



MULTI-MAM COMPRESSES CUSTOMER SATISFACTION SURVEY - SWEDEN

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Background

BioClin's Swedish partner, Nordic Consumer Health, conducted a customer satisfaction survey for Multi-Mam Compresses (MMC). They devised the survey and BioClin's research and new product development team were asked for their input.

Methodology

Breastfeeding women with nipple problems were invited to participate in the survey by midwives. These trusted specialists provided the most appropriate point of access to potential participants. Participating women were given the survey and the compresses, and were asked to return the survey directly to Nordic Consumer Health upon completion of the evaluation period. Data analysis and reporting was performed by BioClin B.V.

- Participating women were asked to apply Multi-Mam Compresses on their affected nipples at least twice every day for 30-60 min.
- The women were asked to keep a daily diary and mark their nipple pain on a 10 cm Visual Analogue Scale and to report the visible signs of affected nipples on a 5 point severity scale (0: no signs, 1: scabbing, 2: crater formation, 3: flushing (redness), 4: exuding ('sticky') nipple, 5: cracked nipple).
- Participants were also asked whether they would use the product again or whether they would recommend it to someone else.
- Women were asked to use the compresses for 10 consecutive days.

Respondent profile

47 women participated in this survey between March 2015 and November 2015. Of these, 31 women used the compresses for the full 10 day evaluation period. For women that did not complete the 10 day period, the last score entered was used as the outcome.

- Average age: 30.6 (range 22 – 38)
- Complaints began 2.4 days after starting breastfeeding (range 0-14 days)
- Started using MMC 2.9 days after complaints began (range 0 – 15 days)



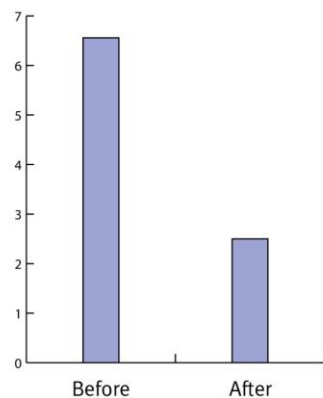
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Survey Results

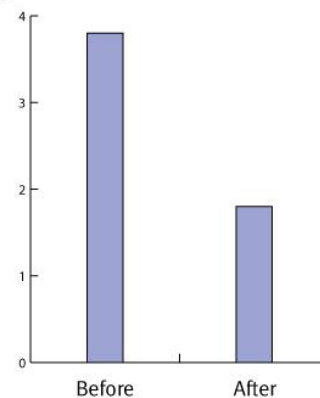
Below we analyze the survey results for all 47 respondents first. Then we look at the use analysis for the 31 women that completed the 10 day period. Finally, we look at the responses of 16 women who stopped using the compresses before the end of the 10 day period. We then conclude this report with a short summary of the key findings and any additional observations.

1. Before/after use analysis for all 47 women

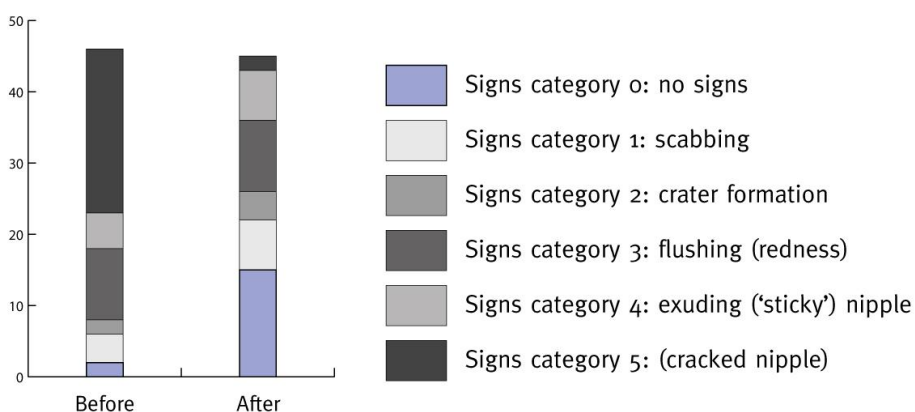
Pain score



Signs score



Signs category response



Key findings

- On a 10 point scale, the mean pain score decreased from 6.6 to 2.5.
- On a 5 point scale, the visual symptoms of affected nipples decreased from 3.8 to 1.8

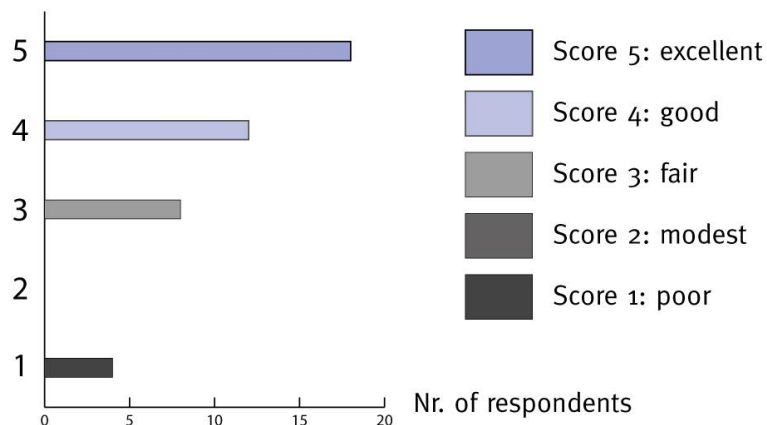


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- The distribution of categories after use showed a substantial decrease - from 23 to 2-in women that reported the highest score of 5, whereas the number of women that indicated no signs at all increased from 2 to 15.
- 38 women (81%) would use the product again. Respectively 4 (9%) and 5 (11%) women would not use it again, or did not answer.
- 34 women (72%) would recommend the product to someone else. Respectively 7 (15%) and 6 (13%) women would not use it again, or did not answer.

What score would you give MMC on a 1-5 scale?

Product score



Key findings

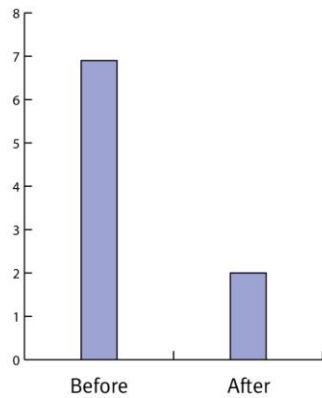
- 72% of women rated MMC with a good or excellent score.
- 43% rated MMC as excellent

2. Before/after use analysis for the 31 women that completed the 10 day period

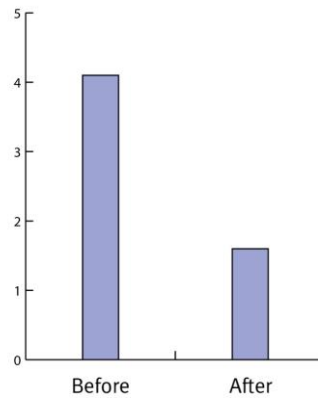


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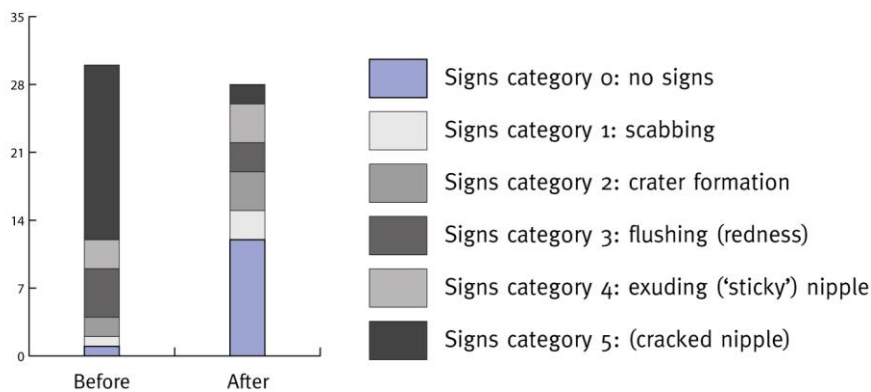
Pain score



Signs score



Signs category response



Key Findings

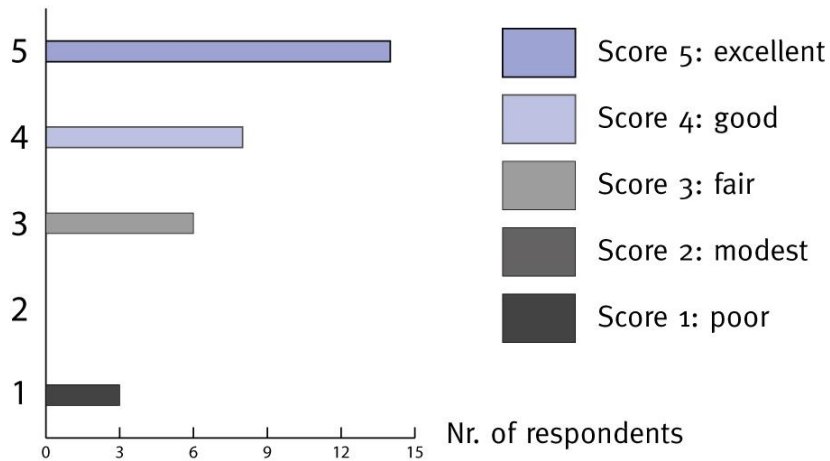
- On a 10 point scale, the mean pain score decreased from 6.9 to 2.0.
- On a 5 point scale, the visual symptoms of affected nipples decreased from 4.1 to 1.6
- The distribution of categories showed a substantial decrease in women that reported the highest score of 5, from 18 to 2, whereas the number of women that indicated to have no signs at all increased from 1 to 13.
- 29 women (91%) would use the product again. Three women would not use it again.
- 25 women (78%) would recommend the product to someone else.
- Respectively 6 (19%) and 1 (3%) women would not use it again, or did not answer.



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What score would you give MMC on a 1-5 scale?

Product score



Key findings

- 71% of women rated MMC with a good or excellent score
- 45% rated MMC as excellent!



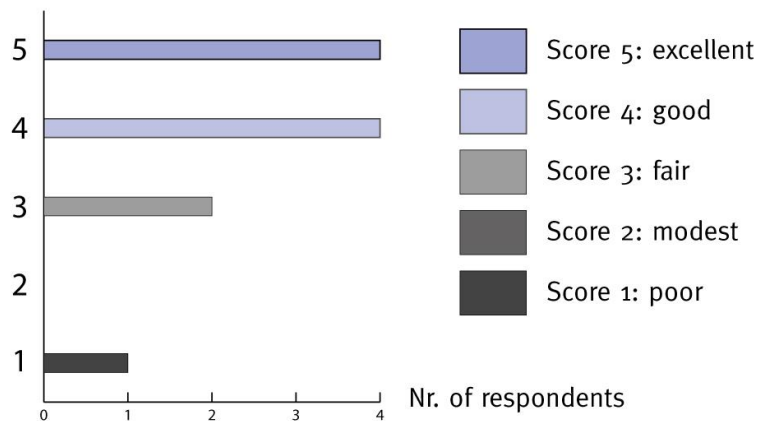
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3. Analysis for 16 women who discontinued use before the 10 days were up

16 women evaluated MMC for less than 10 days. The mean number of days the compresses were used by these women was 4.0 days. Of these women, 60% would use the product again and would recommend it to others.

What score would you give MMC on a 1-5 scale?

Product score



Key findings

- Of the women that evaluated MMC for less than 10 days, 72% valued the product with a score of 4 or 5.
- The outcomes do not differ substantially between the group of women that completed the 10 day evaluation period, and the women that stopped using the product earlier.
- Therefore, the women that stopped using the compresses before the 10 day trial period ended were equally as satisfied with the product as the entire group of respondents. This suggests that their reasons for stopping using the product are unlikely to be 'negative reasons'.

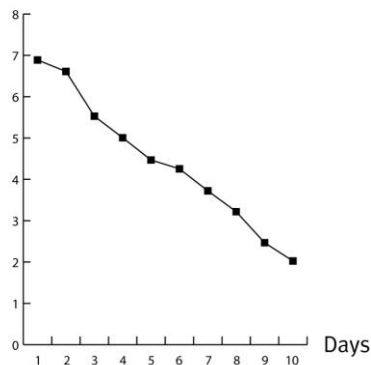


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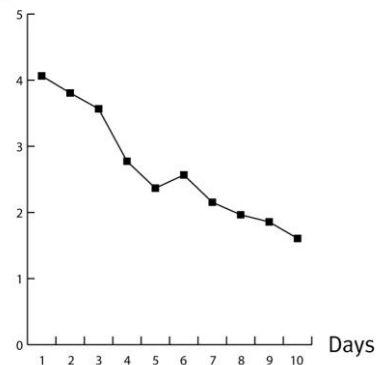
Summary of Key Findings

Trend of pain scores and visible nipple problems over time for the women that used the compresses for the entire 10 day period.

Pain score



Signs score



- The graphs clearly show a gradual decline in pain and visible problems over the 10 day course.
- 72% of the women surveyed rated Multi-Mam Compresses as good or excellent. For those that discontinued using the product before the end of the 10 day trial period, the results were similar for those that stopped using the compresses before the end of the 10 day trial.
- 91% of respondents would use the product again.
- 78% of the women who completed the 10 day trial would recommend the product to others.

Additional observations

Several women spontaneously reported an immediate cooling and pain relieving effect after applying the compress in the comment box. This was not an explicit question in the survey.