

BACKGROUND

Heavy menstrual bleeding (HMB) is defined as excessive menstrual blood loss that affects the physical, emotional, social and material quality of life. HMB affects one in four women. Treatment choice depends on a number of clinical and patient factors, including effectiveness, safety, cost, and the presence of comorbidities as well as women’s desire for pregnancy. We conducted a discrete choice experiment (DCE) to elicit people's preferences for treatment options for HMB.

METHODS

- Online questionnaire, 15-20 mins to complete
- Demographic information
- Participants were asked to choose repeatedly between different hypothetical treatment options characterised by a set of common attributes that took different levels.
- Ethics approval – UCL Research Ethics Committee (16351.003).

Discrete choice experiment (DCE)

Attributes	Levels
Reduction in frequency of changing pad/tampon	•Every 2 hours in the day + 1-2 times at night •Every 3-4 hours in the day + maybe at night •Every 4-6 hours in the day
Reduction in pain	•You have no pain or discomfort •You have slight pain or discomfort •You have moderate pain or discomfort •You have severe pain or discomfort
Side effects	•Mild •Moderate •Severe
Cost	•£50 •£100 •£3,000 •£7,000
Treatment administration	•Yourself at home •GP •Hospital outpatient •Hospital inpatient
Impact on fertility	•Treatment does not reduce your chance of getting pregnant while on the treatment •Treatment reduces your chance of getting pregnant while on the treatment •You are unlikely to get pregnant after the treatment

RESULTS		
Characteristic	Category	Data N=102
Marital status	Cohabiting	22
	Divorced/separated	2
	Married/civil partnership	26
	Single	52
Were you born in the UK?	No	28
	Yes	72
Education	A level or similar	15
	GCSE or similar	4
	Postgrad	42
	University undergrad	39
	Vocational qualification	2
Have you suffered from heavy periods?	Yes	90
	No	12
Are you planning to get pregnant?	Have not decided yet	26
	No	44
	Yes	32

- Treatment choice and efficacy profiles are important factors for women.
- **Reduction in frequency of changing pad/tampon, reduction in pain and no impact on fertility** (for those who is planning to get pregnant in the future or have not decided yet) are perceived as the most important benefits of the treatment.
- Women would prefer to avoid treatments that are likely to elicit severe side effects.