



Women's Healthcare Innovation in Contraception

Demand

The number of unplanned pregnancies worldwide has reached 80 million per year, with 58 percent resulting in abortion. Of the 28 million pregnancies in industrialized countries, 49 percent are unplanned and 73 percent of these end in abortion. These statistics show a high unmet need in contraception. Not only do women need to be empowered with proper knowledge in contraceptive usage, they also need to be offered contraceptive choices that suit their individual needs.

Solution

Bayer Schering Pharma is market leader in women's healthcare, particularly for hormonal contraception. Current research is based on a broad range of novel product ideas including contraceptives with alternative hormonal active substances, innovative dosage regimens as well as improved application forms.

Implementation

YAZ[®] is a low dose oral contraceptive with the progestin drospirenone (DRSP) in a 24/4 dosing regimen (24 day of active hormone tablets and 4 day of hormone-free). YAZ reduces hormone fluctuations and is the first oral contraceptive to offer three indications in several countries: oral contraception, treatment of moderate acne, and treatment of emotional and physical symptoms of Premenstrual Dysphoric Disorder (PMDD). To further build on YAZ, Bayer Schering Pharma is developing another oral contraceptive with a flexible intake regimen which will give women less bleeding periods per year and therewith reducing menstrual symptoms.

Another novelty is Qlaira[®] – an oral contraceptive that provides estradiol, the same estrogen as produced by the female body. Qlaira combines estradiol with the progestin dienogest in a dynamic dosing regimen for reliable contraception and good cycle control.

An improved application form is the ultra low dose levonorgestrel contraceptive system (LCS) for long-acting reversible contraception. This intrauterine system (IUS) provides contraception for up to three years, is smaller, and releases less hormone doses than the well established IUS Mirena[®]. With the reduced size, the insertion procedure is even more comfortable for both physician and woman.

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