

E-Media Hormone Health: Women’s Perspectives, Care Gaps & Digital Solutions



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INTRODUCTION

- Hormone health challenges disproportionately impact women globally, yet care gaps persist due to access barriers and inadequate education.
- This study captures diverse women’s experiences to identify unmet needs and scalable e-media solutions.

OBJECTIVES

- To explore women’s experiences with hormone health, focusing on symptom prevalence, healthcare access, and preferences for e-media educational resources.
- This study aims to identify key challenges, care gaps, and insights to inform the development of targeted, user-centered e-media hormone health education and support tools.

METHODOLOGY

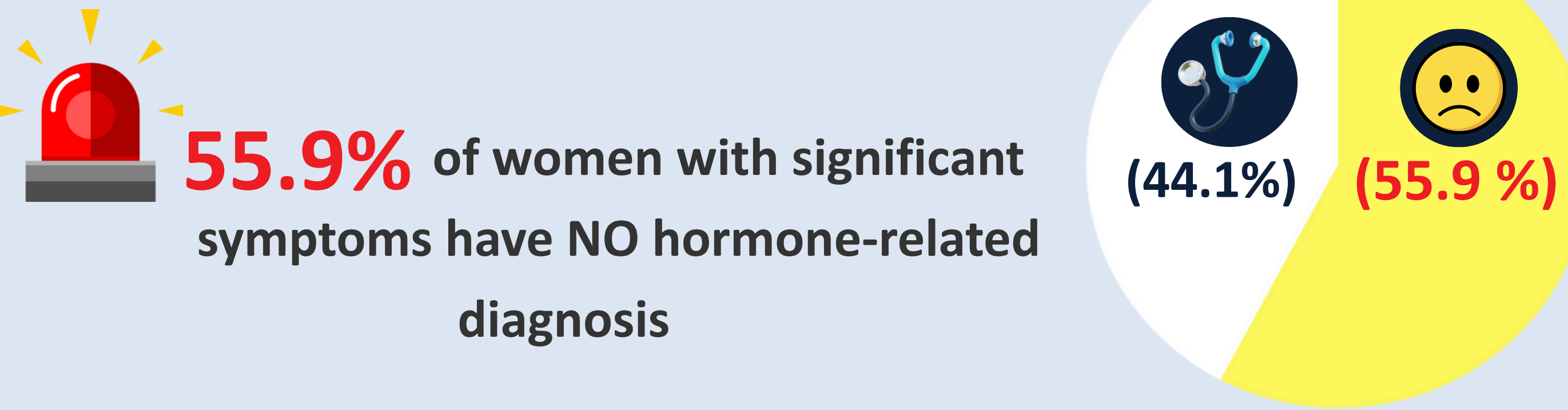
- Cross-sectional survey via Women’s Health YouTube channel
 - Participants: Women aged 18–65
 - Tool: 24-item Google Form (demographics, symptoms, care access, preferences)
- Analysis
 - Quantitative: Excel (symptom prevalence, barriers)
 - Qualitative: Thematic analysis (care experiences, resource needs)



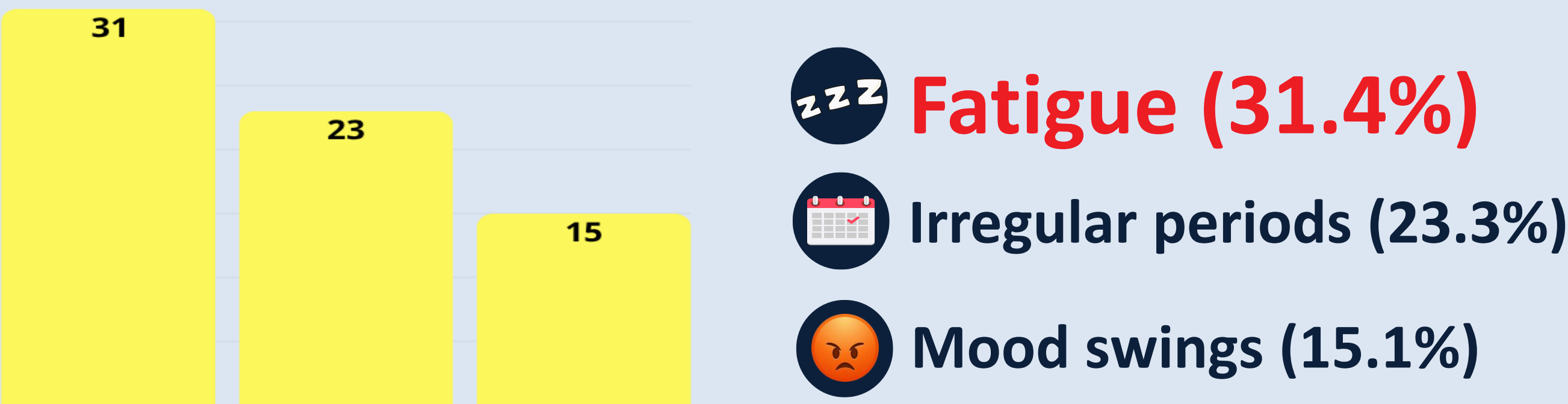
RESULTS

- N = 83. Mean ± SD = 40 ±11.4 years*
- 55.9% lack diagnosis
- 29.4% have severity rating of 10/10

DIAGNOSIS GAP INFORMATION



SYMPTOM PREVALENCE CHART



HEALTHCARE BARRIERS DIAGRAM



CONCLUSIONS

The findings highlight significant gaps in hormone health education and care, with many women experiencing severe symptoms yet facing barriers to accessing appropriate support.

While challenges such as cost and dismissive attitudes from healthcare providers persist, the strong interest in e-media-delivered, lifestyle-based, and alternative therapies underscores the need for accessible, culturally tailored, and practical resources to empower women in managing their hormone health effectively.

RECOMMENDATIONS



Develop e-media tools:

Short, lifestyle-focused modules on natural remedies. (requested by 68% respondents)



Address provider dismissiveness:

Training for HCPs on listening to women’s concerns (requested by 50%)



Culturally-tailored resources:

Prioritise accessibility for Black African (41%) and mixed-ethnicity (8.8%) groups.

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*Median age: 40 years (range: 29–51 years for most participants)