

# How Women are Responding to the Shifting Care Landscape

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Survey findings unveil women's heightened anxiety, longer wait times for essential care, and considerations to change where they live or work due to today's reproductive care climate.



# Introduction

# We asked women how they feel in today's reproductive care environment.

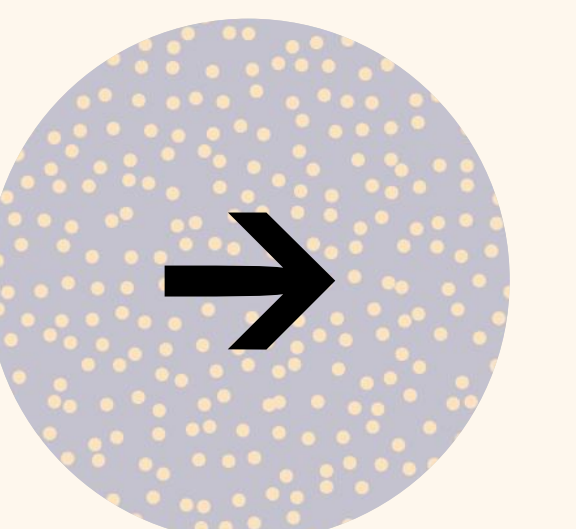
In 2024, women are navigating a healthcare paradox. Access to crucial healthcare services in the U.S. has worsened two years after the overturning of *Roe v. Wade*. Despite an abundance of choices made readily available to women at the touch of a button, access to healthcare options has been challenging, confusing, and difficult to navigate.

So just how are women feeling about access to their reproductive and sexual care options? We asked.

With more than 600,000 patients under Nurx care, we regularly conduct surveys and research to better understand the patient healthcare experience and gain further insight into what matters most to them.

In this report, we closely examine how much agency women feel over their ability to make choices regarding their reproductive and sexual health. With a focus on what feels most at-risk ahead of the 2024 election cycle, we asked how the environment of today's national and state policies might influence their decisions. We surveyed over 1,000 respondents from Nurx and the general population.

**Here's what we found:**





1

## Heightened Anxiety about Reproductive Rights

More than half of women surveyed are feeling anxious **given the current political environment**.

Nearly half of women surveyed are feeling anxious about **accessing in-person care** for their reproductive and sexual health.

2

## A Difficult Healthcare Environment for Women

Women are facing **longer than usual wait times** to see in-person reproductive and sexual health providers.

A quarter of women have **experienced shame** from their medical provider regarding their reproductive and sexual health concerns.

Over a third of women are **using telehealth due to the political environment**.

3

## Changing Behaviors in Response to the Care Environment

Most women have changed at least **one health-related behavior** (e.g., explored sterilization).

More than a quarter of women have **delayed preventive care**.

Nearly a third of women have considered **changes to where they live or work**.


Part 1

# Heightened Anxiety about Reproductive Rights



**Over half of women** are feeling anxiety in today’s political environment.

**Almost a third of women** are not confident that their right to use contraception is secure.



“This survey sheds light on how anxious women are feeling about the political climate and their reproductive care needs. The Nurx clinical team is here to educate, support and empower women with evidence-based medical information so they can make the best choice for their health.”

-DR. NAVYA MYSORE, MEDICAL DIRECTOR FOR WOMEN’S HEALTH, NURX



54%

of women **feel anxious** given the political environment\*



49%

of women **feel anxiety** about accessing in-person care for their reproductive and sexual health



28%

of women **are not confident** that their right to use contraception is secure<sup>1</sup>

\* Question: How does the current national, state, or local policy environment’s influence on your reproductive and sexual freedoms make you feel?  
<sup>1</sup> Less than half of adults say the right to use contraception is a “secure right.” This question is sourced from [KFF](#) and can be tracked across their large dataset as well.

Part 2

# A Difficult Healthcare Environment for Women




**Women's healthcare experiences are paramount to driving health outcomes.** We assessed how the political environment is shaping these experiences — from the time and effort it takes to find reproductive and sexual health providers, to the level of trust patients have with their providers.




38%

of women are **facing longer than usual wait times** to see in-person reproductive and sexual health providers



37%

of women are **using telehealth** due to the political environment



25%

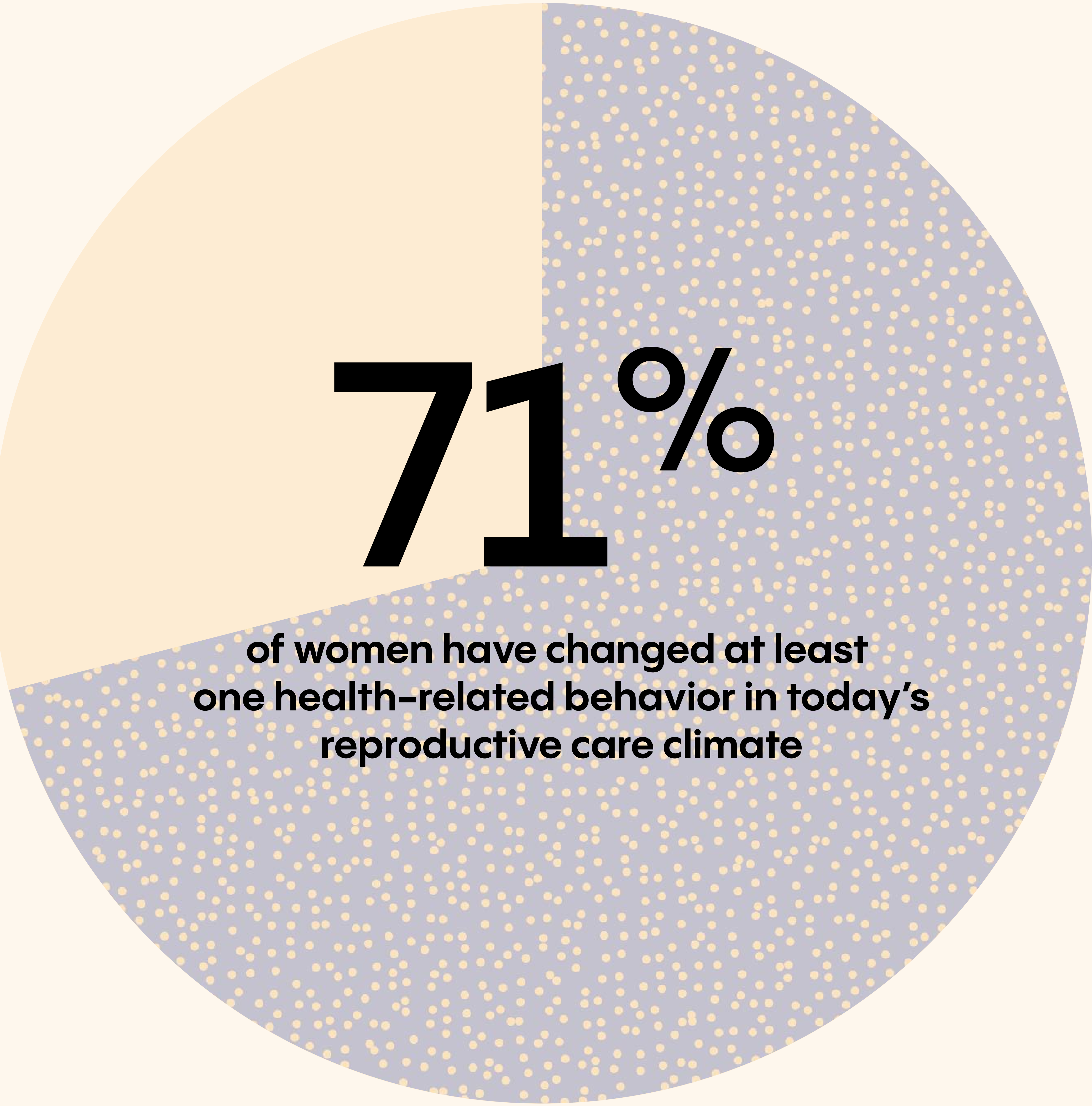
of women have **experienced judgement or shame** from their medical provider regarding their reproductive and sexual health concerns



## Part 3

# Changing Behaviors in Response to the Care Environment





27%

of women have delayed preventive care (e.g., annual primary care visit) in response to the political environment surrounding reproductive and sexual health

21%

of women have started advocating for reproductive rights in response to the political environment surrounding reproductive and sexual health

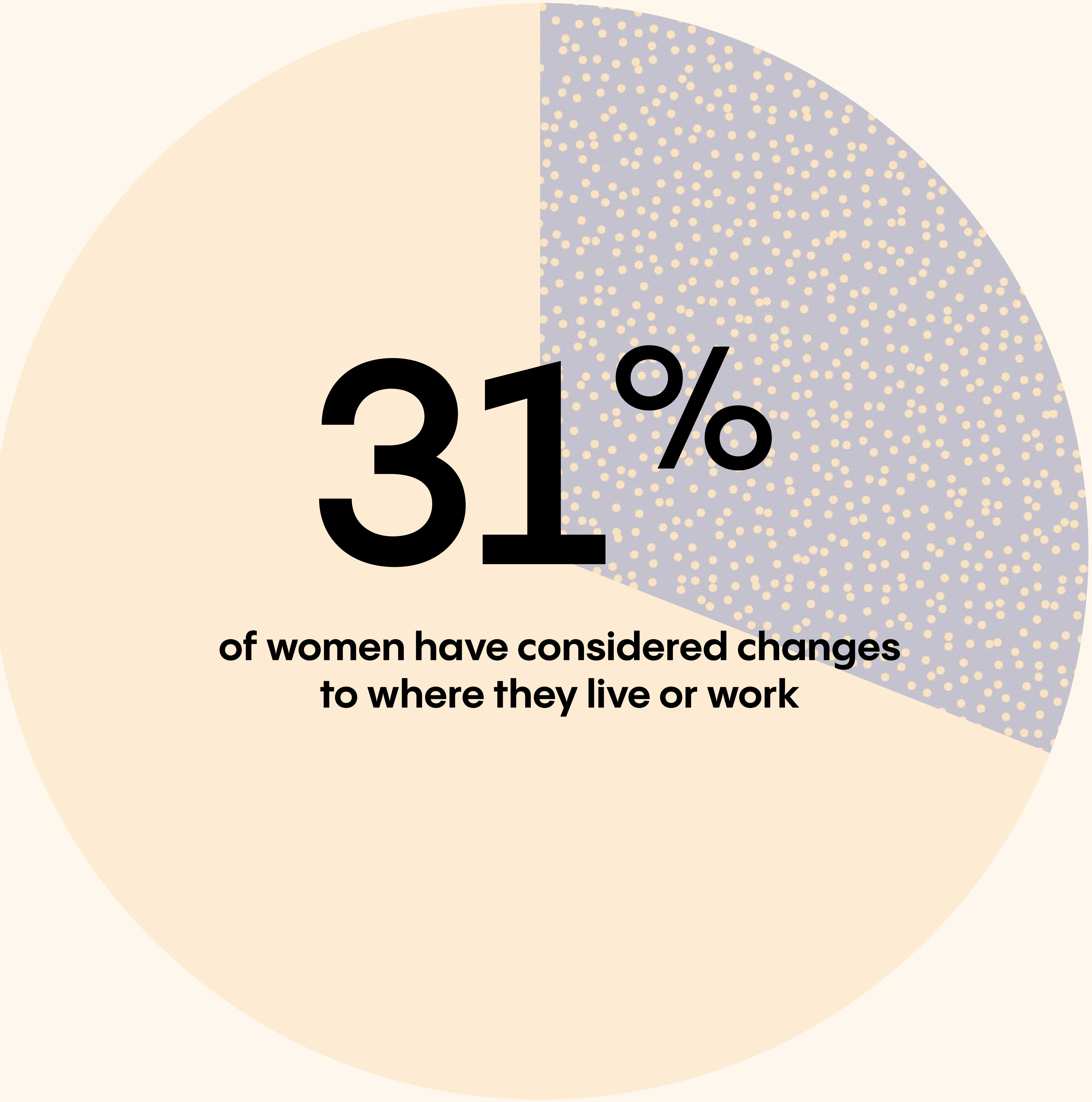
20%

of women have sought emergency contraception due to the political climate

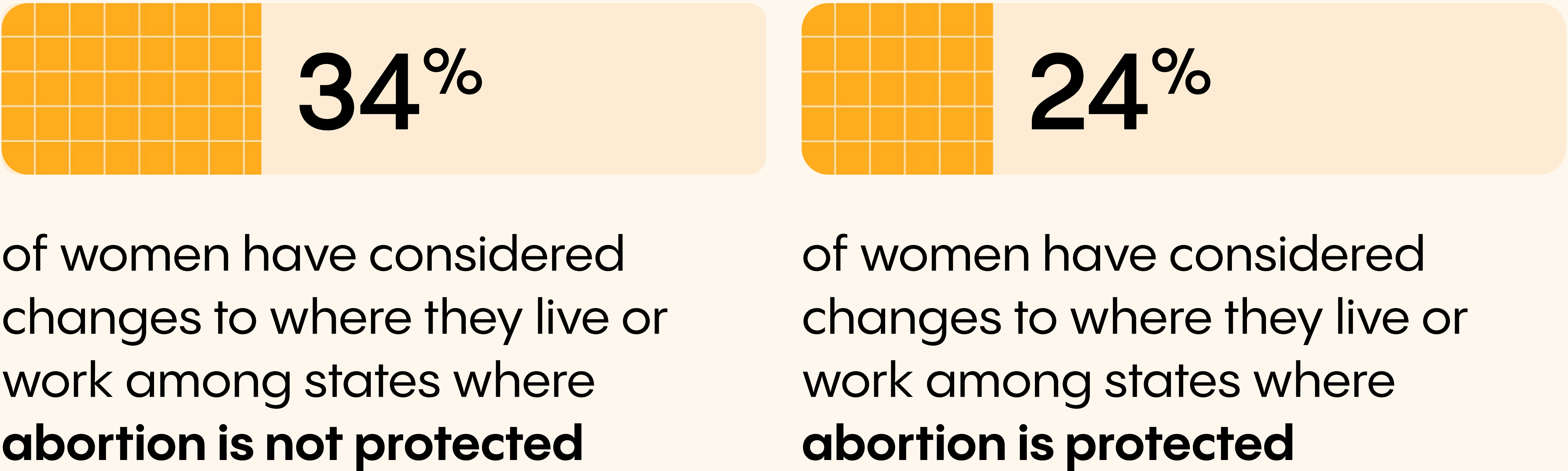
8%

of women have explored irreversible contraception (e.g., explored sterilization or tubal ligation)





The percentage of women who have considered changes to where they live or work was higher among women living in states where abortion is not protected, hostile, or illegal.<sup>2</sup>



**THE ECONOMIC TOLL OF RESTRICTIVE REPRODUCTIVE ACCESS**

Increased reproductive care restrictions cost the U.S. economy an average of \$173 billion per year.<sup>3</sup>

<sup>2</sup>Center for Reproductive Rights - Abortion Laws By State (Pulled in April 2024)  
<sup>3</sup>Institute for Women's Policy Research



# Conclusion



# The political climate is having an outsized impact on women and their healthcare.

For women across the country, we see heightened anxiety and changes in behavior in response to ongoing uncertainty around recent reproductive rights rulings.

Women are thinking differently about their healthcare experiences overall, exploring options that can meet their needs — whether it's using telehealth for the first time, purchasing emergency contraception to have on hand, moving to another state, or seeking out an employer that offers benefits aligned with their needs.

In the midst of a critical election cycle for reproductive access, women are seeking to understand what choices are available to them today.



## How can we turn that anxiety into action?

At Nurx, we want to enable women to be ready to take action and ensure they have a plan in place for their reproductive and sexual healthcare needs in a time where the rules are rapidly changing.



As a result of this survey, Nurx remains committed to:

- **Creating a safe space** to discuss all of the questions patients have about their reproductive care options with credible experts, including comprehensive, patient-centered contraceptive counseling.
- **Serving as the trusted healthcare partner for women**, enabling them to be the best advocates of their well-being through specialty-level care and education.
- **Providing women with tangible actions** they can take in their everyday lives to secure their rights to reproductive and sexual healthcare.
- **Elevating partners** that are committed to creating safe, stigma-free spaces for patients and respectful clinical environments for providers delivering reproductive and sexual healthcare.

We hear women loud and clear: there's a lot of anxiety right now about what happens next as it relates to their body, their choices, and their health. We're on a mission to call out what we see and lift up voices for good to inspire change in a crucial moment — starting with the core of **what we believe all women deserve.**



# About Nurx



## **Women need increased access and comprehensive care. Our mission is to create a future where women effortlessly access the expert care they deserve.**

With more than 600,000 patients under our care, our promise is to:

- Deliver care that is accessible, affordable, and driven by outcomes.
- Broaden access — geographically, by ensuring patients can use Nurx in medically-underserved areas, and financially, by ensuring patients can use their health benefits to pay for Nurx services.
- Serve as a trusted healthcare partner to women by offering speciality-level guidance that builds trust and enables them to be the best advocates for their own health.

## **Why Nurx?**



### **Convenient access**

Specialty-level care available from home. Fast and free shipping on a variety of treatments.



### **Price transparency**

Nurx makes costs clear for patients with and without health insurance, so there's no guessing or surprise bills.



### **Expert guidance**

When a patient isn't sure which treatment is right for them, we work together with patients to find the best treatment options for their individual needs.



**2M+**

patients served by Nurx  
since 2015

**130+**

providers and  
medical experts

**20+**

conditions across five medical  
areas of focus, from reproductive  
and sexual health, to migraine  
and mental health

**48** hours

access to care in  
less than 48 hours

**120M**

individuals across the U.S. who  
can access medication via  
pharmacy benefits on Nurx



## Survey Methodology

**Our 2024 Nurx Women’s Reproductive and Sexual Health Questionnaire surveyed 1,071 respondents (643 Nurx patients and 428 individuals from the general population) via Qualtrics.**

Responses were collected anonymously to safeguard privacy. Only aggregated, de-identified data were presented. Nurx respondents had the option to participate in a \$250 Target gift card raffle. The general population was recruited and compensated through their participation with the market research vendor, Cint.

### **Surveying Patients Across States Where Abortion Is and Isn’t Protected**

Results were also analyzed based on state classification where abortion is Not Protected/Hostile/Illegal or Protected/Expanded Access.<sup>4</sup> More than half of the respondents (57%) lived in states with restricted access. Consistent with existing research,<sup>5</sup> overall sentiment and changes in healthcare behavior were similar between respondents living in states with and without restricted access. This underscores how state-level changes have

widespread impact across the country. The report specifically calls out changes in economic behavior because that is where we saw the largest difference between respondents living in states with protected versus unprotected abortion laws. Existing research supports that individuals are making decisions on where to live and work based on abortion protections and reproductive health benefits.<sup>6</sup>

### **Survey Demographics**

Females 18 and older currently living in the U.S. were invited to participate in the survey. Of those surveyed, we asked their gender identity: 96% identified as female, 1% as non-binary, 1% as other, <1% as trans male, 1% prefer not to say. The vast majority of patients were of reproductive age (78% between 18–45 years old), nearly half (45%) had a household monthly income of less than \$50,000, and more than a third (38%) were BIPOC. Patients were geographically dispersed (41% South, 21% Midwest, 20% West, 18% Northeast).

<sup>4</sup>Center for Reproductive Rights’ coding

<sup>5</sup>Guttmacher Report 2024

<sup>6</sup>BSR Center for Business and Institute of Politics at Kennedy School



## References and Sources

1. [KFF Health Tracking Poll March 2024: Abortion in the 2024 Election and Beyond - Less than half of adults say the right to use contraception is a “secure right.”](#)
2. [Center for Reproductive Rights: After Roe Fell: Abortion Laws By State](#)
3. [Institute for Women’s Policy Research — Updated Analysis of the Cost of Abortion Restrictions to States \[2024\]](#)
4. [Center for Reproductive Rights: After Roe Fell: Abortion Laws By State](#)
5. [Guttmacher Report 2024: Any Restrictions on Reproductive Health Care Harm Reproductive Autonomy: Evidence from Four States](#)
6. [BSR Center for Business and Social Justice: Talent Trends & State Social Policies: 2023 Impact on Businesses in the U.S.](#)
7. [BSR Center for Business and Social Justice; Harvard Kennedy School Institute of Politics: Youth Report 2023](#)