Identifying and prioritizing determinants for motivating providers to recommend IUD

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Outline

- Current IUD scenario
- About the project
- Objective of the study
- Methodology
- Findings
- Processes & Intervention
Current use of Family Planning Methods in India

Female Sterilization 34%
Male Sterilization 1%
Pill 4%
IUD 2%
Condom 6%
Any Traditional method 7%
Non user 46%

Source: DLHS-3 (2007-08), IIPS Mumbai
The Women’s Health Project/ “PEHEL” Project

- Part of PSI Global initiatives
- Operates in 14 countries

Goal:
- Reduce maternal mortality ratio in project locations

Components:
- IUD - Increasing use of long acting FP methods such as IUDs
- Medical Abortion – Increasing access to safe abortion services through Medical Abortion

Geography
- Total 20 selected districts of 3 states – UP, Delhi & Rajasthan
Increasing use of IUD

Currently Married Women, Not Sterilized & Private Providers – Ob/Gyn & MBBS with Gyn practice

Increasing demand for IUD
- Positive perceptions among beneficiaries
- Addressing provider biases

Improving quality services
- Recruiting providers in Saadhan network
- Training and supportive supervision

Enabling environment
- Partnership with FOGSI & IMA
- Advocacy at National & State Level
Research on Provider Behavior

Objectives

- Establish current levels of IUD use rate
- Understand provider biases for IUDs
- Identify and Prioritize determinants for motivating providers to recommend IUDs when appropriate
Methodology

Structured Interview with Network & Non-Network Providers

Sample Achieved:
Network Providers: 530
Non-Network Providers: 647

<table>
<thead>
<tr>
<th>Uttar Pradesh</th>
<th>Rajasthan</th>
<th>Delhi</th>
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<tbody>
<tr>
<td>Lucknow, Kanpur, Varanasi, Gorakhpur, Agra</td>
<td>Alwar, Jaipur, Jodhpur, Ganganagar</td>
<td>Delhi</td>
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Assessment of provider behavior

- Developed likely scenarios where providers recommend the IUD as 1\textsuperscript{st}/2\textsuperscript{nd} choice

- Developed less likely scenarios where providers recommend IUD as 1\textsuperscript{st}/2\textsuperscript{nd} choice

- Administered these scenarios, using cards, to network & non-network providers during structured interviews
Segmentation

- “Behavers” – Providers who recommended IUD as 1st or 2nd choice

- “Non-Behavers” – Providers who did not recommend IUD as 1st or 2nd choice
Recommended FP methods in last 6 months

Network N = 530
Non-Network N = 647
Most Recommended FP method in last 6 months

Network N = 530
Non-Network N=647

IUD: 65%
OCP: 58%
Condom: 24%
Injectables: 28%
Steri-F: 1%

Network (green) vs. Not-Network (orange)
Recommended IUD as 1st or 2nd choice

Network N = 530
Non-Network N = 647

* p<0.05
Further Research Questions

- Why are providers not recommending IUD as their 1st/2nd choice when appropriate?
- Which providers are the group who is most likely to change?
- What will motivate them to change?
Program Prioritization: Targeting Provider Behaviour

- IUD is among the most difficult methods to explain
- A dissatisfied IUD client affects the provider’s reputation
Processes and Interventions

- Job aids to explain IUDs quickly and easily to the clients
- Medical detailing tool modified to improve providers perceptions about IUD
- Exchange information among providers in the PSI Saadhan network
- Reward and recognize positive provider behavior
- Toll free helpline to follow up clients.
Thank you!