

Assessing Acceptability of & Adherence to Multipurpose Prevention Technologies (MPTs)

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Lessons Learned?

OBSTETRICS & GYNECOLOGY



"To report new developments in the field promptly, accurately, and completely."
(Reis R.A. Apologia. *Obstet Gynecol* 1953;1:1-2.)

Contents Volume 88, Number 3 (Supplement),
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Improving the Use of Contraceptives: The Challenge Continues
It is important that we evaluate contraceptive strategies for the future.

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Compliance With Contraceptives and Other Treatments
Inadequate compliance with treatment regimens is pervasive in society and is not unique to contraceptive users.

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How Effective Are Contraceptives? The Determination and Measurement of Pregnancy Rates
This article presents an overview of contraceptive effectiveness—its definition, determinants, and measurement—using combined OCs as a case study.

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& Irva Hertz-Picciotto

Measuring Contraceptive Effectiveness: A Conceptual Framework
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Physician-Patient Interaction in Reproductive Counseling
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Through the Patient's Eyes: Strategies Toward More Successful Contraception
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Sexually Transmitted
Diseases Sept 1999

The Real Problem with Male Condoms Is Nonuse

Invited Editorial

MARKUS J. STEINER,* WILLARD CATES, JR,* AND LEE WARNER*

Family Health International, Research Triangle Park, North Carolina, and the *Centers for Disease Control and Prevention, Division of HIV/AIDS Prevention, Prevention Research Branch, Atlanta, Georgia

slippage).¹⁴ Most frequent condoms to protect them at in-
page, a possible self-reported consi-

Overview of Presentation

- Acceptability and Adherence
- Target Product Profile (TPP) and how it can inform acceptability and adherence
- MPT vaginal ring

Advantages of MPT

- Responds to overlapping risks of unintended pregnancy, HIV and/or sexually transmitted disease
 - Acceptability: May have higher demand than a single purpose product because of association with individual or dual indications
 - Adherence: May be easier to adhere to than two single purpose regimens
- But, high rates of HIV and pregnancy and low rates of condom use suggest need to understand factors influencing acceptability and adherence

Acceptability versus Adherence

Overlapping but distinct concepts

Acceptability:

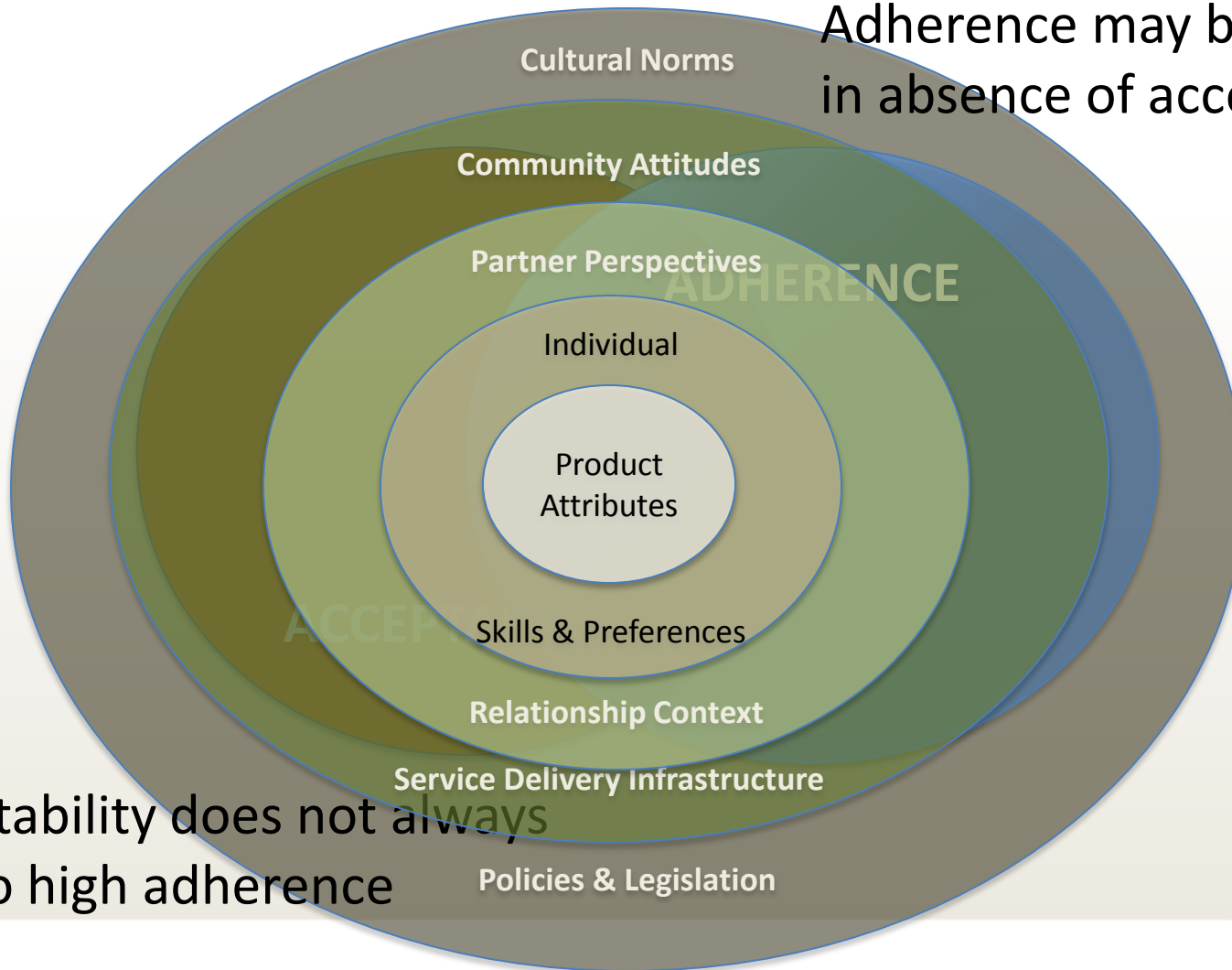
- Hypothetical willingness to use a product
- Choice of one product among different options
- Continued use of a product over time

Adherence:

- Extent to which a product is used according to instructions
- Includes timing, dosage, and duration of use
- Patterns of use may change over time

Relationship between Concepts

Adherence may be achieved in absence of acceptability



Acceptability does not always lead to high adherence

Target Product Profile (TPP) and Social Behavioral Correlates

- Indication
 - Which combination could achieve highest impact? Would create highest demand?
- Target Population
 - Who is likely to have high demand? What barriers to access may exist?
- Effectiveness Level
 - How will dosing/use preferences affect actual effectiveness level achieved?
- Presentation
 - What preferences for product attributes?
- Side Effect Profile
 - How will perceived and experienced SEs affect demand and provision?
- Dosing Regimen
 - How does dosing regimen affect adherence?
- Storage Requirements
 - How will shelf life and storage requirements affect distribution and supply?
- Pricing
 - How does cost to programs affect general access? How does cost to users affect overall demand?
- Infrastructure Required
 - What training is required for provision? Can it be provided/resupplied over-the-counter? By CBD?

Assessing Acceptability of MPT Vaginal Ring

Effectiveness

- Assess providers' and users' understanding of effectiveness for each indication and its impact on sexual behaviors and use of other prevention methods

Use Instructions

- Evaluate willingness/ability to adhere to insertion, removal & cleaning instructions
- Determine providers' and users' information needs

Target Population

- Characterize potential users interested in contraceptive, HIV or both indications



Side Effect Profile

- Assess attitudes towards potential side effects – experienced and/or perceived
- Determine providers' and users' information needs

Service Delivery Infrastructure

- Examine logistical, training needs
- Consider appropriate service delivery channels
- Evaluate impact of channel on product access and demand

Multipurpose Technologies: Considerations

- Acceptability to whom?
 - Multiple indications of MPT will be valued differently by different potential user groups
 - Partners, providers, and other stakeholders also influence acceptability and adherence
- Which attributes of a product assessed?
 - May depend on stage of product development
 - Some attributes more amenable to modification
- How will other factors influence acceptability and use?
 - Understanding these early can assist in product development and planning for introduction

Thanks!

- For more information, contact:

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