OBJECTIVE

Explore preliminary consumer and provider experience in Germany with a new single-size contraceptive diaphragm. Evaluate utility of educational materials in a setting where Caya® is available and provided over-the-counter (OTC).

METHODS

To monitor early experience with this new device and to assess whether the educational materials provided with Caya® are sufficient for women to learn to use Caya® successfully, consumer and provider feedback is being collected.

- A consumer survey is included in the packaging for customers in Germany. The data presented here represent responses received during the first six months of the survey (October 2013 to March 2014).
- Provider feedback has been collected at 12 professional meetings over the past year.
- Kessel maintains a call-in number and a website where consumer, as well as provider, feedback and questions are being collected.

RESULTS

According to the consumer survey (N=123 responses), only 22 women (18%) had prior experience using diaphragms. Almost half of the respondents reported experience using male condoms, and 42% reported experience using birth control pills.

CONCLUSION

Feedback from family planning providers suggest they believe that Caya® is a good option for the following user groups: younger women (under 35 years of age), perimenopausal women, and women who cannot use other methods. Survey results supported this—67% of respondents were under 35 years old.

Seventy percent of the women who responded to the consumer survey said they did not visit a health care provider to correct position/fit of the diaphragm. Only 30% percent said they met with a health care provider to confirm correct positioning.

The primary reasons women cited for choosing the Caya® diaphragm were that Caya® is:
- "hormonfrei" (hormone-free);
- "einfache Anwendung" (easy to use);
- "keine Anpassung" (no fitting needed).

Some women reported using Caya® in combination with fertility awareness methods, and/or as a change from relying solely on male condoms.

Based on preliminary feedback, OTC delivery of the Caya® contoured diaphragm has been successful in early product launch countries, with fewer than expected consumer questions. Additional outreach to providers and consumers is warranted to continue to understand user experiences with this new single-size diaphragm.