NAMS at 25 Years:
Celebrating Our History—Looking to the Future
Of all the highlights of 2014, the best and brightest was the celebration of NAMS’ 25th Anniversary. In honor of this milestone, we published a special editorial in *Menopause* outlining the history of NAMS and also planned a very special offering for our members and supporters, a most exciting and informative Annual Meeting that remembered NAMS’ past, acknowledged its present, and looked forward to the future. A truly memorable anniversary donor event was held at the meeting, thanks to the efforts of Dr. Tara Allmen, President of the NAMS Foundation Board; Dr. Jan Shifren, Chair of the 25th Anniversary Task Force; and all the members of the Task Force, Foundation, and NAMS Board of Trustees. Thank you as well to all who attended the event and donated to the Society.

Immediately before the Annual Meeting, NAMS and the National Institute on Aging sponsored the 2nd Utian Translational Science Symposium, *The Science of Thermoregulation and Vasomotor Symptoms: Possible New Targets for Treatment*, focusing on the pathophysiology of vasomotor symptoms not only as an endocrine disorder but also as a thermoregulatory disorder. Thanks to Dr. Pauline Maki and Dr. Maida Taylor for spearheading this initiative.


In conjunction with the *Clinician’s Guide* and through the hard work and guidance of Dr. Shifren, NAMS was pleased to compile “The North American Menopause Society Recommendations for Clinical Care of Midlife Women,” a succinct informational guide to improving the understanding and management of midlife women’s health. These recommendations provide a brief overview of each topic as presented in the *Clinician’s Guide* and are freely available to members through our website. They also were published in the October issue of *Menopause*.

Developed by Dr. JoAnn Manson in collaboration with NAMS was *MenoPro*, a free mobile app available in two modes, one for clinicians and one for women, to facilitate shared decision-making and personalize menopause treatment decisions. Features include the ability to access NAMS resource materials, including *MenoNotes* for patients, and direct links to tables with information on the different formulations and doses of medications.

Published in *Menopause* was the report from the collaboration of NAMS, represented by Executive Director Dr. Margery Gass, and the International Society for the Study of Women’s Sexual Health introducing the term *genitourinary syndrome of menopause* (GSM) into the menopause practitioner’s lexicon to replace what used to be called vulvovaginal atrophy (VVA).

Also in *Menopause*, the Working Group on Women’s Health and Well-Being in Menopause, whose members were current or former members of the NAMS Board of Trustees, published the editorial “Why the Product Labeling for Low-Dose Vaginal Estrogen Should Be Changed” in response to concerns raised by practicing clinicians over FDA’s black box warnings for low-dose vaginal estrogen products.

Four new *Practice Pearls* on statin therapy, bioidentical hormone therapy, thyroid disorders, and patient counseling were published in the journal’s *Clinical Corner*.

The Member Forum, the *Menopause* consumer blog, and the *MenoNotes* series of informational handouts for women, with a new topic on menopause and sleep added this year, all continue to be popular through our website. Our Facebook and Twitter numbers are still growing. And, verifying the importance of our online presence was the report by Medscape that four *Menopause* articles and one article from our e-newsletter *First to Know* ranked in their Top 10 most frequently read articles for 2014.

We are also very happy to find that the number of NAMS Certified Menopause Practitioners (NCMPs) increased—from 805 NCMPs in 2013 to 938 NCMPs in 2014.

It was a very busy year for NAMS, and we are pleased to have accomplished so much through the help and generosity of our members, our supporters, our donors and grantors, and our Central Office staff. We couldn’t have done it without you.

All best,

Wulf H. Utian, MD, PhD, DSc(Med)
Medical Director
Honorary Founding President and Executive Director Emeritus
OUR MISSION

To promote the health and quality of life of all women during midlife and beyond through an understanding of menopause and healthy aging.

The NAMS Mission is being fulfilled through the work of dedicated health professionals from multiple disciplines who comprise the membership of the Society. At year-end 2014, our 2,055 members from 45 countries included primarily physicians (72%), with most being obstetricians-gynecologists or reproductive endocrinologists, followed by nurse practitioners (13%) and many other healthcare specialists and research scientists focused on the field of menopause.

HIGHLIGHTS OF 2014

The year 2014 marked 25 years of NAMS’ continuous service as a unique forum through which our members work together to translate the latest findings into clinical-practice answers for their peers and for the millions of postmenopausal women in the United States and around the world. In 2014, many educational programs were initiated or expanded.

- NAMS celebrated its 25th Anniversary with an exciting special anniversary Annual Meeting and a Donor Reception.
- NAMS published “Key Points and Clinical Recommendations for the Care of Midlife Women,” a succinct guide to the management of midlife women’s health, on its website and in Menopause.
- The number of NAMS Certified Menopause Practitioners (NCMPs) increased dramatically, from 805 in 2013 to 938 in 2014.
- A new MenoNote, “Menopause and Sleep Problems,” was added to the growing number of consumer publications available on our website, and two existing MenoNotes, on vaginal dryness and on hot flashes, were translated into Spanish.
- In honor of NAMS’ 25th Anniversary, a free mobile app, MenoPro, was released in a professional and a consumer version to assist clinicians and women in making informed decisions on managing menopause symptoms.
- An article introducing the term genitourinary syndrome of menopause (GSM), resulting from the NAMS cosponsored consensus conference with the International Society for the Study of Women’s Sexual Health, was published in Menopause.

NAMS 2014 MEMBERSHIP DEMOGRAPHICS

- Physicians (72%)
- Nurse Practitioners (13%)
- Researchers (3%)
- Other Nurses (4%)
- All Others (8%)
- All Others (8%)

#NAMS

- Four Menopause articles and one First to Know article ranked in the Medscape Top 10 for 2014 most frequently read articles by obstetricians and gynecologists, a testament to the importance of the journal and our educational materials.
- NAMS celebrated World Menopause Day by distributing complimentary copies of its leading consumer resource, The Menopause Guidebook, made available through grant funding.
- Motivated by the concerns of practicing clinicians about FDA black-box warnings on the labels and package inserts of low-dose vaginal estrogen, current and former members of the NAMS Board of Trustees published the editorial, “Why the Product Labeling for Low-Dose Vaginal Estrogen Should Be Changed,” in Menopause.
- In collaboration with Haymarket Medical Education, four complimentary CME live webcasts on Postmenopausal Vulvovaginal Atrophy: Breaking Down the Barriers to Identification and Treatment were produced.
- Four Practice Pearls on the topics of statin therapy, bioidentical hormone therapy, thyroid disorders, and patient counseling were published in Menopause.
- The monthly e-newsletter, First to Know, and the quarterly Menopause e-Consult were distributed to members. The Member Forum on the NAMS website expanded with new topics for discussion.
- The number of NAMS followers on Twitter and Facebook continued to grow.
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**($5,000-$9,999)**
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NAMS Statement of Activities

<table>
<thead>
<tr>
<th>Description</th>
<th>For the year ended December 31, 2014</th>
<th>For the year ended December 31, 2013</th>
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</thead>
<tbody>
<tr>
<td>Membership Fees</td>
<td>$458,924</td>
<td>$447,139</td>
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<tr>
<td>Contributions and Grants</td>
<td>1,153,935</td>
<td>1,066,025</td>
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<td>Meeting Fees and Exhibits</td>
<td>850,164</td>
<td>732,003</td>
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<td>Competency Exam Fees</td>
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<td>91,335</td>
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<td>Royalty Income</td>
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<td>306,016</td>
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<td>Sales of Educational Materials</td>
<td>114,818</td>
<td>73,738</td>
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<tr>
<td>Investment/Interest Income</td>
<td>134,938</td>
<td>113,995</td>
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<td>Net Realized and Unrealized Gains on Investments</td>
<td>121,269</td>
<td>534,898</td>
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<td>Other</td>
<td>27,557</td>
<td>31,508</td>
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<td><strong>Revenue and Support</strong></td>
<td><strong>$3,323,794</strong></td>
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<td>Membership Activities</td>
<td>$257,429</td>
<td>$246,363</td>
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<td>Educational Activities</td>
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<td>1,778,810</td>
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<tr>
<td>Management and General</td>
<td>655,910</td>
<td>659,406</td>
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<td>Fundraising</td>
<td>140,353</td>
<td>136,552</td>
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<td><strong>Expenses</strong></td>
<td><strong>$3,082,721</strong></td>
<td><strong>$2,821,131</strong></td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td><strong>$241,073</strong></td>
<td><strong>$575,526</strong></td>
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This financial information is extracted from the audited financial statements available at the NAMS Central Office.

DISTRIBUTION OF REVENUE AND EXPENSES STATEMENT OF ACTIVITIES
As of December 31, 2014

<table>
<thead>
<tr>
<th>Description</th>
<th>Revenue Share</th>
<th>Expenses Share</th>
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<tbody>
<tr>
<td>Fees &amp; Royalties</td>
<td>53.3%</td>
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<tr>
<td>Contributions &amp; Grants</td>
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<td>Management &amp; General</td>
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<td>Educational Activities</td>
<td>65.8%</td>
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<td>Membership Activities</td>
<td>8.4%</td>
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<td>Fundraising</td>
<td>4.5%</td>
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NAMS Statement of Financial Position

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<tr>
<th>Description</th>
<th>December 31, 2014</th>
<th>December 31, 2013</th>
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<tbody>
<tr>
<td>Cash</td>
<td>$552,039</td>
<td>$389,459</td>
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<tr>
<td>Investments (at fair value)</td>
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<td>4,858,143</td>
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<td>Other</td>
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<td>204,276</td>
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<td><strong>Assets</strong></td>
<td><strong>$5,722,346</strong></td>
<td><strong>$5,451,878</strong></td>
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<tr>
<td>Liabilities</td>
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</tr>
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<td>Net Assets</td>
<td>$5,490,749</td>
<td>$5,249,676</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$5,722,346</strong></td>
<td><strong>$5,451,878</strong></td>
</tr>
</tbody>
</table>
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