

FC2 Female Condom

February 17, 2016

Southeast AIDS Education and Training Center (SE AETC)



Female Health Company

www.fc2.us.com

Presenter: Judy Palmore, U.S. Education Program Manager



AGENDA

1. FC2 Refresher
2. FC2 Benefits
3. FC2 Challenges
4. Tackling Challenges
5. What Customers are Saying about FC2
6. Partners Worldwide



The Female Condom- What is it?

FC2 is a non-hormonal, latex-free condom inserted into the vagina

- Indicated for prevention of pregnancy and STI/HIV
- Made of nitrile (non-latex) sheath and outer ring, and a polyurethane inner ring. Nitrile is 3X stronger than latex
- Comes pre-lubricated with silicone lubricant. Can be used with additional water and oil based lubricants.
- No spermicidal additives
- Preservative and Paraben free
- Gluten free
- Non-allergenic

The only FDA approved female condom

- Classified as a Class III medical device
- Proven safe and efficacious* for more than 20 years

Puts women in control of their contraception

- Can be inserted in advance



Patient-Centered Benefits

- The FC2 Female Condom is a non-hormonal, latex-free device that offers dual protection against STIs and unplanned pregnancy.
- FC2 contains a silicone-based lubricant but additional lubrication can be used. FC2 does not contain spermicidal additives, preservatives, paraben and is gluten free.
- FC2 can increase a woman's sense of empowerment as she is taking the initiative to protect herself and her partner.
- FC2 is a great choice for people with sensitivities to latex.



Patient-Centered Benefits

- FC2 is an option for women who have difficulty or discomfort negotiating condom use.
- FC2 is a great choice for people with sensitivities to latex.
- Men do not have to have/ maintain an erection to use FC2.
- FC2 is 100% reimbursable as a contraceptive method, per ACA.



The – Pleasure Positive - Benefits

- Warms to body temperature so FC2 can feel more natural than a male condom.
- External ring rubs against the clitoris and can increase pleasure for many women.
- FC2 does not need to be removed immediately after ejaculation as the man does not need to be erect.
- FC2 can be inserted ahead of time so it doesn't interrupt spontaneity.
- Insertion of FC2 can be incorporated into foreplay.



...more Pleasure Positive Benefits

- Not constricting for penis.
- Does not interrupt spontaneity.
- The inner ring of FC2 can stimulate the tip of the penis during intercourse.
- FC2 can be used with water or oil-based lubricants.
- Men do not have to have/ maintain an erection to use FC2.



Why FC2 is Important to Communities?

- **FC2 Increases Protected Sex Acts:** Studies have found that female condoms, when offered alongside male condoms, increase the number of protected sex acts. The data shows that when there is more choice there is more protected sex. (Barbosa et al. 2007; Hoke et al. 2007; Choi et al. 2008).
- **FC2 Saves Money:** A female condom program in Washington, DC prevents enough infections in its first year to save more than \$8 million in future medical costs. (Marseille et al. 2001; Dowdy et al. 2006; Holtgrave et al. 2012).
- **FC2 is Effective:** In FDA safety & efficacy studies FC2 was found 95% effective as a barrier contraceptive. With over 20 years of independent safety, effectiveness, and acceptability research other data is available demonstrating an efficacy as high as 98%.”
<http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.84.12.1960>.
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447638/pdf/10983187.pdf>



Third-Party Coverage for FC2

- Under the ACA, insurance plans are required to cover all FDA-approved methods of contraception, with no out-of-pocket costs, including FC2.
- Medicaid programs are required to cover family planning, but varies by state. Contact state Medicaid agency to determine specific coverage of the FC2 Female Condom in your state.

FEMALE CONDOM BILLING FACT SHEET

Using the female condom during sexual intercourse can help protect against sexually transmitted diseases (STDs, including HIV) and unintended pregnancies. Additionally, the female condom offers the advantage of being a female-controlled prevention method.

THIRD-PARTY PAYER COVERAGE OF THE FEMALE CONDOM

Contraceptive Coverage in Commercial Insurance
Under the ACA, all new insurance plans must include individual and employer sponsored or required to cover all FDA-approved methods of contraception, sterilization, and related services and counseling without cost sharing, including the female condom. "The cost sharing" means that patients should not have any out-of-pocket costs, including payment of deductibles, co-payments, coinsurance, fees, or other charges for coverage of contraceptive methods. Patients cannot be asked to pay upfront and become retroactive.

Contraceptive Coverage in Medicaid
All state Medicaid programs must cover family planning services and supplies without cost sharing for unwell individuals of reproductive age. Additionally, many states have Medicaid family planning "segregation programs" that serve as an important source of contraceptive coverage for many low-income individuals who are not eligible for full benefit Medicaid. However, states have flexibility when defining the specific package of services and supplies that are covered within these programs. Providers should consult their state's Medicaid provider manual or state Medicaid agency to determine specific coverage of the female condom in their state.

Many states rely on managed care delivery systems to administer part or all of the state's Medicaid benefits. When using managed care arrangements, specific Medicaid policies for certain services from a specific network of providers, suppliers, and services covered family planning services from any Medicaid participating provider. Providers should review their individual contract to verify Medicaid managed care plans to determine specific coverage of the female condom. Providers not included in Medicaid managed care networks should consult their state's Medicaid agency for clarification on out-of-network claims processing.

SEEKING REIMBURSEMENT WHEN DISPENSING THE FEMALE CONDOM ONSITE

Contracepting
Providers should confirm coverage of the female condom with individual payers by reviewing the contract or plan included in each payer's contract. Providers should look for:

- HCPCS code A9288 or
- "Contraceptive supply, condom, female" listed under a Miscellaneous HCPCS code.

Reimbursement
Providers involved in on-site distribution from a third-party payer for dispensing the female condom onsite should seek specific guidance from individual payers on the following aspects related to billing:

- Unit definitions (eg, 1 unit = 1 condom, 1 unit = 3 condoms).
- Reimbursement rate per unit.
- Maximum limit of units per client.
- Any applicable shipping fees.
- Any applicable payment terms (eg, female condom can be paid obscuring the unit).
- Bill frequency (monthly and the months offered delivery units).

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FC2 | FEMALE CONDOM
An alternative for women

PROTECTION

- **Effective** to prevent STI transmission (including HIV) and unintended pregnancy
- **Comparable to male condoms** - FC2 offers **equal protection** against STIs (including HIV) and unintended pregnancy (including 98% effectiveness when used correctly)
- **FC2 offers highly effective protection** against STI transmission (including HIV), by providing a barrier which prevents the exchange of genital body fluids and reduces skin-to-skin contact

What is FC2?
FC2 is an OTC female condom designed to be inserted into the vagina.

NO COMPROMISES

- **Non-hormonal and no side effects** in comparison with other hormonal contraceptive methods
- **Latex-free** - effective for those with latex allergies or sensitivities
- **"Back-up" protection** - giving the option of hormonal contraceptive when changing contraceptive methods or for post-coital sex
- **Female condoms are a source of pleasure for users** - many users report that they are more comfortable than male condoms.
- Can be inserted in advance of the act, so there is no interruption due to use.

Pharmacies can find the product in their state by searching either FC2 Female Condom or FC2 ON-SITE OTC USE IMMEDIATELY

FC2 can be ordered on the shelf with condoms or hormone therapy like behind the counter

FC2 Female Condom
1-800-452-2222
www.fc2femalecondom.com

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<http://www.fc2femalecondom.com/training/resources/training-materials/>

FC2 Challenges

- FC2 Education and Awareness
- Limited access to FC2(even with ACA)
- Expense



FC2 Education and Outreach for Providers



- **Partnerships** with local ASOs, CBOs, public health clinics, and local school districts.
- **Partnerships** with national organizations.
- On-site, in-person, FC2 Provider **trainings**
- Exhibiting at **conferences**
- **On-line** Provider Training <http://www.fc2femalecondom.com/training/>



Customer Education

- Provider Education is Customer Education. Through you we educate entire communities.
- FC2 educational materials are free downloadable or by contacting FHC

STEP-BY-STEP INSTRUCTIONS

Once you get the hang of it, the FC2 Female Condom is easy to use. With a little practice you'll soon become very comfortable with it! Try it at least three times and you'll see why FC2 is a great choice for both women and men.

- 1 OPEN THE PACKET**
 Locate arrow and carefully tear down from the notch on the top of the package.
DO NOT USE SCISSORS OR KNIFE TO OPEN.
- 2 HOW TO HOLD**
 Hold the condom at the closed end, open end hanging down. Grasp the flexible inner ring and squeeze with the thumb and middle finger so it becomes long and narrow.
- 3 CHOOSE A POSITION & INSERT**
 Squat, raise one leg, sit or lie down. Gently insert the inner ring into the vagina. Push the inner ring up and back into the vaginal canal, moving it into place. **Push the condom as far as it will go – near public bone.** Make sure it is not twisted. The outer ring remains outside the vagina.
- 4 READY FOR USE**
 FC2 Female Condom is now in place and ready to use with your partner.
- 5 GUIDE**
 Gently guide your partner's penis into the vagina. Make sure that it enters properly. Once the penis is inserted, if there is discomfort, withdraw the penis and reposition the inner ring (discomfort can be caused by the inner ring bumping against the cervix when FC2 is not properly inserted).
- 6 REMOVAL**
 To remove the condom twist the outer ring and gently pull the condom. Wrap the condom in the outer package or tissue and throw into the garbage.
DO NOT FLUSH. DO NOT REUSE.

FC2 FEMALE CONDOM

SPICE UP YOUR **SEX LIFE** WITH **FC2 FEMALE CONDOM**

SEXY TIPS FOR USING FC2

- DOUBLE YOUR PLEASURE!** Ask your partner to gently and slowly rub the outer ring on your clitoris before insertion.
- PLAY A LITTLE GAME OF SHERO AND TELL!** Insert FC2 while your partner watches or alternatively, ask your partner to insert it for you!
- FEEL THE HEAT!** FC2 is made from Nitrolic which warms to your body's temperature, so both you and your partner can feel the heat.
- MAKE IT SLIPPERY!** Add more lube to the inside of FC2. You can use oil or water based lubricants with FC2 to be creative.
- KEEP IT SPONTANEOUS!** Because FC2 can be inserted in advance of having sex, you and your partner don't need to stop and put on a condom in the heat of the moment.
- NO STOPPING NEEDED!** Your partner doesn't need to be erect to use FC2. If your partner loses an erection during sex, no worries and no need to stop or withdraw. Stay in there and keep going.
- NOBE CIDDLE DEMO!** Since you are wearing the condom, your partner does not have to pull out right away when you've had finished.

PLUS PROTECTION in preventing pregnancy and STIs

LATEX FREE

WORKING FREE

WELL LUBRICATED

THE ONLY FDA APPROVED female condom.

Compatible WITH ALL FC2 lubricants.

ORDER FC2 ONLINE... AND HAVE IT DISCREETLY DELIVERED TO YOUR HOUSE!
 Find us Amazon.com, Walgreens.com, CVS.com and shopfemalehealth.com

FC2 Female Health Company
 11111 North 19th Street, Suite 1000
 Phoenix, AZ 85022
 No single-ingredient latex
 No parabens, phthalates, or
 other chemicals
 Product # FC2 Female Condom



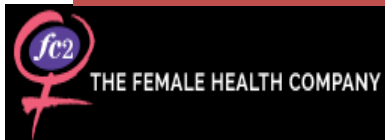
FC2 Instructional Video

Please insert FC2 Instructional Video Here
<https://www.youtube.com/watch?v=LJZOCdmnvmc>



E-Commerce Sites

Current E-Commerce Sites



Coming Soon (1-2 Weeks)



- We are in 8.5 times more stores now than 4 months ago.
- We can do more, with your help.

FC2 Expense

FC1 to FC2 lower the cost



Suggested retail;
\$5.99 for a 3-Pack



Customer Research

- 1. Concept Focus Groups & Social Listening -**
 - Had not previously used FC2
 - Provided Feedback on their feelings about trying FC2
 - Tried FC2 and then provided feedback on experience.
- 2. User Study – preliminary results**
 - Preference and frequency of use



Customer Focus Groups

What Concerns do You Have About Using the Female Condom?

- “What will it feel like?”, “How easy will it be to insert/use?”, and “Will it fit/fall out?”
- **Summary:** sensation/feel/comfort, application/insertion/ease of use, falling out/fit, effectiveness, appearance

Why Are You Most Interested to Try the Female Condom?

- “It’s something new”/ I’m curious”. The major product benefit mentioned was “Control”, followed by “Feels natural/comfort”, “no hormones”, “Place it in advance”, and “pleasure”.
- **Summary:** new/option, curiosity, control, place in advance, no hormones, feels natural/comfort, pleasure



What do FC2 customers think?

Likes

- FEMALE CONTROL
- PROVIDES OPTIONS
- FEELS BETTER THAN A CONDOM
- LATEX-FREE
- PLEASURE
- NATURAL
- EASY
- DUAL PROTECTION

Dislikes

- Where to Buy
- Limited Availability

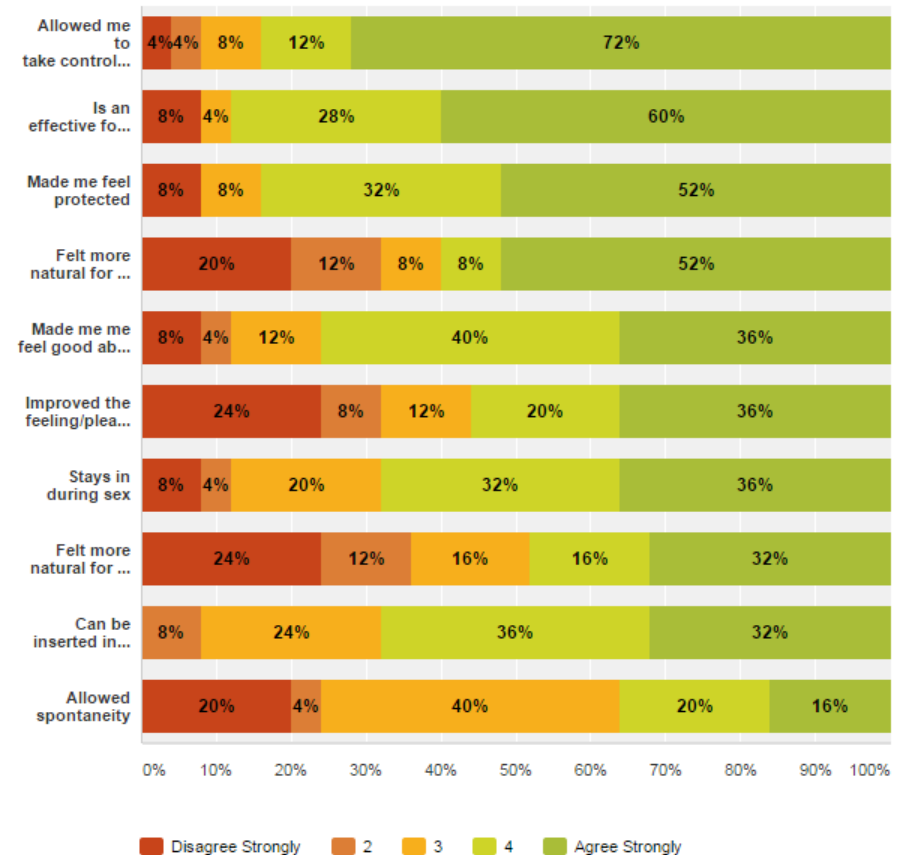
What are customers saying?

Top Product Attributes

- Allowed me to take control of my own protection
- Is an effective form of contraception
- Made me feel protected
- Felt more natural for me than a male condom
- Made me feel good about my contraceptive choice
- Improved the feeling/pleasure of sex
- Stays in during sex
- Felt more natural for my partner than a male condom
- Can be inserted in advance
- Allowed spontaneity

Thinking about when you used the FC2 female condom, how much do you agree with the following statements?

Answered: 25 Skipped: 6



You are part of a worldwide effort.

Please insert World View Video here.
<https://vimeo.com/106205294>



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