



## August 2012 Survey Highlights

The following [Our Moment of Truth™](#) survey findings were fielded by Lightspeed Online Research, Inc. in August 2012. The survey was completed by 1,252 women between the ages 18 and 45, of a variety of cultural backgrounds, from across the United States.

### Women are looking for more out of their care.

- The large majority of women (85.4%) said they are somewhat to very satisfied with their care, yet most say they are not getting many of the services they want.
- Women expect to receive annual pap tests and breast exams (89%) from their women's health care provider, but most women are looking for services beyond these. Many women would like a provider who:
  - Offers family planning advice after a previous birth (65%), but only 13% received this information.
  - Prescribes a range of pain management options during childbirth (57%), but only 29% received this information.
  - Provides a choice of birth setting (50%), but only 23% received this information.

### Women are not having conversations with their health providers about:

- Important Women's Health Practices
  - Most women who have given birth or are pregnant say their care providers aren't talking with them about how to care for their health during pregnancy (62%) or about preparing for motherhood (80%).
  - Only about half of women who have given birth say their provider spent a great deal of time with them throughout labor and birth.
  - Even with the overwhelming benefits of breastfeeding to both moms and babies, approximately 3 out of 4 women did not talk with a care provider about breastfeeding during their pregnancy.
  - Although most (65%) women would like guidance and information on birth control or family planning options after a previous birth, 87% of women did **not** discuss this with their provider.
- Commonly Used Medical Childbirth Procedures and Medications
  - Even though one in three babies in the U.S. are born by cesarean section, more than 80% of women who have given birth or are pregnant have **not** discussed the surgery with their provider during their pregnancy.
  - While labor induction rates in the U.S. are on the rise, 3 out of 4 women did **not** talk with a care provider about induction during their pregnancy.

### Conversations are necessary for best health outcomes.

- Even with the inherent risks that major surgery brings, nearly 60% of women would have a cesarean section that was not medically necessary.
  - In 2010 national cesarean section rates reached an all-time high of 34%.
- While induced labor without medical reason can lead down a dangerous path, 9 out of 10 women wouldn't mind a labor induction even if there is no medical reason.
- Although 40.3% do **not** want an episiotomy during childbirth, in 2004 nearly 1 in 4 women underwent this procedure.