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Menopause Survey Results Provide Insight for The North American Menopause Society

CLEVELAND, Ohio (September 26, 2006) – The North American Menopause Society (NAMS), a §501(c)(3) nonprofit scientific organization, in conjunction with *More* magazine, recently surveyed 5,000 women via e-mail for insight on how they find and use information regarding menopause to benefit their health and well-being. These women were randomly selected from the magazine's e-mail database.

Several key insights were obtained from the more than 1,300 women (aged 35-74 years, with 57% between 45 and 54) who responded to the survey. For instance, respondents revealed that their primary health concern at menopause is promoting overall well-being (49%), followed by reducing symptoms such as hot flashes (22%). Among those who were using hormone therapy, some of the reasons included reducing hot flashes and night sweats (71%), followed by enhancing quality of life (55%), improving sleep (48%), improving mood (45%), decreasing osteoporosis risk (38%), and improving vaginal lubrication (31%). Almost one-quarter of respondents indicated that nothing could influence them to start hormone therapy.

In addition, the vast majority of respondents felt confident in their doctor's knowledge of menopause; however, more women viewed books and magazines as their primary source of menopause information than their gynecologists and other health practitioners. Almost 42% of the respondents believed they would receive better care if their health practitioner was a menopause specialist.

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“Women can look to NAMS as a trusted resource for accurate, unbiased menopause information,” said Wulf H. Utian, MD, PhD, NAMS Executive Director. “However, they must always rely on their personal health practitioners as their primary information resource for menopause information because each woman’s experience of menopause is unique. And with the vast amount of seemingly conflicting research published each year on this topic, it’s more important than ever for women to seek out health providers with a specific interest in menopause.”

NAMS not only provides comprehensive educational materials about menopause for women and their physicians and other health practitioners, but also offers a competency examination for licensed healthcare providers that leads to the credential of NAMS Menopause Practitioner.

“Now women have a resource on the NAMS Web site (www.menopause.org) where Society members are listed,” said Dr. Utian. “NAMS members have a great understanding about menopause-related issues, and those who have gone the extra mile to earn the NAMS Menopause Practitioner credential are highlighted.”

“While interesting, these survey data are not unexpected,” commented Dr. Utian. “The survey does serve to benchmark where women are today regarding their knowledge and attitudes about menopause. The Society is grateful to *More* magazine for conducting this survey. Information such as this reinforces NAMS’s need to continue to provide education so women can make informed health decisions at this often challenging time of life.”

The results of the survey will be presented at the NAMS 17th Annual Scientific Meeting, to be convened in Nashville, Tennessee, on October 11-14, 2006. Over 2,000 healthcare providers are expected to attend.

About NAMS

The Mission of NAMS is to promote the health and quality of life of women through an understanding of menopause. The Society’s membership of 2,000 professionals

representing a variety of disciplines—including clinical and basic science experts from medicine, nursing, pharmacy, anthropology, sociology, psychology, and complementary/alternative medicine—makes NAMS uniquely qualified to serve as the definitive resource for health professionals and the public for accurate, unbiased information about menopause. Visit www.menopause.org for more.

About *More*

Launched in September 1998, critically acclaimed *More* magazine is the only lifestyle publication that celebrates women in their 40s and 50s. Designed to make today's 40+ women look and feel better than ever, *More* features successful women who are still turning heads and making news. Each issue covers beauty and fashion shown on models who are over 40, and *More*'s articles on health, relationships, travel, and money are angled toward a seasoned, sophisticated audience. *More* is published ten times a year by Meredith Corporation. Its circulation of 1.1 million reaches a readership of 4.4 million. *Ad Age* named *More* to their prestigious "A List" of Top 10 magazines in 2003 and 2005, and *Adweek* named *More* to the "Hot List" of 2006. *Media* named *More* the "Best Women's Lifestyle Magazine" of 2004. Visit www.more.com for more.

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