

# Caya<sup>®</sup> diaphragm

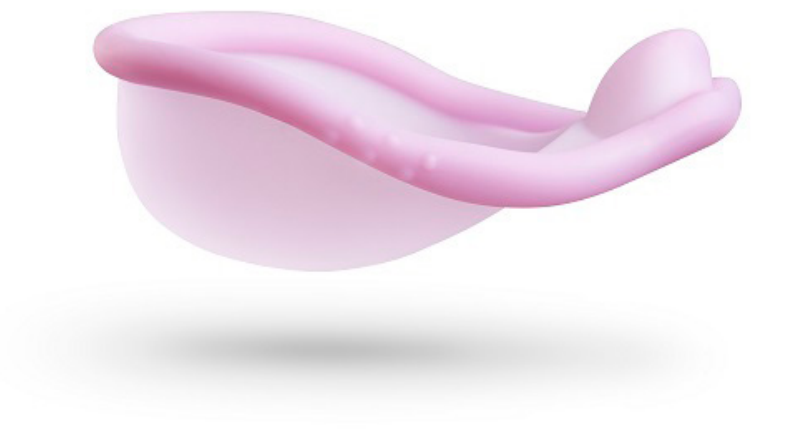
User Survey 2024

Medintim

# Overview

In 2024, KESSEL medintim GmbH conducted its annual user survey to gather structured insights into the use, perception, and adoption of the Caya® diaphragm. The online survey, accessed via QR codes printed on inserts inside the product packaging, captured feedback from 79 users. The survey aimed to better understand user demographics, prior contraceptive methods, product discovery channels, satisfaction levels, and attitudes toward hormone-free contraception. The findings provide valuable input for product development, clinical communication, and strategic market alignment.

The full questionnaire used in the survey is included in Appendix A.



# Executive Summary

The 2024 user survey reinforces Caya®'s positioning as a trusted, hormone-free contraceptive solution. With responses from 79 users, the findings reveal a strong mix of long-term loyalty and recent adoption, along with broad satisfaction and high advocacy intent.

Adoption trends show strong momentum. **42%** of respondents were not first-time users of Caya®, while **54.4%** adopted it within the last three months. In total, **40.5%** of users had been using the product for more than one year, including **25.3%** for over three years. These figures highlight both strong user retention and new adoption, driven by increased visibility, effective outreach, and sustained long-term compliance among established users.

User motivations center on hormone-free control. Most users previously relied on hormonal contraception or condoms. **65%** now use Caya® as their primary method, while **35%** combine it with other methods such as condoms or natural family planning. This demonstrates the product's adaptability to varied contraceptive strategies.

Ease of use remains a core strength. **61%** of users adopted Caya® without prior medical consultation, indicating confidence in its intuitive, accessible design. Yet clinical engagement remains available for those who seek it, supporting a hybrid model of independent use and professional guidance.

Partner acceptance and user advocacy are high. **94%** of users reported positive or neutral partner reactions, and **96%** would recommend Caya® to others. Importantly, **91%** reported that intimacy remained unchanged or improved while using the diaphragm, further supporting its compatibility with quality of life and relationships.

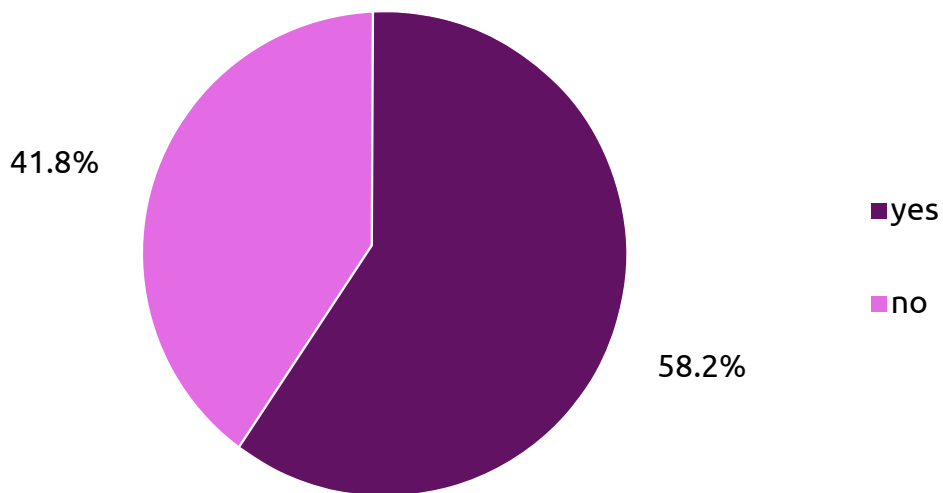
Caya® resonates with its target demographic. **82%** of users were aged 18 to 45, **86%** were in committed relationships, and **51%** had no children. These demographics suggest Caya®'s relevance among individuals seeking hormone-free contraception across different life stages.

These insights will guide KESSEL medintim GmbH in advancing product development, strengthening healthcare provider collaboration, and expanding user education, ensuring that Caya® continues to meet the evolving needs of women worldwide seeking hormone-free contraception.

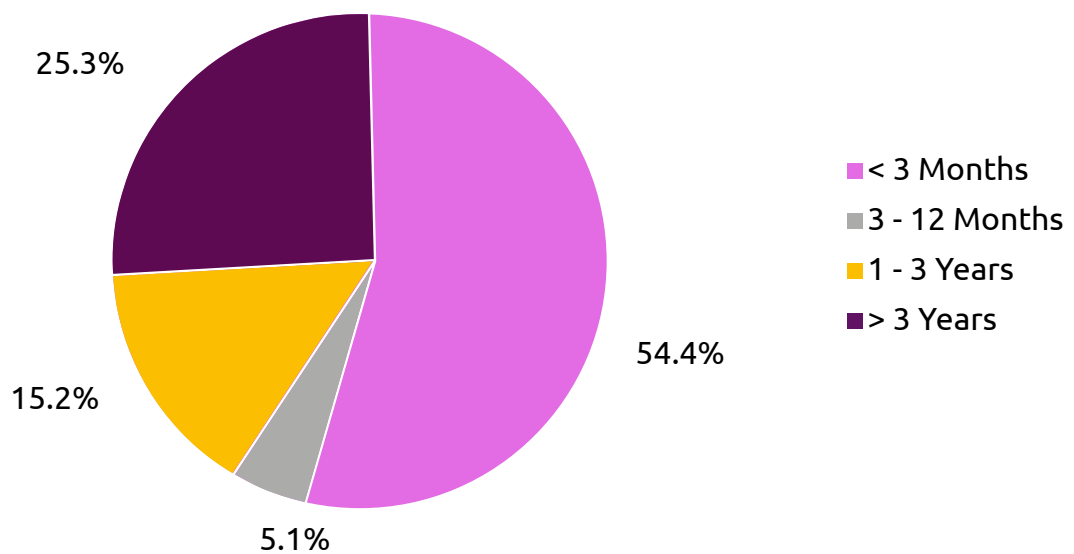
### Survey Results and Insights

#### User Adoption, Duration of Use and Discovery Channels

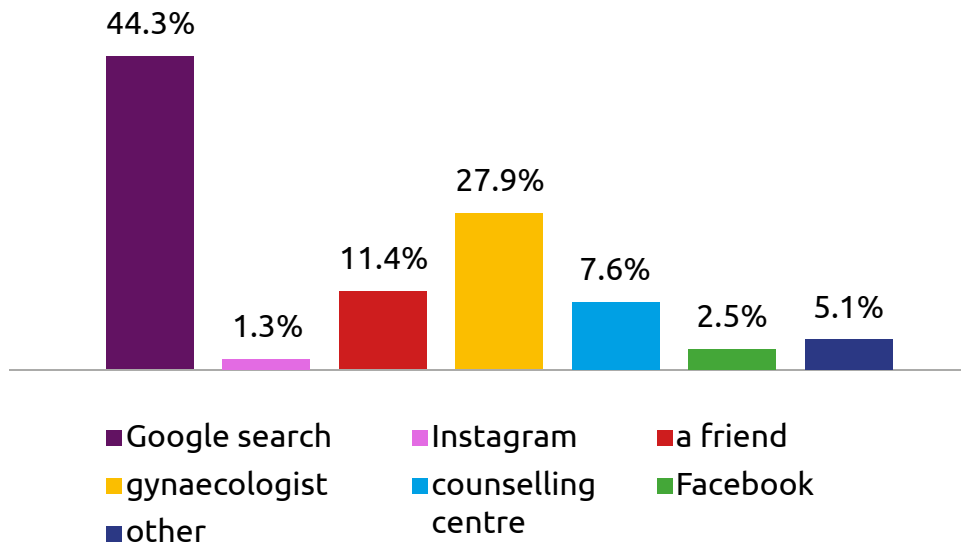
1) Is this your first Caya® diaphragm?



2) How long have you been using the Caya® diaphragm for contraception?



### 3) How did you first hear about the Caya® diaphragm?



#### Combined Summary and Insights

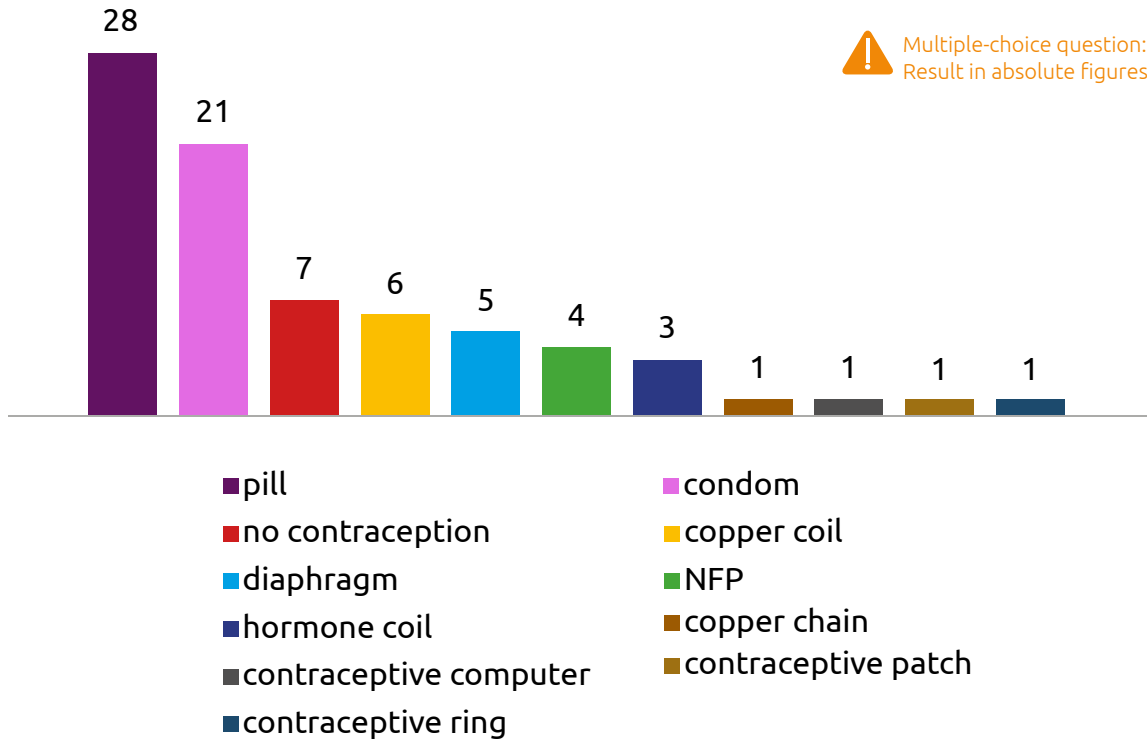
Summary based on survey Questions 1-3

42% of respondents were experienced Caya® users, with 41% reporting use for over one year, including 15% for 1 to 3 years and 25% for more than 3 years. This indicates long-term satisfaction and integration into users' contraceptive routines. The remaining 58% were first-time users, many adopting the product within the past three months, reflecting effective new-user acquisition. Caya® was most often discovered through online search, followed by gynaecologist recommendations and referrals from peers, indicating the product's reach through digital, clinical, and interpersonal channels.

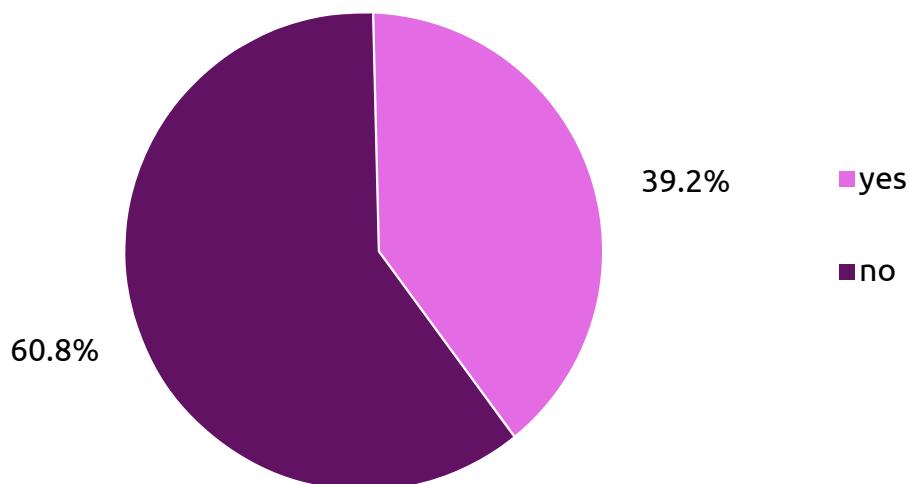


### Prior Contraceptive Use and Medical Consultation

4) What method of contraception did you use BEFORE the Caya® diaphragm?

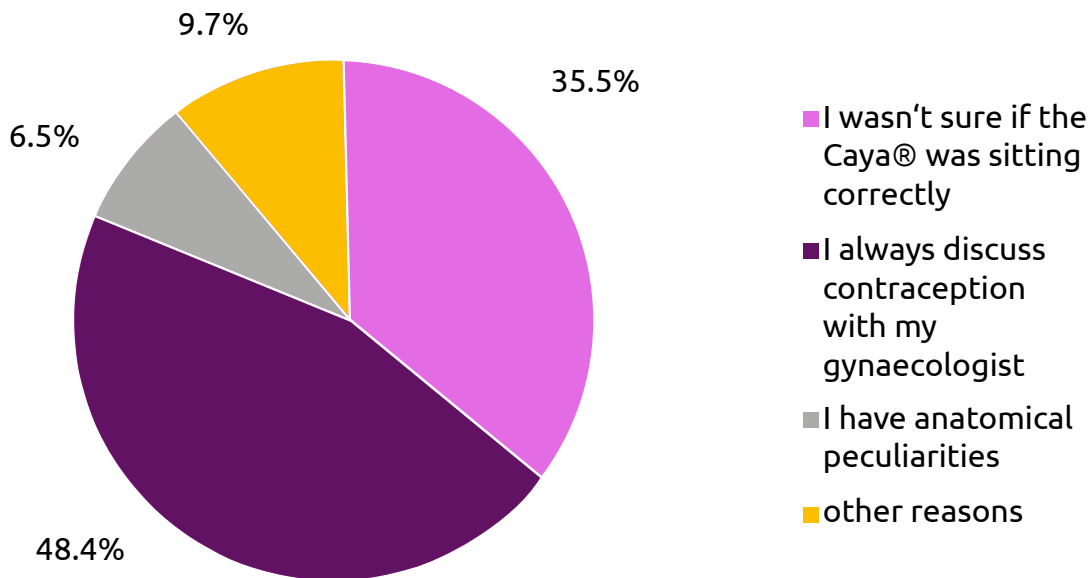


5) Did you seek medical advice before using the Caya® diaphragm for the first time?



### 6) If so, what was the reason for seeking medical advice?

(31 out of 79 people answered this question.)



### Combined Summary and Insights

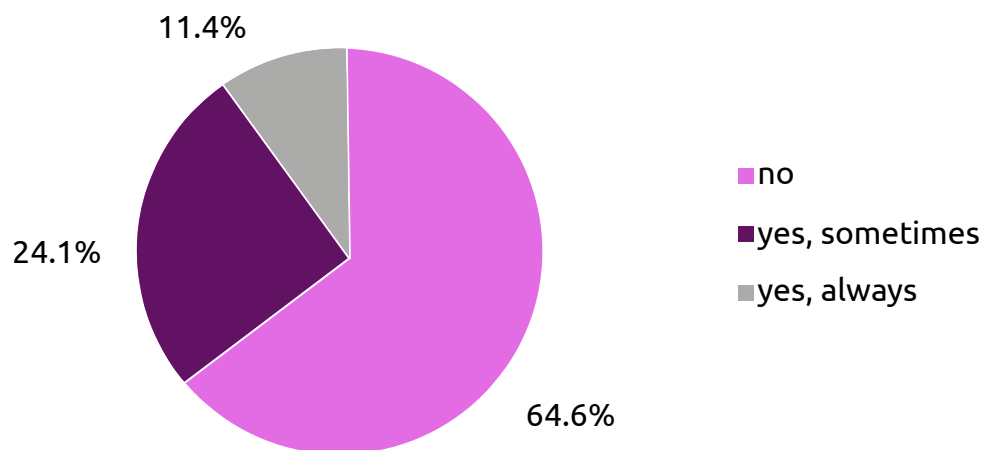
Summary based on survey Questions 4-6

Most users previously relied on hormonal contraception, mainly the pill, followed by condoms or no method, indicating a clear shift towards hormone-free, user-controlled options. The majority (61%) began using Caya® without medical consultation, underscoring its strong potential as a self-directed contraceptive choice, while 39% sought advice, typically to confirm placement or during routine contraceptive discussions, showing the method is compatible with those who prefer clinical involvement.



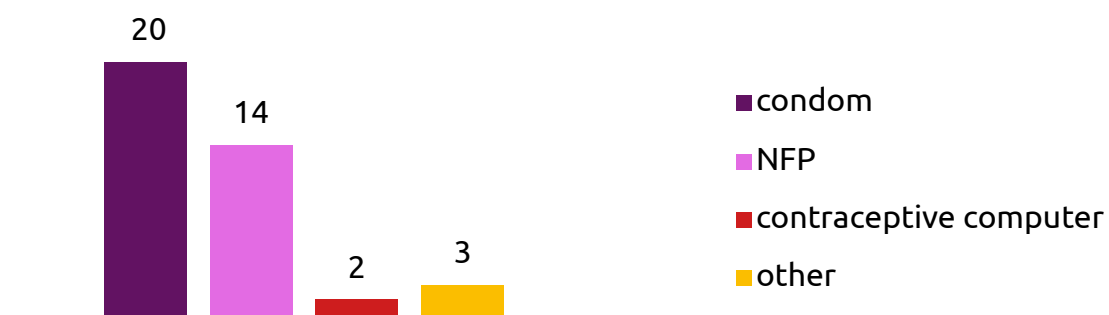
### Use in Combination with Other Methods

7) Do you use the Caya® diaphragm in combination with other contraceptive methods?



8) If so, what method is it?  
(35 out of 58 people answered this question.)

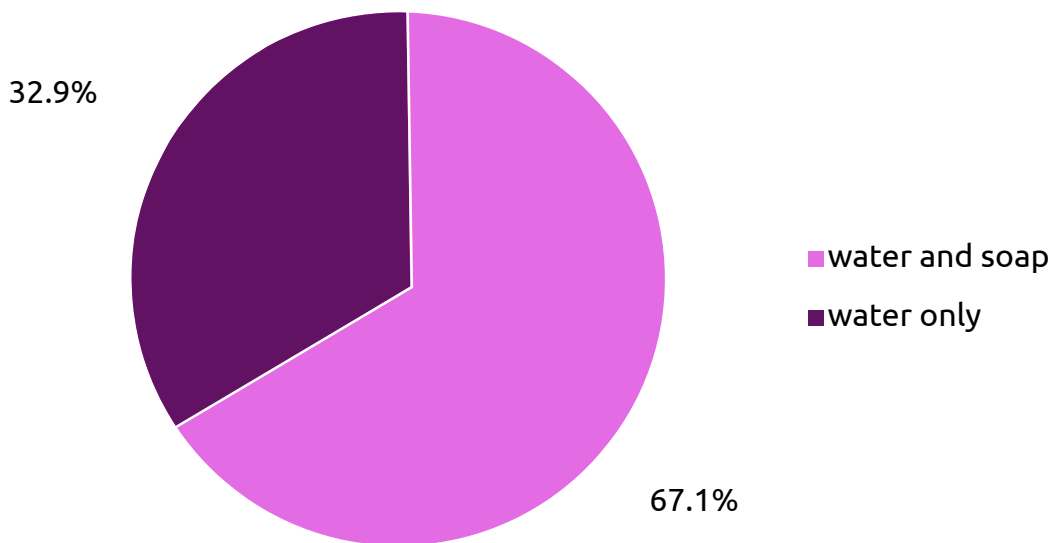
⚠ Multiple-choice question:  
Result in absolute figures





### Product Handling and Maintenance

9) How do you clean the Caya® diaphragm?



#### Combined Summary and Insights

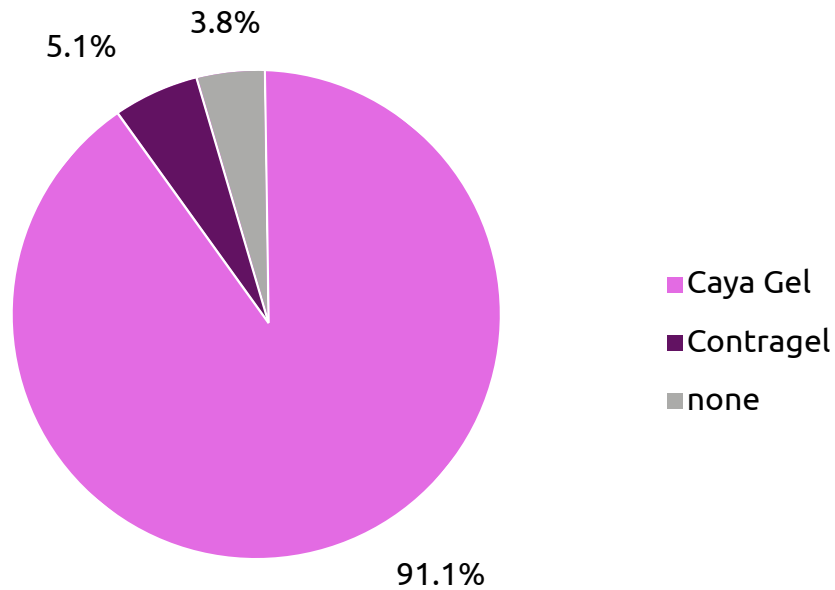
Summary based on survey Questions 7-9

Caya® continues to demonstrate adaptability in user behavior. 65% of users relied solely on the diaphragm, while 35% combined it with other methods such as Natural Family Planning or condoms. This supports its role in both independent and multi-method contraceptive strategies tailored to individual lifestyle and preference.

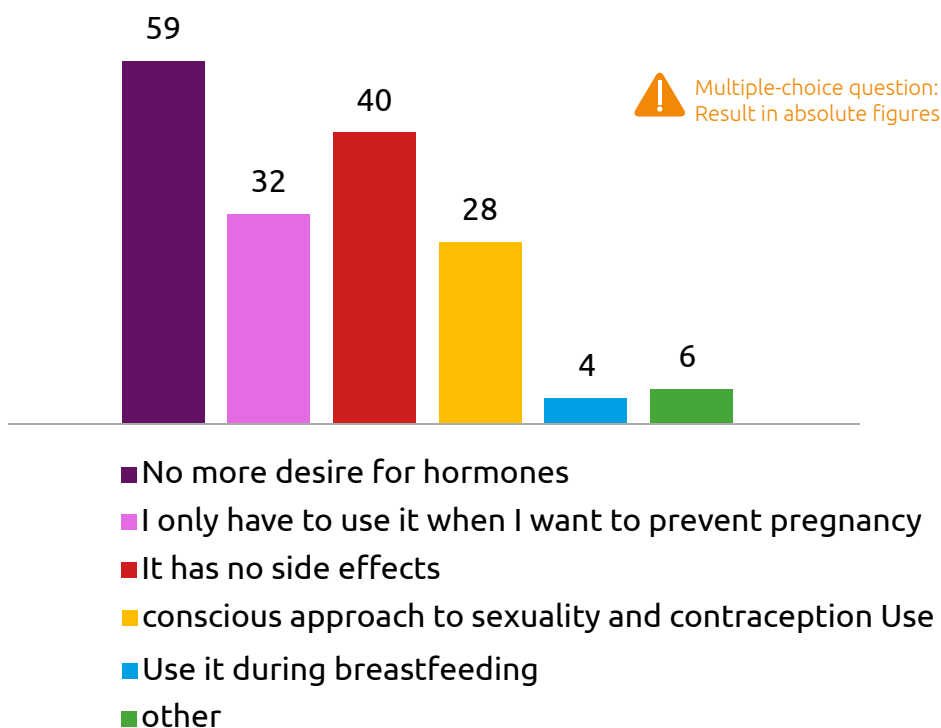
In this year's survey, predefined cleaning options replaced open-ended responses, providing clearer insights into product maintenance. The majority of users reported cleaning Caya® with soap and water, while just under one-third used only water.

### Usage Behaviour and Motivations

10) Which diaphragm gel do you use with the Caya® diaphragm?

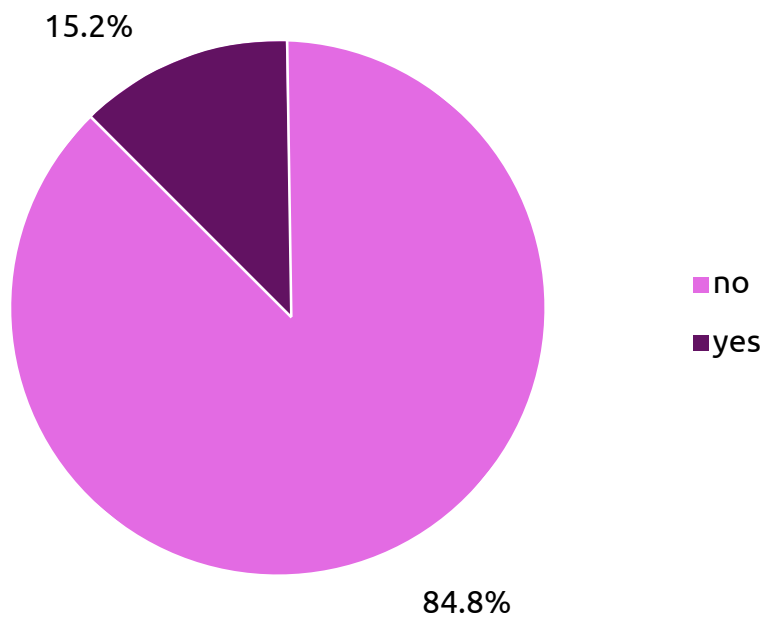


11) Why did you choose the Caya® diaphragm?



### User-Reported Challenges and Feedback

12) Did you have any problems using the Caya® diaphragm?

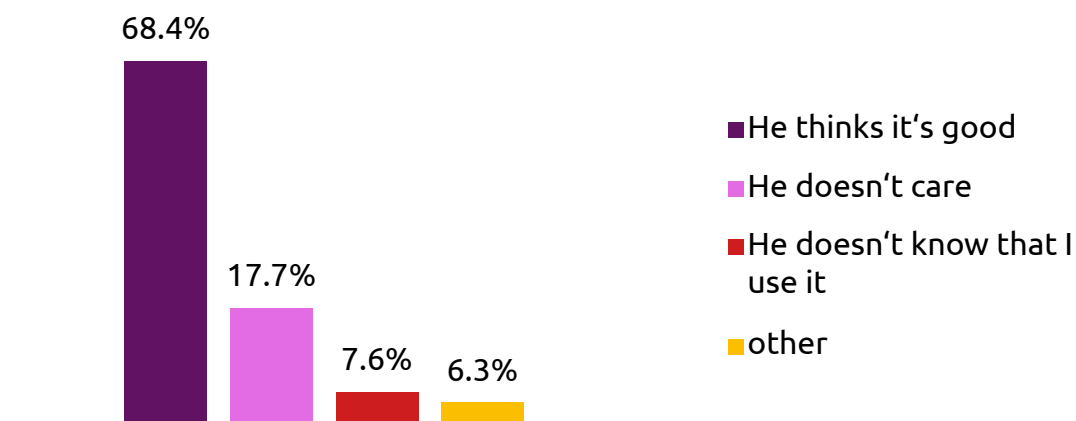


13) If so, what were the problems?  
(12 out of 79 people answered this question.)

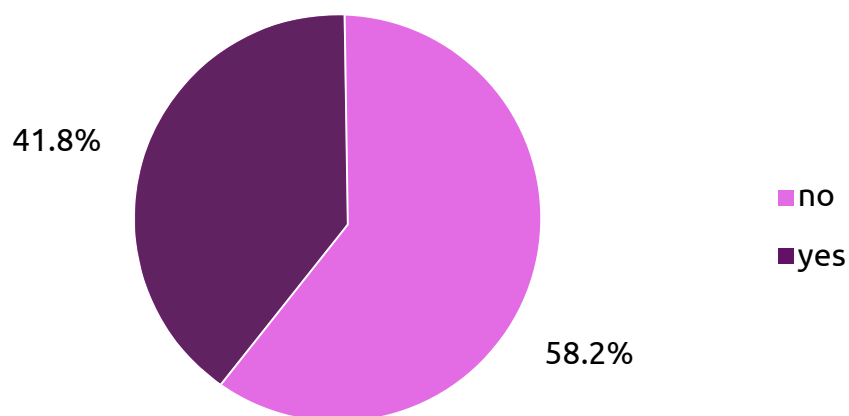


### Partner Awareness and Acceptance

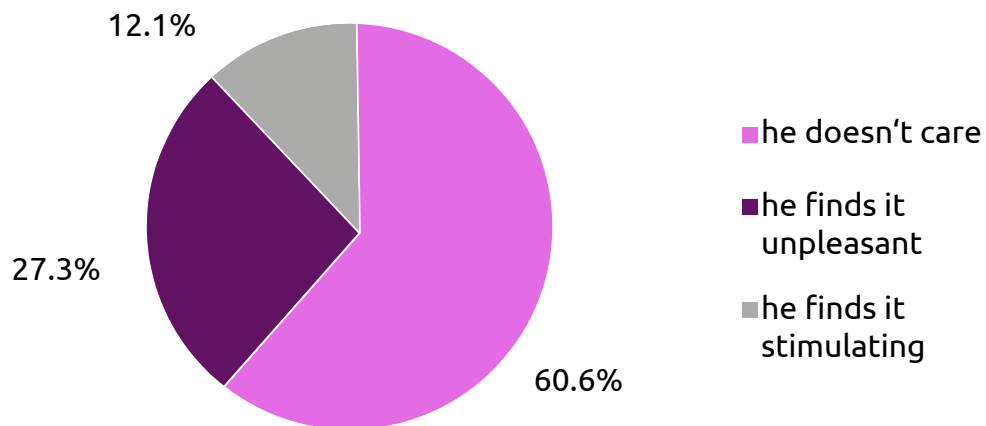
14) What does your partner think about using the Caya® diaphragm for contraception?



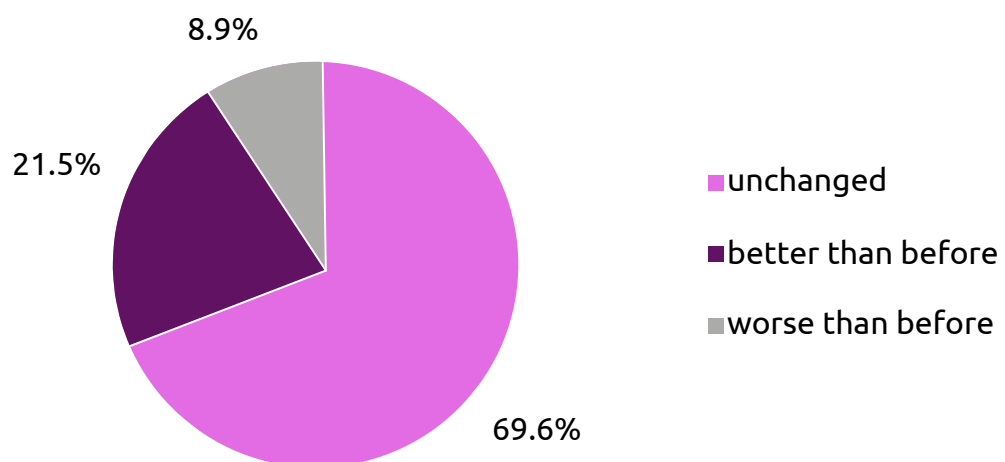
15) Can your partner feel the Caya® diaphragm during intercourse?



16) How does your partner feel about being able to feel the Caya® diaphragm? (33 out of 79 people answered this question.)

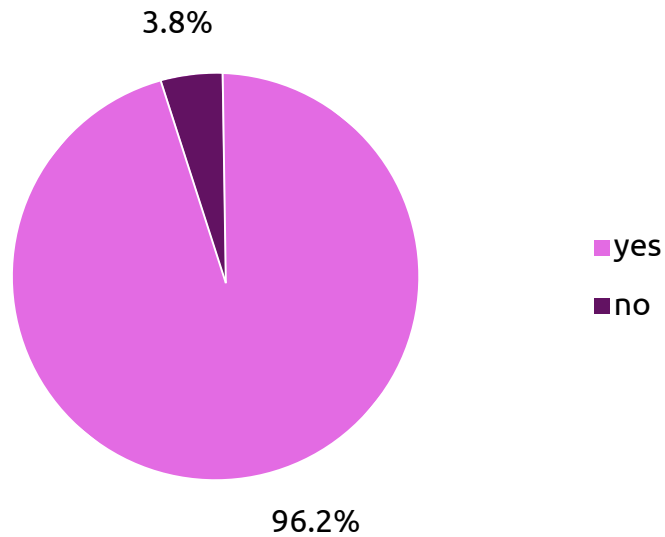


17) How is sex with the Caya® diaphragm for you?



### User Advocacy and Recommendation Intent

18) Would you recommend the Caya® diaphragm to others?



19) Why would you not recommend the Caya® diaphragm?

*'Because I'm not sure if the diaphragm has closed the cervix properly, as it is not properly wedged behind the pubic bone.'*

*'Because it is uncomfortable during intercourse [...]'*

### User Experience, Partner Acceptance, and Recommendations



#### Combined Summary and Insights

Summary based on survey Questions 10-19

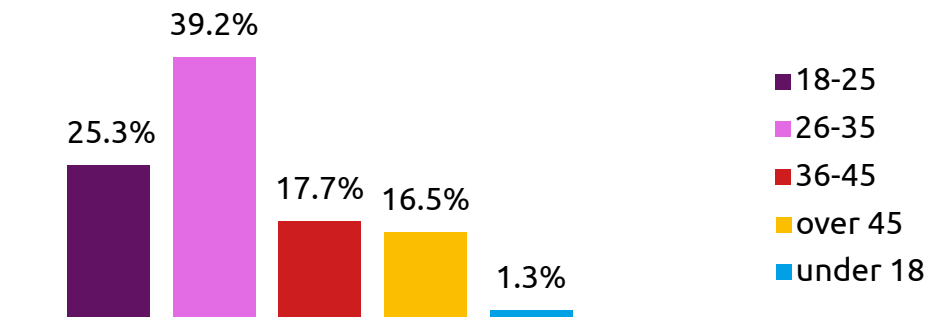
Nearly all respondents reported using Caya® Gel with the diaphragm. The most common motivations for choosing Caya® included the desire to avoid hormones, the ability to use it only when needed, and the absence of side effects. Additional reasons cited were compatibility with breastfeeding and a more conscious approach to contraception.

Partner acceptance was notably high, with 94% of users reporting positive or neutral perceptions. Among these, 68% said their partners liked using Caya®, 18% said their partners did not mind, and 8% noted their partners were unaware of its use. This reflects the product's discreet design. 42% of users said their partner could not feel the diaphragm during intercourse. Of the 58% who said it could be felt, 73% reported that their partners found it stimulating or were indifferent, while 27% found it unpleasant.

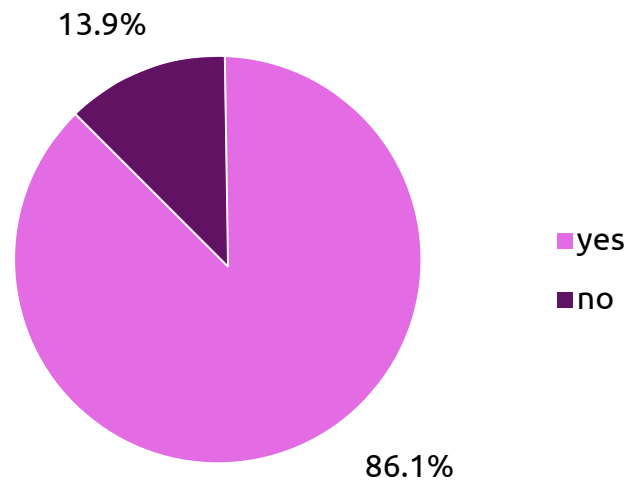
From the user perspective, 91% reported that intimacy remained the same or improved while using Caya®, particularly after discontinuing hormonal contraception. Reflecting high overall satisfaction, 96% of users stated they would recommend the product to others. Those who would not recommend it cited concerns such as discomfort or placement uncertainty.

### User Demographics and Relationship Context

20) How old are you?

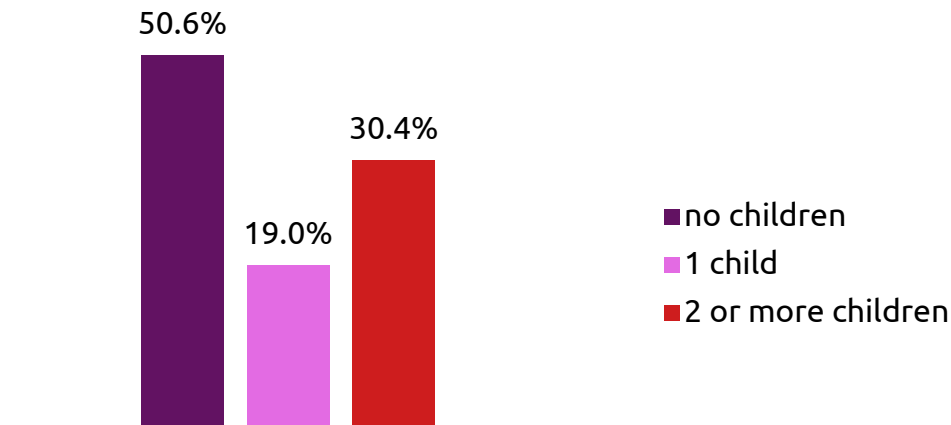


21) Are you in a committed relationship?





22) How many children do you have?



### Combined Summary and Insights

Summary based on survey Questions 20-22

A large majority of respondents (82%) were between the ages of 18 and 45, underscoring Caya®'s strong relevance among individuals of reproductive age actively seeking effective, hormone-free contraception. Most users (86%) reported being in committed relationships, suggesting that Caya® is often chosen as part of a shared contraceptive decision.

Just over half of respondents (51%) had no children, while 49% had one or more, highlighting Caya®'s adaptability for those seeking non-hormonal options postpartum or between pregnancies.

These findings confirm Caya®'s alignment with informed, relationship-oriented users who prioritize reproductive autonomy and non-hormonal methods in their contraceptive choices.

## Conclusion and Outlook

The 2024 Caya® user survey results reinforce the diaphragm's positioning as a safe, effective, and user-preferred contraceptive option. The data reflects strong user satisfaction, high partner acceptance, and clear demand for hormone-free, self-managed contraception across a diverse demographic, particularly women in committed relationships and with prior reproductive experience.

The findings also emphasize the importance of maintaining a strong digital presence, ongoing engagement with healthcare professionals, and support for confident, independent product use.

As the manufacturer, KESSEL medintim GmbH remains committed to continuous user education, product quality, and evidence-based adaptation to ensure the Caya® diaphragm continues to meet evolving contraceptive needs worldwide.

We extend our sincere thanks to all participants in this year's survey. Your insights offer valuable, real-world feedback on the use and acceptance of the Caya® diaphragm and support our continued commitment to improving user experience and access to hormone-free contraception worldwide.

KESSEL medintim GmbH

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# Appendix A: Full Questionnaire

1. Is this your first Caya® diaphragm?
2. How long have you been using the Caya® diaphragm for contraception?
3. How did you first hear about the Caya® diaphragm?
4. What method of contraception did you use before the Caya® diaphragm?
5. Did you seek medical advice before using Caya® for the first time?
6. If so, what was the reason for seeking medical advice?
7. Do you use Caya® in combination with other contraception methods?
8. If so, what method is used?
9. How do you clean the Caya® diaphragm?
10. Which diaphragm gel do you use with the Caya® diaphragm?
11. Why did you choose the Caya® diaphragm?
12. Did you have any problems using the Caya® diaphragm?
13. If so, what were the problems?
14. What does your partner think about using the Caya® diaphragm for contraception?
15. Can your partner feel the Caya® diaphragm during intercourse?
16. How does your partner feel about being able to feel the Caya® diaphragm?
17. How is sex with the Caya® diaphragm for you?
18. Would you recommend the Caya® diaphragm to others?
19. If not, why would you not recommend it?
20. How old are you?
21. Are you in a committed relationship?
22. How many children do you have?



**If you have questions or would like further information about the Caya® diaphragm, we will be happy to help:**

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