

# Menorrhagia.

Heavy Menstrual Bleeding (HMB)

The lived experience



Wear White Again is a Hologic campaign.

*Wear  
white  
again.*  
CO.UK

**Large  
blood clots<sup>1</sup>**

**Fatigue<sup>1</sup>**

**Excessive  
blood loss<sup>1</sup>**

**Anaemia<sup>1</sup>**

**Symptoms such as these  
could be a sign you're  
suffering from menorrhagia**

Heavy Menstrual Bleeding (HMB) is a common condition affecting 20-30% of women of reproductive age,<sup>2</sup> but due to it still being a taboo subject, many suffer in silence.

**#BeBloodyConfident**

**References**

1. Survey of 1,000 women who have or had experienced heavy bleeding in the UK during July 17. Funded by Hologic Inc. MISC-05659-GBR-EN [Accessed] Heavy Periods (Menorrhagia) (2023) Wear White Again. Available at: <https://www.wearwhiteagain.co.uk/heavy-periods/> (Accessed: 15 May 2023)
2. HQIP: National Heavy Menstrual Bleeding Audit (2011) - A national audit to assess patient outcomes and experiences of care for women with heavy menstrual bleeding in England and Wales. Available at: <https://www.hqip.org.uk/wp-content/uploads/2018/02/guide-to-quality-improvement-methods.pdf> (Accessed: 13 October 2023).

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# What are the symptoms?

Many recognised some of the symptoms of heavy menstrual bleeding are:

Change your period product every 1–2 hours

Bleeding through clothing or bedding

The lack of awareness also led people to falsely identify these as symptoms:



**Irregular menstrual cycle**

65%



**Bloating**

21%



**Headaches**

45%

# Signs you may have heavy period bleeding

Needing to change your period products more frequently than every 4–5 hours<sup>1</sup>



A period of longer than 7 days<sup>2</sup>



Doubling up on period protection<sup>1</sup>



## References

1. Survey of 1,000 women who have or had experienced heavy bleeding in the UK during July 17. Funded by Hologic Inc. MISC-05659-GBR-EN [Accessed] Heavy Periods (Menorrhagia) (2023) Wear White Again. Available at: <https://www.wearwhiteagain.co.uk/heavy-periods/> (Accessed: 15 May 2023).
2. Heavy menstrual bleeding (2022) Centers for Disease Control and Prevention. Available at: <https://www.cdc.gov/ncbddd/blooddisorders/women/menorrhagia.html#:~:text=If%20you%20need%20to%20change,it%20also%20can%20cause%20anemia.> (Accessed: 15 May 2023).

**73% of women knew that needing to change your period products every 1-2 hours, or bleeding through clothing or bedding were a symptom (72%).<sup>1</sup>**

**#BeBloodyConfident**

**References**

1. Survey of 1,000 women who have or had experienced heavy bleeding in the UK during July 17. Funded by Hologic Inc. MISC-05659-GBR-EN [Accessed] Heavy Periods (Menorrhagia) (2023) Wear White Again. Available at: <https://www.wearwhiteagain.co.uk/heavy-periods/> (Accessed: 15 May 2023)

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# Impact on Daily Life

Heavy periods can impact **all aspects** of the lives of those struggling with this condition.



29%

Don't leave the house

32%

Are less productive at work

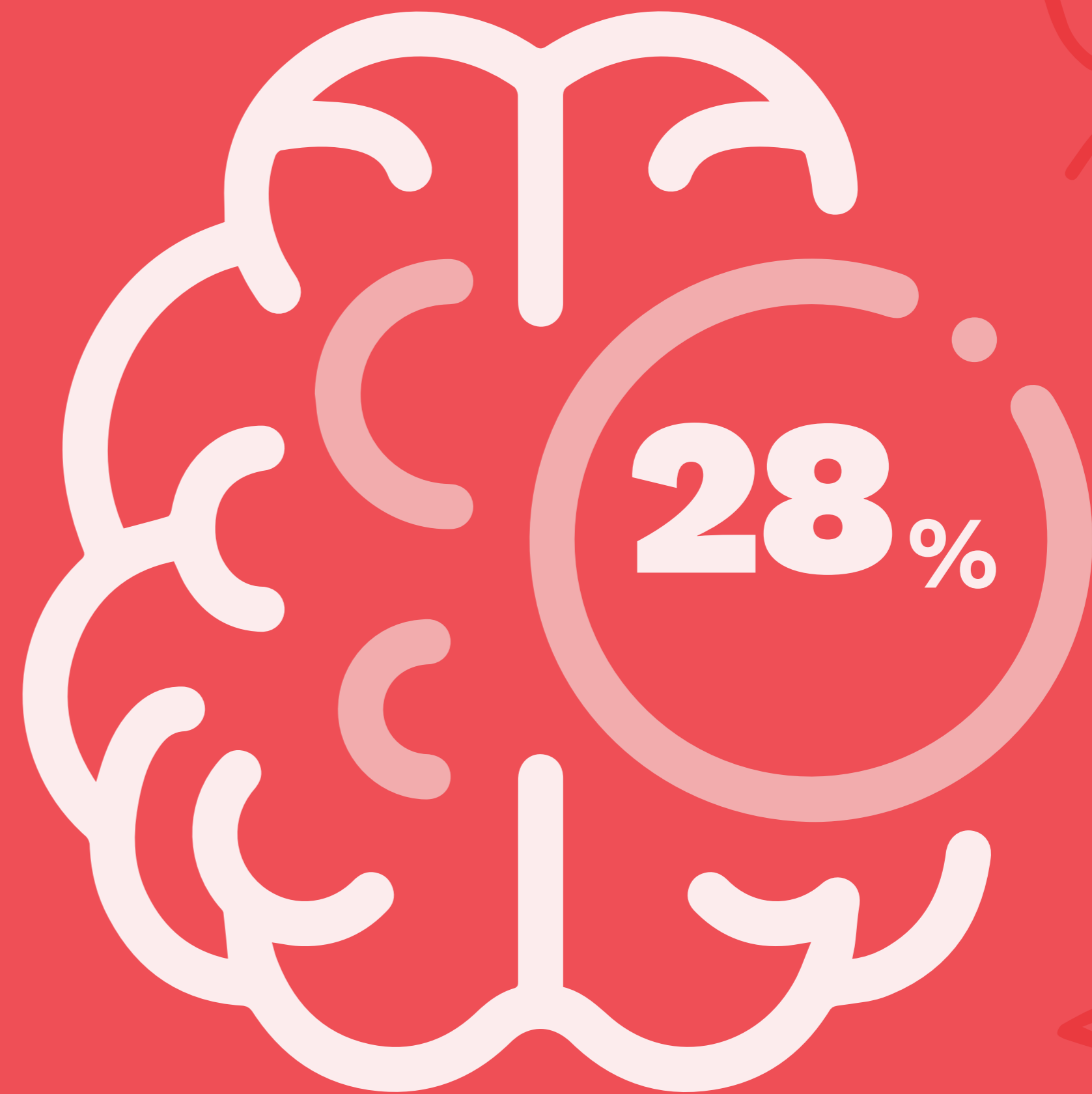
45%

Stop their daily activities

# Impact on Mental Health

Heavy periods have a negative effect on people's well-being.

28% experience a **negative impact** on their mental health.



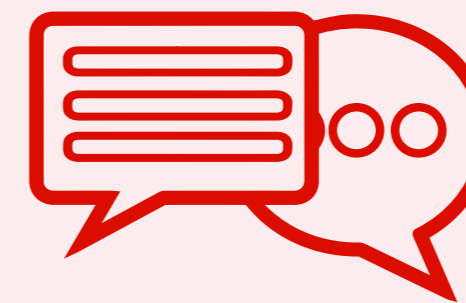
# Where have women learnt the most about menstruation?

3 in 5 women believe they didn't receive enough education about menstruation whilst at school.

**As a result, awareness of Heavy Menstrual Bleeding (HMB) symptoms varies.**



**21%**  
**Books**



**45%**  
**Friends**



**65%**  
**Female relatives**





# Barriers to Diagnosis

Negative Experiences



# Of those affected...

24%

Have a formal diagnosis

32%

are self-diagnosed through their own research

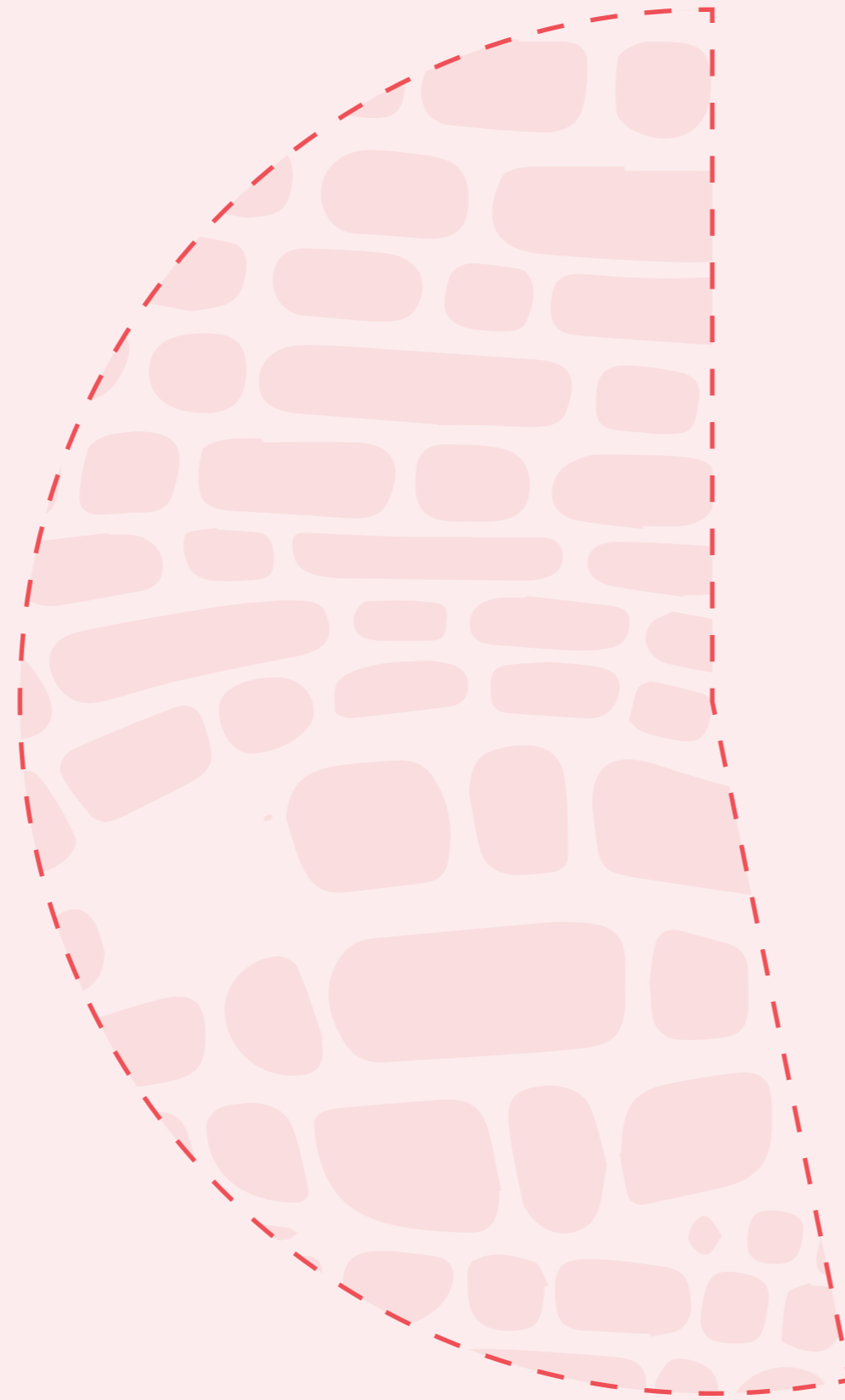
10%

are self-diagnosed based on the advice of a family member



**58%**

**Have spoken to a  
healthcare professional**



**42%**

**Still haven't seen anyone**



# Diagnosis times

**Over half**

Longer than a year

**1 in 3**


Less than a year

**1 in 10**


Sadly, waited more than 10 years



**200%**



**Of women believe that a barrier to getting support is the feeling that healthcare professionals do not listen.**



# In fact...

Women that had spoken to a healthcare professional reported that:

**33%**

Were diagnosed with another condition

**46%**

Left with no offered treatment

**47%**

Didn't feel listened to

# Types of Treatment

Despite there being several treatment options for heavy menstrual bleeding...

**40%**

of women received the contraceptive pill – the most common treatment

**7%**

had surgical treatment

**23%**

were not offered treatment

**20%**

received painkillers as a treatment



**17%**

**Didn't know  
what treatment  
options were  
available to  
them despite  
a diagnosis.**



“

**Women say they would  
like more menstrual  
cycle support**

”

# What support did women say they wanted?

regular check-ups  
for menstrual health

**52%**

Better education  
at school

**48%**

Greater public  
awareness

**40%**

Greater awareness  
amongst healthcare  
professionals

**40%**

Don't suffer in silence

# Be Bloody Confident

For more information on how to identify symptoms, recognise the impact of Heavy Menstrual Bleeding (HMB) and the available treatment options. Visit:  
[www.wearwhiteagain.co.uk/Be-Bloody-Confident](http://www.wearwhiteagain.co.uk/Be-Bloody-Confident)

Or keep up to date by following us at:

Instagram: [@wearwhiteagain](https://www.instagram.com/wearwhiteagain)

Facebook: [@wearwhiteagain](https://www.facebook.com/wearwhiteagain)



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