

Caya® Diaphragm Survey 2016

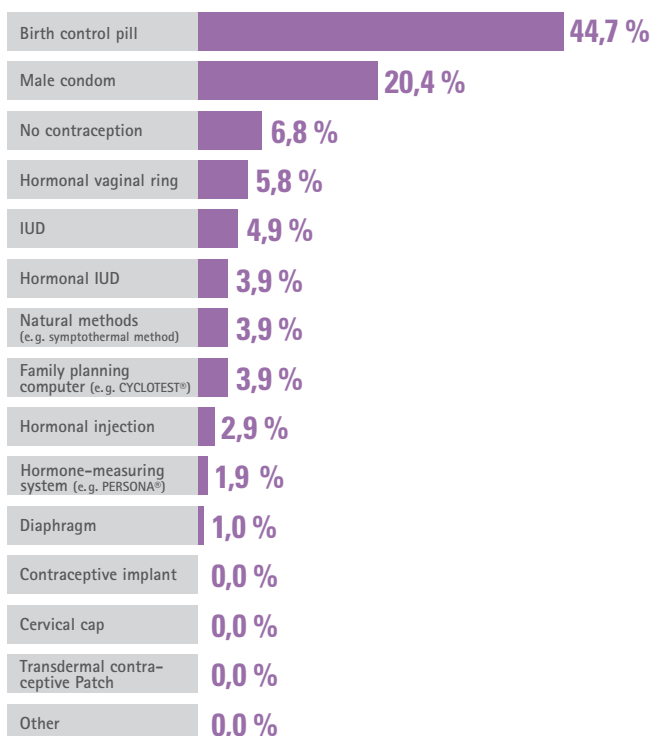
Results of the 3rd annual Caya® post marketing survey.

Women who purchased Caya® Diaphragms in Germany between April and June 2016 were invited to participate in a consumer survey. Similar to previous Caya® surveys, our aim was to collect "at least 100 responses", so we closed the survey in July when a total of 103 women had completed the survey. Now that Caya® is in its 3rd year of marketing more than 55,000 women in Europe, Canada, the US and Australia have purchased Caya® as their contraceptive. As of 2016, women in more than 28 countries can purchase the Caya® diaphragm. Product registrations and plans to supply Nigeria, Uganda, Morocco and Tunisia in 2017 are underway.

45% of "Caya® users switched from using OC pill"

Results from the 3rd post marketing survey confirm: Caya® fits women's needs by providing a non-hormonal contraceptive option. More than 45% of the women from this survey reported they previously used the hormonal pill. In all, about 57% of the participants had previous experience with hormonal methods, such as hormonal pills, hormonal IUD, vaginal ring or contraceptive implant before they decided to use a Caya® diaphragm. (see Figure 1)

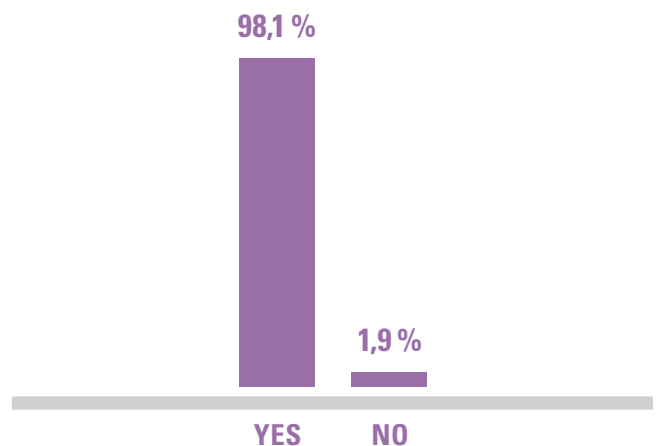
Fig. 1: Which contraceptive method did you use before Caya®?



More women with no diaphragm experience choosing Caya®

Now that Caya® is in its 3rd year of marketing in Germany, this survey suggests that more women who have never used a diaphragm before are choosing Caya® now.

Fig. 2: Is it your first Caya® diaphragm?



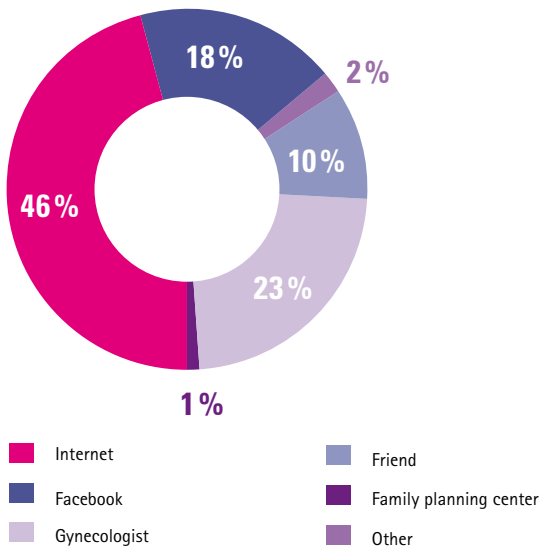
Only 1% of women in the 2016 survey reported previous diaphragm use, compared to 18.2% in the 2014 survey reporting on the first year of consumer experience. It makes sense that as word spreads about Caya® more women who are looking for an alternative method may consider using this.

This result is also consistent to responses where about 98% of women confirmed this was the first time they used the Caya® diaphragm (see Figure 2).

Caya® becoming known through the internet and social media

About 64% of the women reported they learned about Caya® diaphragm via the internet and 18% of this group specifically reported they learned about Caya® by Facebook (figure 3).

Fig. 3: How did you learn about Caya®?



The German-language Facebook site was launched in March 2015 and contains informative posts about using Caya® diaphragm. Healthcare providers, such as gynecologists, are the next most cited source of information about Caya®, with 23% of the participants reporting they first heard about Caya® diaphragm at their check-up visit at the gynecological practice.

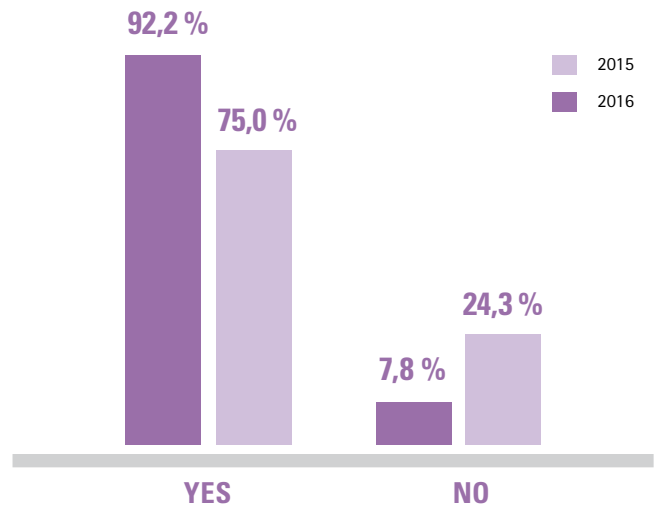
During the last survey (2015) about 15% of women said they learned about Caya® from professionals. This trend underlines need to continue the systematic outreach to healthcare providers with basic information about the Caya® Diaphragm.

Nearly all respondents report having a stable relationship (partner)

This year, most respondents described their sexual partnership as "stable" or "serious". It was not clear if they lived with their partner or lived separately, but more than 90% reported "living in a stable relationship". In previous years, a higher percentage of respondents reported not having a stable partnership (24.3% in 2015)

Without additional detail, it is difficult to understand the implications of this. While the Caya® diaphragm is a contraceptive barrier method suitable for women at different stages in their life and relationships, there may be additional reasons why women who are not in stable relationship prefer other methods.

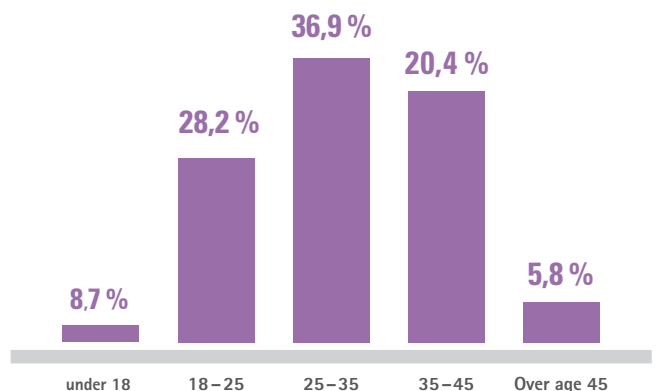
Fig. 4: Do you live in a stable relationship?



More young women are using Caya®

Similar to previous surveys, the 2016 survey shows that Caya® diaphragm is being used by women of all ages. While most of the Caya® using women are between 18 – 45 years, the percentage of women under 18 years increased from 0.7% in 2015 to 8.7% in 2016. (See figure 5) This might be the influence of the activities via Facebook – but it show as well, that this young group of women are interested in alternatives to hormonal methods.

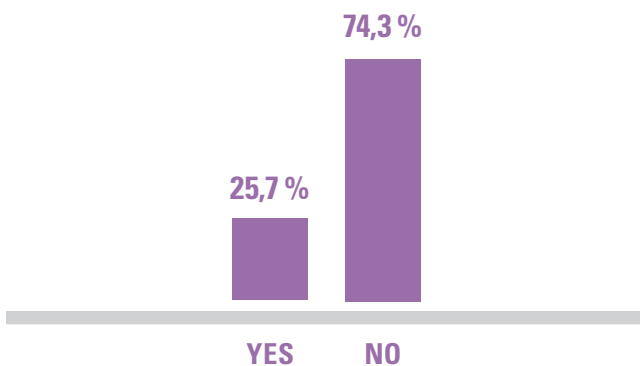
Fig. 5: What is your age ?



Caya® is also perfect for first time users

Caya® seems to be easy to use. Most of the women in this survey were using this product and this method for the first time in their life. About 75% reported having no problems using Caya® – even from the very beginning (Fig. 6). This result underlines that the educational and instructional materials developed for the Caya® diaphragm are appropriate for helping women understand “how to use” the Caya®, and that the Caya® is easy to use – even for new users.

Fig. 6: Did you have problems at the first use?



This “easy-to-learn for new users” experience also was documented during clinical studies¹ implemented in the United States by the non-profit research organization CONRAD (<http://www.conrad.org>) who implemented the contraceptive effectiveness study when this device was known as the SILCS diaphragm. CONRAD reported that of the 500 participants in that study, nearly 80% correctly inserted and confirmed correct position of the diaphragm in the vagina after just reading the instructions (i.e. with no coaching or counseling from the provider)

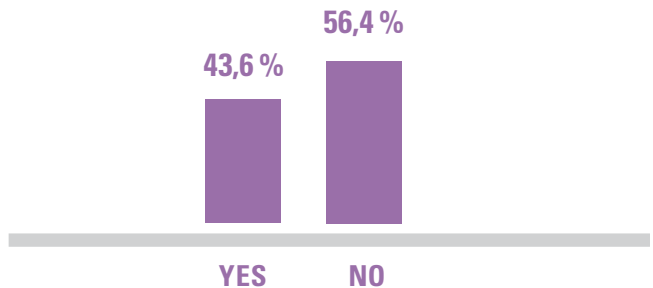
¹ Schwartz JL, Weiner D, Lai JJ, et al. Contraceptive efficacy, safety, fit, and acceptability of a single-size diaphragm developed with end-user input. *Obst Gynecol.* 2015. Apr; 125(4):895-903.

Caya® can be used in conjunction with other contraceptive methods

While more than half the respondents (56.4%) reported using the Caya® diaphragm alone and no other method, some women (43.6%) reported using the Caya® diaphragm in conjunction with other methods. Most commonly mentioned were fertility awareness and “other natural methods” or male condoms (Fig. 7).

Caya® diaphragm is a safe and effective method by itself. As Caya® introduction grows, it will be interesting to learn how women in different communities use Caya®, i.e. as their sole contraceptive, or in conjunction with other methods.

Fig. 7: Do you use Caya® diaphragms in combination with other contraceptive methods?



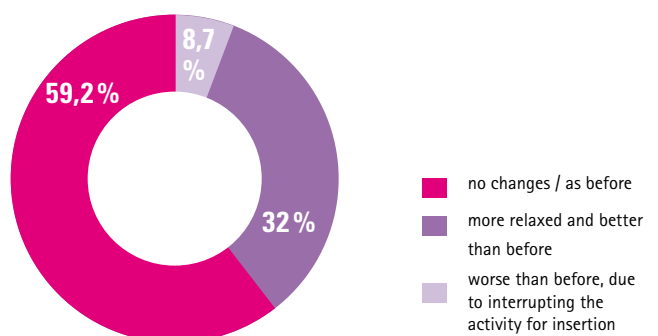
In clinical studies, Caya® diaphragm has similar effectiveness to traditional diaphragms that come in multiple sizes, and also to other barrier methods such as condoms.

Consumers have various reasons for using a combination of methods. Some may use fertility awareness to understand when their most fertile days are so they can take extra caution during these times. Others may want additional protection from STIs. Condoms are the recommended method for protection from STIs.

Caya® does not interfere with sex – some women find it enhances sex

Similar to results from the 2015 survey, the answers about the impact of the Caya® diaphragm on sex indicate that Caya® does not interfere with sex for the female. About 32% of women confirmed that having sex with the Caya® diaphragm is “better” than before and more relaxed (Fig. 8).

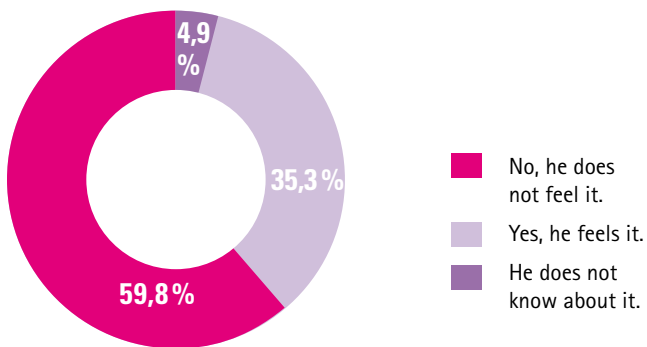
Fig. 8: What impact does the Caya® diaphragm have on your sex or your libido?



Most male partners don't notice Caya® and are not "bothered"

For the first time, we asked in the survey 2016 whether the male partner "could feel the diaphragm while having sex" and if this was bothersome. About 60% of women reported their male partners did not feel the Caya® diaphragm or did not find it "disturbing". 4.9% of male partners had not been informed at all of their partner using the Caya® diaphragm. (Fig. 9).

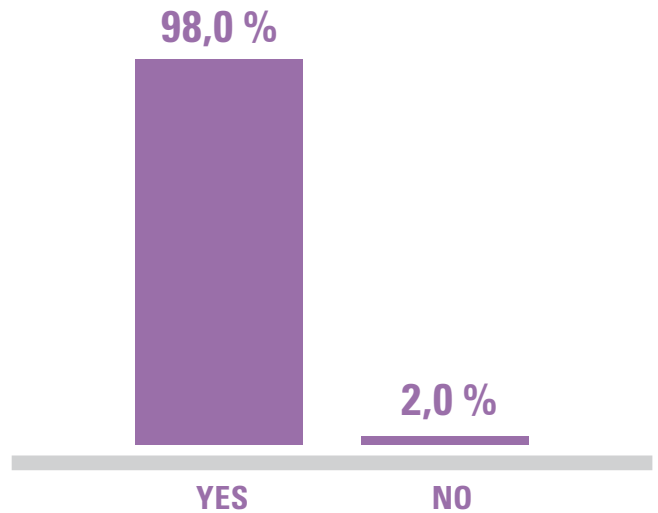
Fig. 9: Does your male partner feel the Caya® while having sex?



Nearly all users recommend Caya®

98% of the participants said they would recommend Caya® diaphragm to a friend. This suggests these women trust the Caya® diaphragm—even though they are new users—and they are willing to share this message with others. (Fig. 10)

Fig. 10: Would you recommend Caya® to a friend of yours?



Caya® is appropriate for women of all ages and various life situations!

The results from this 2016 survey confirm and build additional evidence that Caya® contoured diaphragm is appropriate for use by women of all ages and different stage in their life and relationships. The most important factor that motivates women to use Caya® is "looking for a non-hormonal method."

We hope to see more young women choosing Caya® in the future. We will follow-up on this in the next survey in 2017.

Caya® diaphragm is now becoming established in the German speaking markets (Germany, Austria and Switzerland).

As women learn about this new non-hormonal method, the size of the Caya® user group continues to grow.

KESSEL medintim GmbH would like to thank all women who have participated in this survey 2016. You help us and other women to learn more about the contraceptive method diaphragm and Caya®.

Please contact us if you have questions or comments.



Any questions?

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<https://www.facebook.com/cayadiaphragm>



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