



METHODOLOGY:

In April 2011, Mom Central Consulting and HealthyWomen conducted an online survey of their communities to better understand how heavy monthly bleeding, a condition that affects millions of women, impacts the daily lives and overall well-being of women.

A total of 1,964 women completed the survey, with 589 women over the age of 17 who described their periods as “heavy” or “very heavy” and who suffer from at least one of the symptoms of heavy monthly bleeding.

INITIATING CONVERSATION

Women don't always talk to their health care providers.

Though women trust their OB/GYNs most when it comes to understanding treatment options, less than half of women surveyed have initiated a conversation with their OB/GYN about their heavy periods. **Why?**

- Women think their health care providers can't do anything about it (29%) or assume their flow is normal (24%).
- Some women were not sure what questions they should ask (19%).

Though many women aren't initiating conversations with their OB/GYNs, they do speak with close friends and family—their spouse (41%), a trusted friend (38%) or a trusted family member (36%).

THE COST OF HEAVY PERIODS

Heavy periods cost women time and money.

- Almost 50% of women have to change their tampon/pad 7 to 9 times a day during the day.
- 78% say they have to replace soiled clothing or bedding.
- 40% incur the extra cost of buying takeout/prepared food when not able to cook for herself or her family.
- A smaller, but still significant percentage (18%) has had to miss work due to their heavy periods.

Of women with heavy monthly bleeding, 69% say they experience heavy periods all the time, and for 34% it's been going on for as long as they can remember.

One in five women who experience heavy bleeding keep quiet about their condition, not speaking to anyone about their periods, not even a loved one or trusted friend.

At the same time, more than 75% of women don't realize there are options available to treat heavy monthly bleeding.



FINDING TREATMENT OPTIONS

Of the women who spoke with a health care provider (50%), the majority listened to the advice they received and took action:

- Almost 70% followed through on at least one piece of the provider's advice.
- Many of those who did not accept their provider's advice stated they didn't follow through because they didn't have time to learn more about the options provided or just weren't satisfied with the options.

TAKING ACTION

Women feel more in control when they search for information online. Researching additional information instills a sense of control, connection and empowerment in women with heavy periods:

- 93% feel more knowledgeable.
- 92% feel less alone.
- 80% feel more empowered to have a discussion with their health care professional.

Despite the benefits, few women (36%) search online for information about heavy periods or connect with others online about the condition.

Mom Central Consulting (MCC) is a communications and social media agency that specializes in marketing to Moms. MCC works with national brands to reach, engage and activate Mom Influencers in powerful online and offline Mom word-of-mouth programs that build conversations, connections and communities.



EVALUATING OPTIONS

Women who suffer from heavy periods know what they want when selecting a treatment. Important factors include:

- A treatment that is designed to lighten their periods (89%)
- A treatment that does not involve surgery (85%)
- A nonhormonal treatment (83%)
- Treatment that you only take during your periods (68%)

Below are responses from women who have been diagnosed with HMB when asked which action they took after they received advice from a health care provider:

- *I used Mirena for 2 years, which gradually reduced the flow of my period until it was almost nonexistent, but then I started to have other problems. Anxiety, weight gain, headaches, etc. Now I just ride it out as best I can.*
- *I had a hysterectomy 12 days ago.*
- *None -- had no advice since I can't take hormones.*
- *I take 4-6 ibuprofen every 6 hours with food up to two days before my period and at least first 2 days of onset, and then as needed.*
- *I took the meds and also got on bc. This did not help! Then I was told to take it easy as much as I can with my feet up, but I'm a mom of 3; that's not easy! I just gave up and guess I will deal with it the best I can.*

HealthyWomen (HW) is the nation's leading independent health information source for women. HealthyWomen's core mission is to educate, inform and empower women to make smart health choices for themselves and their families.