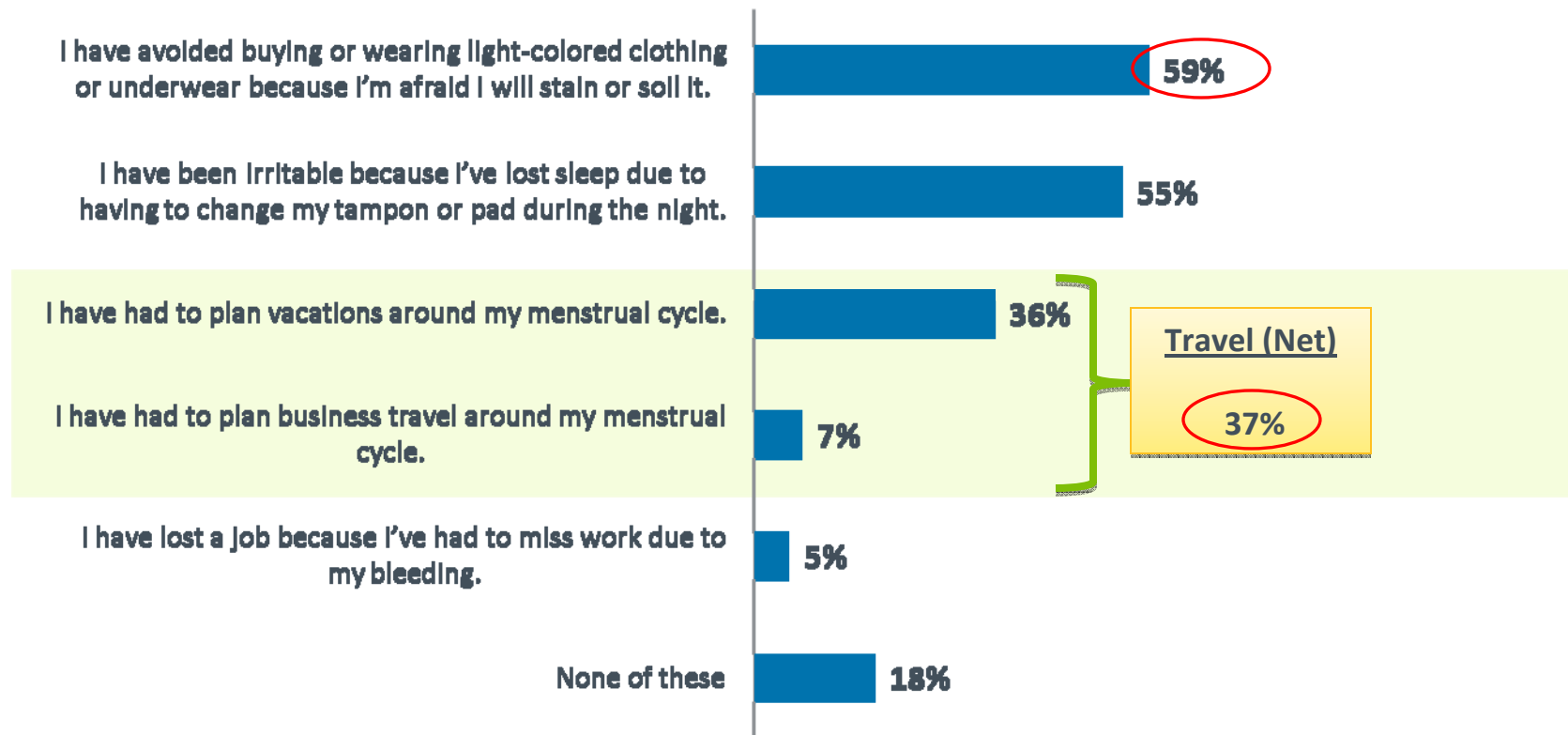
Base: All Respondents (n=501)

Q820 Has your heavy menstrual bleeding impacted you financially in any of the following ways?\*

\*Multiple responses allowed.

## Other Impact of Cyclic HMB

### Other Life Impacts of HMB

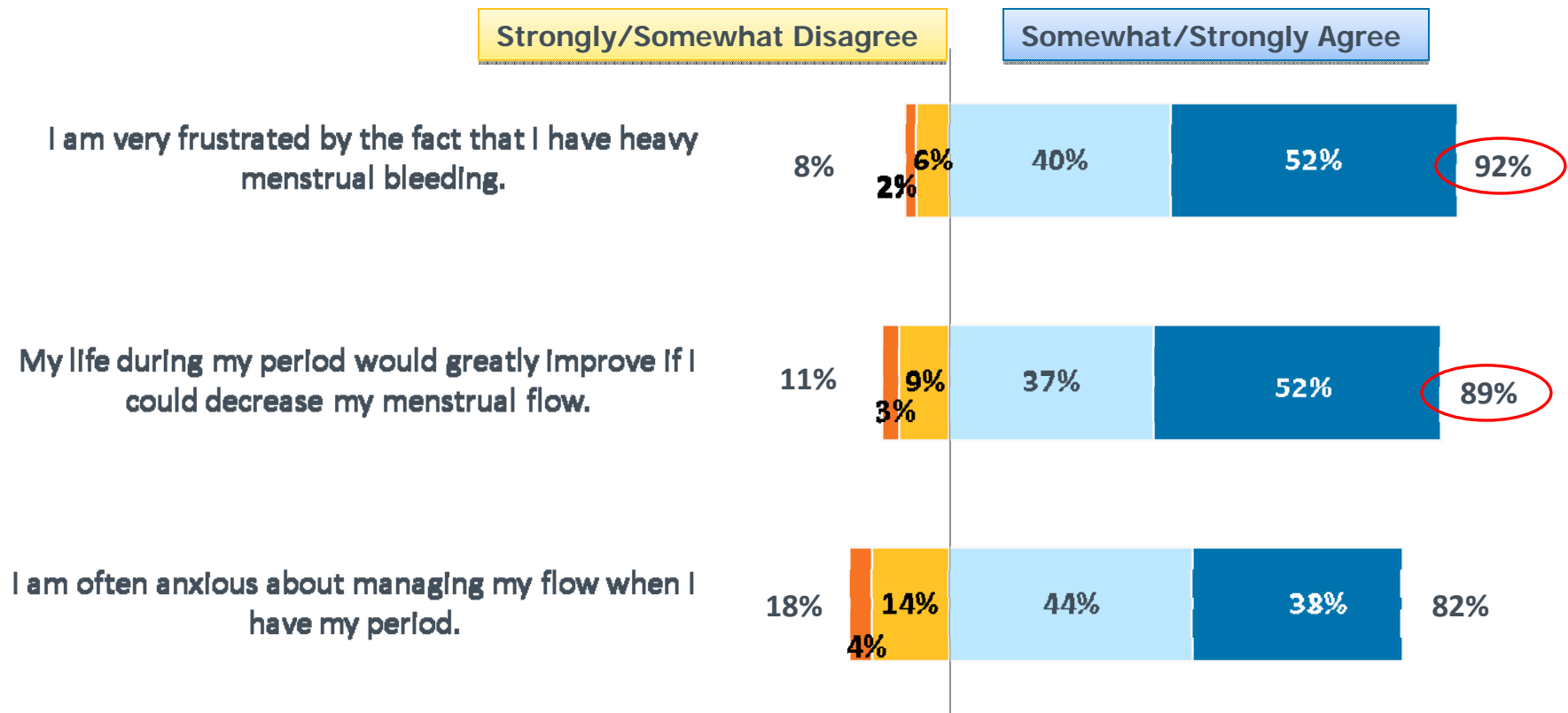


Base: All Respondents (n=501)

Q835 Has your heavy menstrual bleeding ever affected you in any of the following ways?\*

\*Multiple responses allowed.

# Emotional Stress From Cyclic HMB



Base: All respondents (n=501)

Q825 How strongly do you agree or disagree with each of the following statements about your experiences with heavy menstrual bleeding?



## Summary

- Impact of Cyclic HMB on Lifestyle

- The majority of women recognize that their flow is heavier than normal, though many feel their heavy flow is just a normal part of who they are.

- More than half of women claim to have learned how to effectively manage their flow, yet the vast majority stained or soiled their underwear during their most recent period, and many also soiled their clothes and/or bed sheets.

- Despite many women's attempts to normalize their condition, the majority admit that their heavy menstrual bleeding has had a significant negative impact on various aspects of their lives, including:

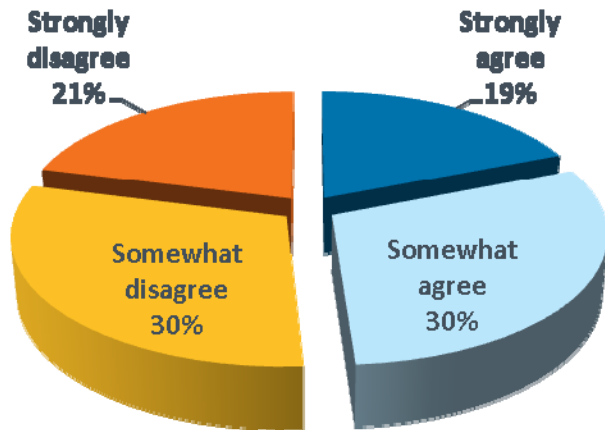
- Work, travel, and personal spending;
    - Sports regimen and social life;
    - Sex life and relationship with significant other; and,
    - Desire to participate in certain activities and ability to care for family.

# Communication About HMB



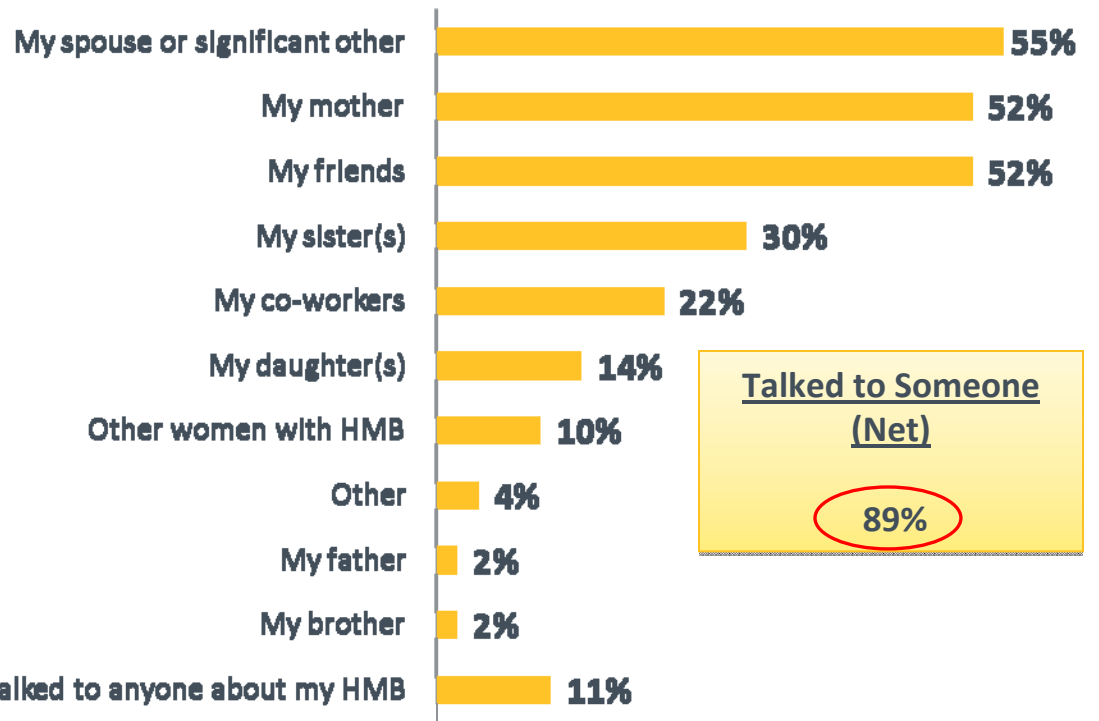
# Talking About Cyclic HMB

***I feel uncomfortable talking about my period with my family and friends.***



**Agree (Net): 49%**  
**Disagree (Net): 51%**

## Who Do You Talk To?



**Talked to Someone (Net)**  
**89%**

**Base: All Respondents (n=501)**

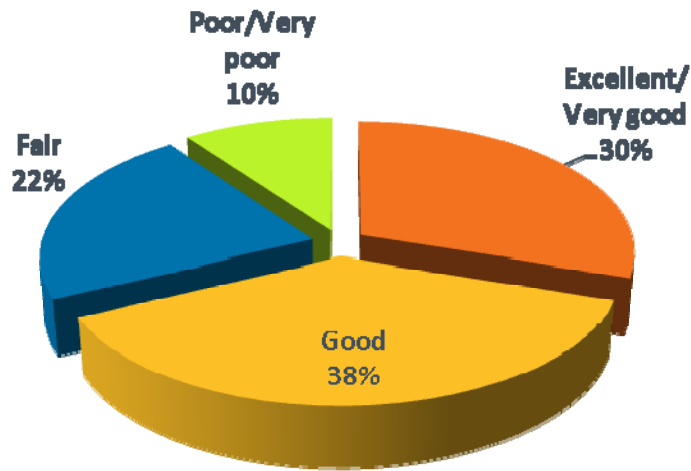
**Q825** How strongly do you agree or disagree with each of the following statements about your experiences with heavy menstrual bleeding?

**Q840** Other than healthcare professionals, which of the following people, if any, have you ever talked to about your heavy menstrual bleeding?\*

\*Multiple responses allowed.

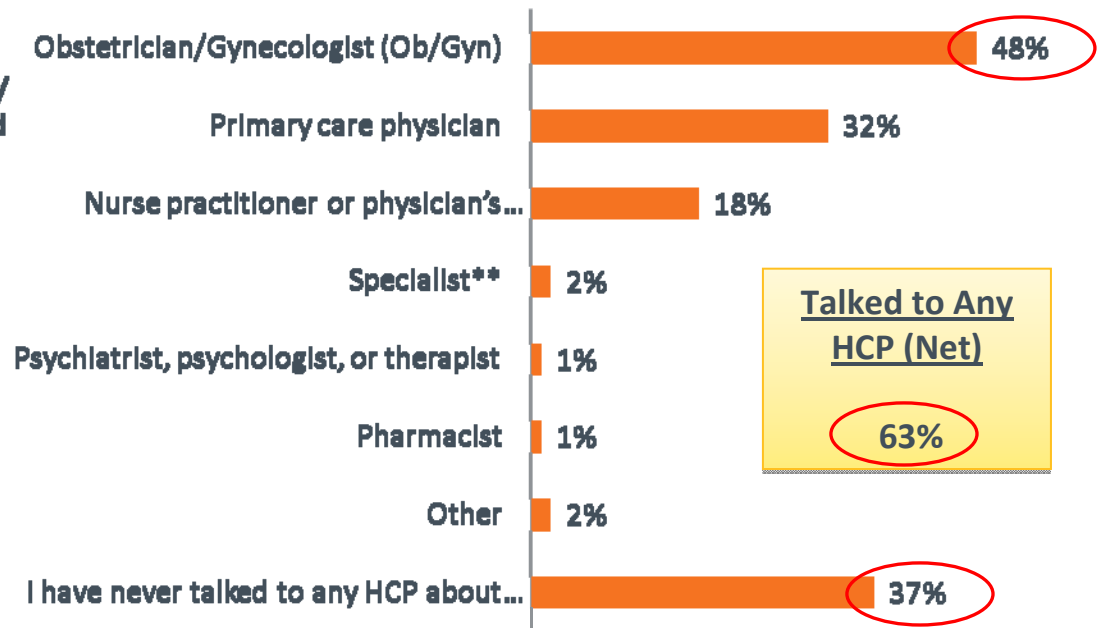
# Talking to HCPs About Cyclic HMB

### Healthcare Received From HCPs



**Good/Very Good/ Excellent (Net)**  
68%

### HCPs Talked to About HMB



**Talked to Any HCP (Net)**  
63%

Base: All Respondents (n=501)

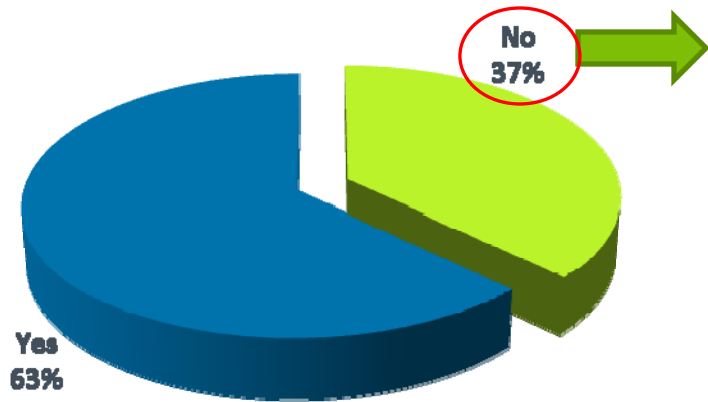
Q610 How would you rate the health care that you personally receive from your doctor or other healthcare professionals?

Q900 Which of the following types of healthcare professionals, if any, have you ever talked to about your heavy menstrual bleeding?\*

\*Multiple responses allowed. \*\*Specialist net includes endocrinologist and hematologist.

# Never Talked to HCP About HMB

## Talked to HCP About HMB



## Reasons for Not Talking With HCP about HMB



**Base: All Respondents (n=501)**

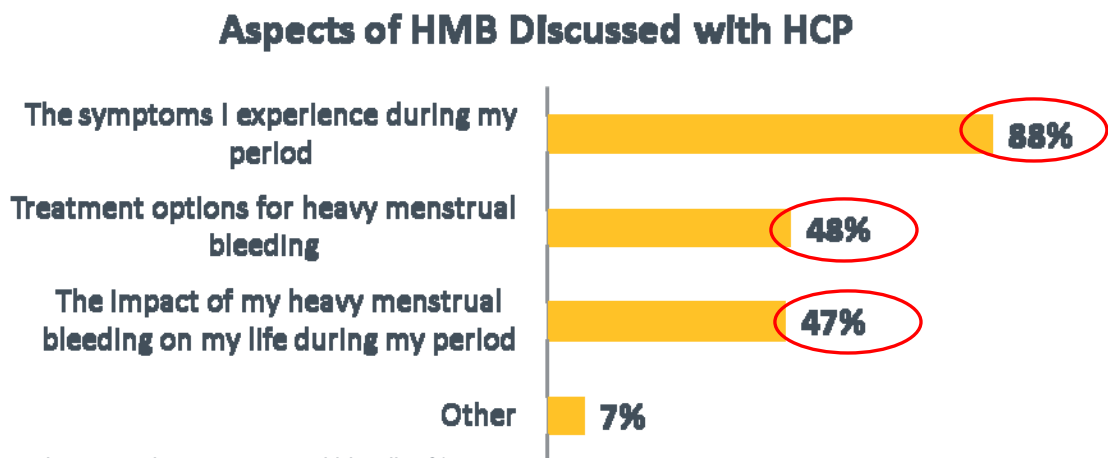
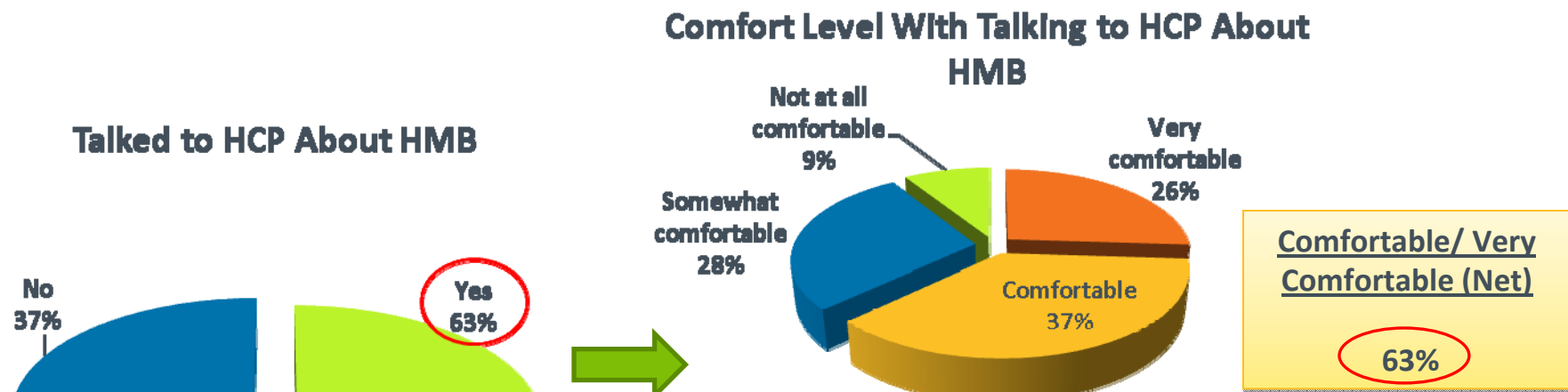
**Q900** Which of the following types of healthcare professionals, if any, have you ever talked to about your heavy menstrual bleeding?\*

**Base: Have not discussed HMB with HCP (n=169)**

**Q905** Why haven't you ever talked to a healthcare professional about your heavy menstrual bleeding?\*

\*Multiple responses allowed.

# Have Talked to HCP About HMB



Base: All Respondents (n=501)

Q900 Which of the following types of HCPs, if any, have you ever talked to about your heavy menstrual bleeding?\*

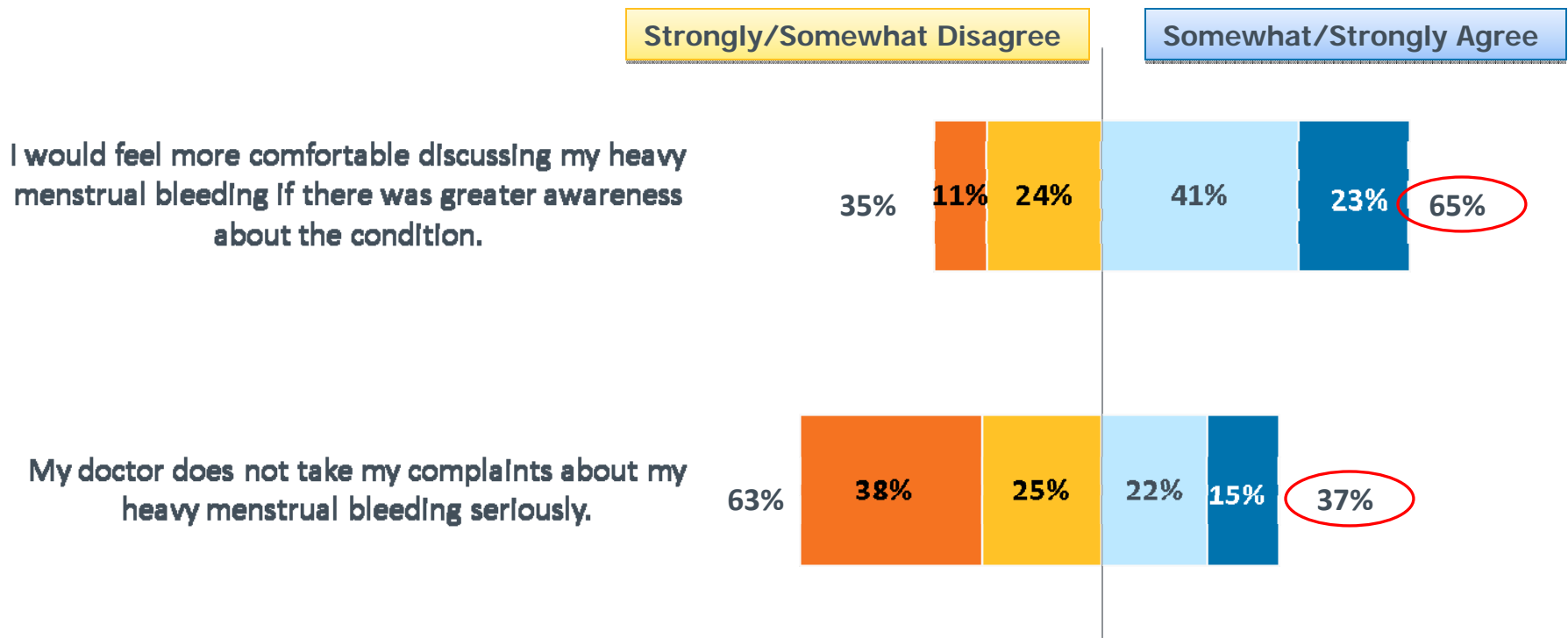
Base: Have discussed HMB with HCP (n=332)

Q910 How comfortable do you feel talking about your heavy menstrual bleeding with the healthcare professionals you've talked to?

Q915 Which of the following aspects of your heavy menstrual bleeding have you discussed with the healthcare professionals you have talked to?\*

\*Multiple responses allowed.

# Discomfort With Discussing HMB



Base: All respondents (n=501)

Q935 How strongly do you agree or disagree with each of the following statements about your experiences with heavy menstrual bleeding?



## Summary

- Communication about HMB

- A majority of women have spoken to a healthcare professional about their HMB, though women are more likely to have discussed their condition with someone other than a healthcare professional.

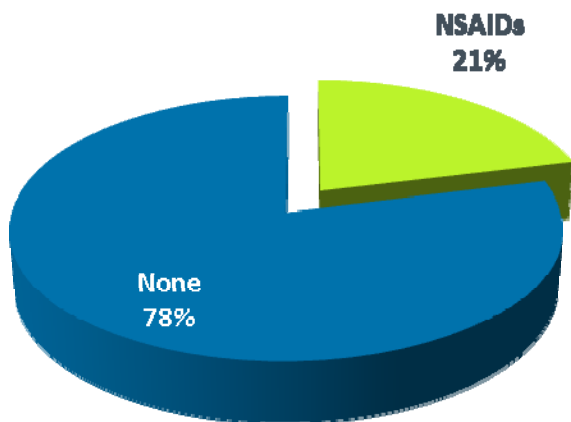
- Nearly 2 in 3 women say they would feel more comfortable discussing their HMB if there was greater awareness about the condition.

- More than 1 in 3 women report that their doctor does not take their complaints about their HMB seriously.



# Treatments Used

## Current Medications for Any Condition



**Base: All Respondents (n=501)**

**Q620** Are you currently taking any of the following medications for any medical condition? (Responses <1% not shown)

\*Multiple responses allowed.

<i>Of those who discussed HMB with HCP</i>	Prescribed/Recommended	Ever Used	Currently Using
<b>ANY (NET)</b>	95%	93%	52%
<b>MEDICAL (SUB-NET)</b>	81%	88%	50%
<b>ORAL (SUB-SUB-NET)</b>	77%	87%	49%
Oral contraceptives (i.e., the Pill)	67%	68%	15%
NSAIDs (e.g., Motrin, Aleve, Pamprin, Advil, aspirin)	36%	49%	40%
Oral progesterone	8%	9%	4%
A hormonal IUD, or intra-uterine device	12%	5%	*
<b>SURGICAL (SUB-NET)</b>	47%	14%	2%
Hysterectomy	26%	1%	*
Endometrial ablation or resection	25%	4%	1%
Dilation and curettage (D&C)	9%	12%	2%
Operative hysteroscopy	4%	1%	-
Other	16%	9%	1%
None	5%	1%	48%

**BASE: Have discussed treatment options with HCP (n=149)**

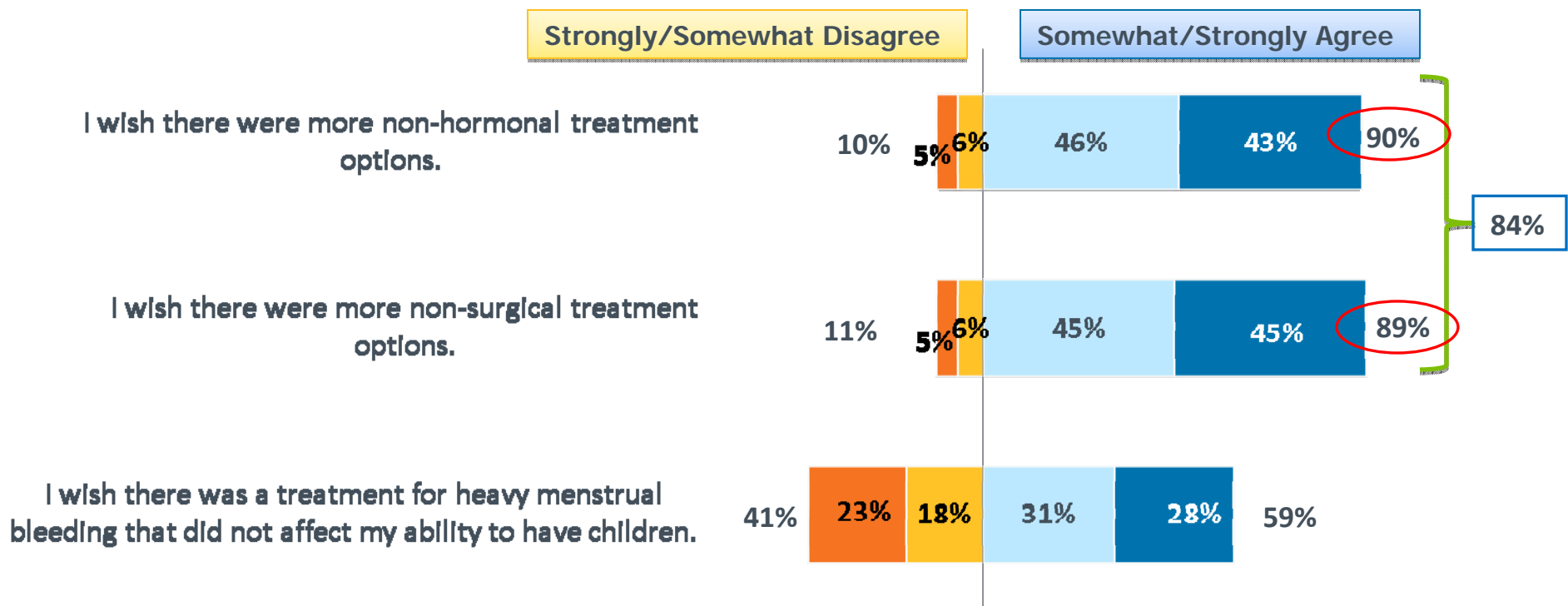
**Q920** Which of the following treatments, if any, have your healthcare professional(s) ever prescribed or recommended to you?\*

**Q922** Which of the following treatments, if any, have you ever used?\*

**Q925** Which of the following treatments, if any, are you currently using?\*

\*Multiple responses allowed.

# HMB Treatment Options



Base: All respondents (n=501)

Q935 How strongly do you agree or disagree with each of the following statements about your experiences with heavy menstrual bleeding?



## Summary

- Experience with Treatments for HMB

- Though nearly 2 in 3 women have talked to a healthcare professional about their HMB, fewer than half of those discussed treatment options.

- Oral contraceptives are, by far, the treatment that is most commonly recommended by healthcare professionals and ever used by women who experience HMB. That being said, only a minority are currently using the Pill to treat their HMB.

- Nearly half of women are not currently using any treatment at all, and 2 in 5 are using NSAIDs, which only treat the symptoms of HMB.

- More than half of women wish there was a treatment for HMB that did not affect their reproductive abilities, and more than 4 in 5 yearn for more non-hormonal and non-surgical treatment options.



## Implications

- ✓ Few women who experience cyclic HMB have been diagnosed with menorrhagia, suggesting that the condition may be under-diagnosed.
- ✓ Many women have not discussed their condition with their healthcare provider, and some report that their doctor does not take their complaints seriously, leading many women to suffer untreated, in silence.
- ✓ Most women say they would feel more comfortable discussing their HMB if there was more widespread awareness about the condition, underscoring the need for increased educational outreach.
- ✓ The vast majority of women wish there were more non-hormonal and non-surgical treatment options, a need, or demand, that can now be met by Lysteda.

# Demographic Profile



# Demographic Profile

Age	N=501
18-29	28%
30-35	21%
36-40	17%
41-45	14%
46-49	20%
MEAN	35.4

Region	N=501
East	17%
Midwest	23%
South	36%
West	23%

Education	N=501
High school or less	43%
Some college	33%
College or more	24%

Racial Background	N=501
White	71%
Black/Afr. American	14%
Asian/Pacific Islander	1%
Mixed racial background	2%
Hispanic	10%
Native American	*
Other	*
Decline to Answer	1%

Employment Status	N=501
Employed full-time	44%
Employed part-time	22%
Self-employed	11%
Not employed, looking	14%
Not employed, not looking	21%
Not employed, unable	5%
Retired	*
Student	16%
Stay-at-home spouse	30%

Income	N=501
<\$35,000	25%
\$35,000--\$49,999	17%
\$50,000-\$74,999	16%
\$75,000-\$99,999	13%
\$100,000-\$124,999	12%
\$125,000-\$149,999	3%
\$150,000-\$199,999	2%
\$200,000-\$249,999	1%
\$250,000 +	2%
Decline to answer	9%

Marital Status	N=501
Married	55%
Living with partner	10%
Never married	23%
Divorced	8%
Separated	3%
Widowed	1%

Adults in HH	N=501
1	16%
2	51%
3	17%
4	12%
5+	4%
MEAN	2.4

Children in HH	N=501
0	42%
1	22%
2	23%
3	10%
4	2%
5+	1%
MEAN	1.1



## Demographic Profile (cont'd)

<b>Parent Status</b>	<b>N=501</b>
Parent	68%
Parent of child under 18	56%
5 yrs old or younger	23%
6-9 years old	23%
10-12 years old	18%
13-17 years old	28%
18 years old or older	21%
No children	32%
Decline to Answer	*