

What women want and what they get: patient and HCP views on contraceptive counselling

The European Thinking About Needs in Contraception (TANCO) Study

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The need for research into knowledge and use of contraception

- Unwanted pregnancies and abortions remain high in many countries
- LARCs have been proven to reduce the incidence of unwanted pregnancies and abortions
- Yet, there is a low prevalence of LARC use in many countries

Is this a result of:

- Lack of information from HCPs?
- Misconceptions?
- Better alternatives for the individual woman?
- How women and HCPs see the role of contraceptive counselling in daily practice

2. Major European Contraception Study (2014-2016)
 3. British Medical Journal (2017) 356: e1-5
 4. Sex Reprod Health Matter (2017) 15: 1-7

Aims of The European TANCO study

- Evaluate women's use, awareness and self-reported knowledge of contraceptive methods
- Assess satisfaction with current methods, including compliance with oral contraceptives
- Assess women's interest in receiving regular or more extensive information about contraceptive methods
- Compare insights into women's needs and expectations of contraception with HCP perceptions of their patients' priorities
- Compare practitioner and patient perspectives of counseling services

Major European Contraception Study (2014-2016)

Background to the European TANCO study

The European TANCO Study

- A quantitative, online survey on aspects of counseling around contraception and contraceptive use across Europe
- Healthcare providers and the women attending their practices for contraceptive counseling were invited to participate



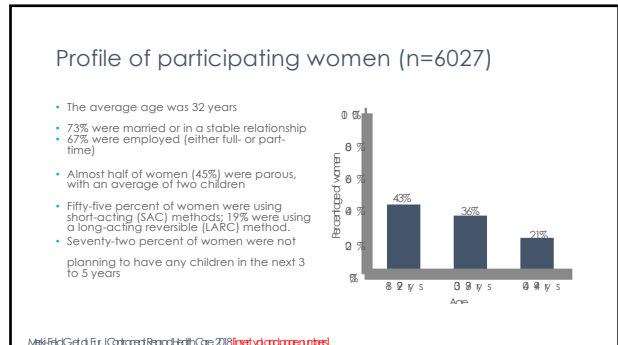
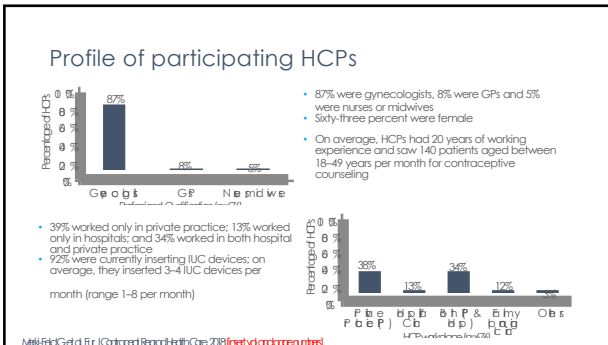
Major European Contraception Study (2014-2016)

11 countries participated in The European TANCO study

	Surveys completed	
	By women	By HCPs
Belgium	15	2
Czech Republic	230	11
Finland	116	18
France	785	118
Ireland	180	22
Poland	1083	100
Portugal	1223	100
Slovenia	311	30
Spain	1600	213
Sweden	239	26
Switzerland	245	36

- 1049 healthcare providers and 7483 women in 11 European countries accessed the respective online surveys
- Sixty-five percent (n=676) of HCPs and 81% (n=6027) of women accessing the survey went on to complete the respective questionnaires

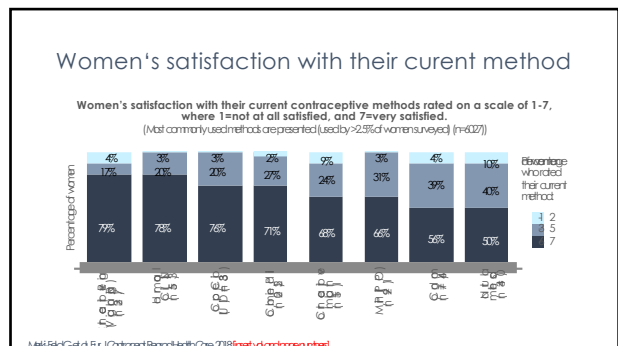
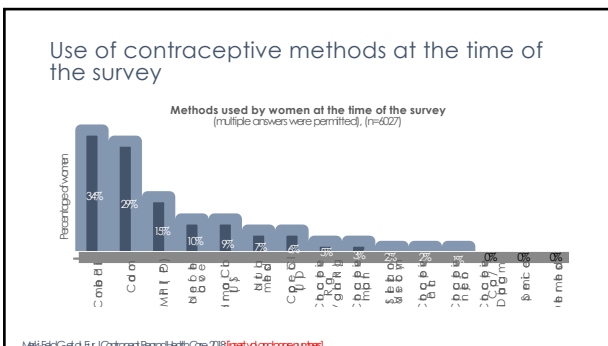
Major European Contraception Study (2014-2016)



Topics covered in the questionnaires

Topics	Content	HCPs	Women
Background	• Marital status	✓	X
	• Number of children	✓	✓
	• Fertility history (years)	X	✓
	• Family history of contraception	X	✓
Contraception	• Experience with various methods	✓	X
	• Satisfaction with current method	X	✓
	• Intention to use contraception	✓	✓
Satisfaction	• Satisfaction with current method	✓	✓
	• Satisfaction with long-acting reversible (LAR) methods	✓	✓
	• Level of interest in new methods	✓	✓
	• Level of interest in new methods	✓	✓
Education/Information	• Frequency of visits to the provider	✓	✓
	• Availability of the provider for consultation	✓	✓
	• Degree of understanding of the method used	✓	✓
Satisfaction of customer	• Satisfaction with the service	✓	✓
	• Staff attitudes	✓	✓
	• Contraceptive services (e.g., counselling, etc.)	✓	✓

Results from The European TANCO study



LARC as a solution?

- Use of LARC methods remains low despite recommendations for broader use from global and national organizations
- Many women continue to choose OCs
- Factors driving choice include:
 - lack of knowledge of other options^{1,2}
 - desire for good cycle control, a predictable bleeding pattern and improvement of menstrual symptoms³
- However, correct daily pill intake is a challenge for some women^{2,4}

² [Nilsen et al. Contraception 2014;92\(3\):113](#)
³ [Podder, Committee of the American Society for Reproductive Medicine. Fertil Steril. 2017;107\(1\):43-51.](#)
⁴ [Mikolajczyk et al. Eur J Contracept Reprod Health Care 2016; \[first view online\]\(#\).](#)

Strengths, limitations and comparison with other studies

Study limitations

- Selection
 - Highly motivated women
 - Social desirability or loyalty bias towards their HCP
- Sample size
 - Large difference between countries limiting inter-country comparison
- Exclusion of women <18 years old
- Satisfaction with contraceptive method was ill-defined
- Participants not wholly representative of contraceptive users or their HCPs in each country

[Mikolajczyk et al. Eur J Contracept Reprod Health Care 2016; \[first view online\]\(#\).](#)

Study strengths

- The European TANCO study is the first survey to assess the awareness, self-reported knowledge and use of contraceptive methods and satisfaction with current method amongst 6027 women across 11 countries
- Provides insights into factors that women consider important when choosing contraception
- Assesses women's interest in receiving more information about other methods
- Compares women's views on different aspects of counselling with those of their HCPs

[Mikolajczyk et al. Eur J Contracept Reprod Health Care 2016; \[first view online\]\(#\).](#)

How does the European TANCO study compare to other studies?

Studies exploring awareness, use and knowledge of contraception report high levels of...^{1,2,3} The European TANCO study⁴

...awareness of OC and condoms compared to other methods	✓
...COC use	✓
...satisfaction with current method use	✓
...importance attached to method reliability	✓
...non-compliance amongst OC users	✓
...interest in receiving more information about all methods, including LARCs	✓

² [Nilsen et al. Reproductive Health 2014;9:26](#)
³ [Beynon et al. J Women's Health \(Larchmt\). 2015;24\(3\):349-53.](#)
⁴ [Mikolajczyk et al. Eur J Contracept Reprod Health Care 2016; \[first view online\]\(#\).](#)

What about the role of HCPs in limiting choice of method?

- HCP beliefs about lack of interest may limit the extent to which they share information about all contraceptive methods and artificially limit use of LARCs¹
- The Australian CUPID study observed that women required information that extended beyond OCs and were frustrated by choice limitations imposed by their HCPs, particularly when linked to age²
- Other studies report complaints by women about lack of time to express their needs, short consultations of less than five minutes, lack of comprehensive information, and provider-dominated interaction^{3,4}

² [Gaidhri et al. Contraception 2016;97\(6\):504-6](#)
³ [Moss M, et al. Contraception 2016;97\(1\):5-13.](#)
⁴ [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4833376/](#)

Some unanswered questions remain

- What is the impact of social media and internet sources on women's knowledge and use of contraception?
- Would closer analysis of the larger sub-groups, such as nulliparous women, provide useful data to compare with other studies on contraceptive use in this population?

Conclusion

- Greater exploration of women's needs and expectations of contraception could:
 - lead to expansion of knowledge, more effective discussions and greater likelihood of informed choice
 - translate into higher satisfaction and continuation rates
 - hopefully contribute to a decrease in the rate of unintended pregnancies
- There is some evidence that this 'empowerment' of women is lacking in the daily practice across European Countries
- The European Society of Contraception and Reproductive Health Care must therefore teach and encourage good clinical practice in contraceptive counseling to allow shared decision making and patient-centred choice