

PLANNING A PREGNANCY

BECOMING PREGNANT

DURING PREGNANCY

Moments

At VUmc

CONSULTATION WITH DOCTOR
Discussing medication adjustment

HCP

Doctor gives advice on whether to stop, continue or change a medicine before or once getting pregnant

- Trustworthy
- Involvement and personal advice
- Clear advice
- Information feels not yet relevant and is easily forgotten

Pharmacist

Doctor gives advice on whether to stop, continue or change a medicine and makes a prescription when necessary

Sources

Online

Leaflets

Other

Moments

At home

GETTING COMPLAINTS OR BECOMING ILL

HCP

Pregnant women call their doctor what medicines they can take because other sources are unclear. The doctor gives advice and sometimes prescribes a medicine

- Trustworthy
- They can call any time
- Involvement and personal advice
- Clear advice
- Higher threshold to contact, questions may not seem important enough to contact doctor

Pharmacist

At VUmc

DURING REGULAR CONSULTATIONS WITH GYNAECOLOGIST

Gives information and advice about complaint and medicine she should take, stressing the benefits

- Trustworthy
- Reassuring
- Involvement and personal, clear advice
- Not always same HCP -> less personal

Explain side effects, how to use a medicine, risks of medicines during pregnancy

- Sometimes conflicting or double info -> not much value for patient
- Conservative attitude

At home (using a medicine)

START USING THE MEDICINE

EXPERIENCING SIDE EFFECTS

DOUBTS ABOUT SAFETY ARISE

due to stories from others, media, negative information

Patients may call their doctor to ask for an alternative medication when side effects are unbearable

Some patients call their doctor to discuss their concerns
Doctor reassures patient by saying the medicine is safe and common use among pregnant women

- Doctor's advice is reassuring
- Hearing how common use a medicine gives reassurance
- Higher threshold to contact

Sources

Online

Leaflets

Thoughts and Emotions about medicines

positive
negative

Medicines are bad for my child, I want to use as little as possible
Why do I have this complaint? What medicine can I use safely?
I'm scared of the risks for my child
What does this mean? I can't find what medicine I can use
curious
insecure
confused

ADDITIONAL FOCUS

I trust my doctor, I will go with her/his advice and decision
satisfied
relieved

What are the risks for my child? Are the benefits for my child? Is the medicine really necessary?

How should I use it? Let me check the leaflet what it says about pregnancy
guilt
uncomfortable
conflicted

This medicine is not working for me..

If many others used it, it should be ok
reassured

Is the medicine really safe..? Was the doctor actually right?
concerned

I'm not going to take it anymore
curious
confused

MAIN FOCUS

Fjoe, the baby is safe

Thoughts and Emotions about medicines

positive
negative

Information will come later. First, I have to get pregnant..
What vitamins should I take?

I need to be more careful with medicines

What should I do with my medication? What did the doctor explain again..?

Will the medicine be enough to prevent adverse effects? Will it be effective?

Opportunities

- Inform women upfront about safe medicines for their condition
- Give advice on what vitamins to take

- Provide information that pregnant women can read back at home at a later moment
- Explain the effectiveness of a medicine

Opportunities

- Overview of commonly used medicines for specific complaints
- Background information about complaint during pregnancy

- Make sure women know where they can consult trustworthy information
- Allow easy access to information product

- Providing information from/via doctor could give a feeling of trust

- Factual, personal information about benefits and risks for both mother and child
- Ensure realistic risk perception

- Practical info that is well-structured, understandable, tailored (relevant) to pregnant women and can be consulted at home
- Information that is easy to find and read

- Make sure women remember or can read back the benefits/relevance of a medicine at home
- Give women a feeling of security and reassurance

- Use experiences of others to give a feeling of reassurance and trust, or how common use a medicine is