What Happens at NAMS Doesn’t Stay at NAMS: Education Changes Practice
The year 2015 was filled with changes, transitions, challenges, and new directions for The North American Menopause Society (NAMS) and for me personally as I assumed the role of the Society’s Executive Director in October from Dr. Wulf Utian, NAMS Founding Executive Director. Dr. Utian served as the Society’s Interim Medical Director after the retirement of Dr. Margery Gass. I have had the privilege of working with both of them in the past, having been involved with NAMS since 1990, serving as a Board Member, Chair of the Scientific Program Committee for the Annual Meeting, as President, and on the Editorial Board of our journal, Menopause. I am passionate about midlife women’s health, committed to the Society’s mission, and excited to lead NAMS into the future. This year of transition was a journey of growth that led to extraordinary results. As the leading authority on midlife women’s health and beyond, NAMS’ focus remains clear, and our dedication remains strong. Our multidisciplinary membership of leaders in the field continues to allow us to be uniquely qualified to provide diverse and important contributions of our members, as well as provide opportunities for those in training to learn more about menopause and midlife women’s health.

The NAMS Board emailed a challenge to the New York Times over the published opinion piece, “Nothing Is Wrong With Your Sex Drive” by Emily Nagoski, deciding that the inaccuracies and biased messages in the piece could not go unaddressed.

The Society published “The North American Menopause Society Statement on Continuing Use of Systemic Hormone Therapy After Age 65” in Menopause in response to a prescribing issue identified by members at the Town Hall. An accompanying editorial, “NAMS Supports Judicious Use of Systemic Hormone Therapy for Women Aged 65 Years and Older,” also published in Menopause.

We continued our efforts with FDA at changing the current labeling for low-dose vaginal estrogen used for vulvovaginal atrophy indications and were represented at an FDA public workshop on the topic. The Society and other partners encouraged consideration of alternate labeling that enhances patient safety by highlighting relevant cautions without an alarming boxed warning.

We held an exciting and informative Annual Meeting in Las Vegas, with the theme What Happens at NAMS Doesn’t Stay at NAMS: Education Changes Practice. The meeting kicked off with a Pre-Meeting Symposium that addressed Midlife Sexuality—Not an Oxymoron, a high-interest topic that brought the latest science together with a practical learning experience.

NAMS presented 45 recognition awards and prizes during the Annual Meeting. These awards recognize the diverse and important contributions of our members, as well as provide opportunities for those in training to learn more about menopause and midlife women’s health.

Our Donor Cocktail Party continued to be a great success that provided a wonderful opportunity for networking and meeting new friends. We thank Foundation Board President Dr. Tara Allmen for the dedication and high energy she brings to this event. Thank you to those who attended the event and to all who donated to the Society during 2015.

Debuting at the Annual Meeting, NAMS published the new 8th edition of our continuously popular consumer publication, The Menopause Guidebook. Fully updated with the latest information on menopause and symptoms treatment, premature menopause, and midlife women’s health, the Guidebook is an indispensable resource for the women we serve.

To assist menopause practitioners as they guide women to effective nonhormonal therapies for menopause symptoms and steer them away from using inappropriate therapies or underusing effective therapies, NAMS published in the September issue of Menopause, “Nonhormonal Management of Menopause-Associated Vasomotor Symptoms: 2015 Position Statement of The North American Menopause Society.” Thanks to the Editorial Review Panel, led by Chair Dr. Janet Carpenter, for its efforts on this initiative.

In 2015, Menopause marked its 22nd year of publication. Five Menopause articles ranked in the Medscape Top 10 for 2015 most frequently read articles by obstetricians and gynecologists, a testament to the importance of our journal.

Three Practice Pearls on the topics of counseling patients for lifestyle change, screening for sleep problems, and testosterone for midlife women were published in Menopause. To enhance the value of Practice Pearls, beginning in 2016, they offer continuing education credits.

We launched our first issue of Menopause Care Updates, the e-newsletter featuring summaries and in-depth commentaries on recent scientific articles chosen to inform and influence current clinical menopause practice. Our other clinical e-newsletters, Menopause e-Consult and First to Know, continued to be sent to the membership.

A new MenoNote on menopause and sleep problems was added to the list of consumer publications available on our website.
Led by Dr. Marla Shapiro, we launched a new initiative—a comprehensive video series for clinicians and women about important midlife health issues.

In collaboration with Haymarket Medical Education, five complimentary CME live webcasts on Individualizing Treatment of Genitourinary Syndrome of Menopause were produced.

NAMS continued as a partner with the New England Research Institutes on a research project involving the development of a questionnaire on symptomatic vulvovaginal atrophy.

To further the efforts regarding menopause and mental health, NAMS joined the Women’s Mental Health Task Force of the National Network of Depression Centers as they developed clinical guidelines for the screening and treatment of perimenopausal and postmenopausal depression.

NAMS celebrated Menopause Awareness Month in September by conducting a month-long social media campaign and launched a feature article, Smarter Ways to Manage Menopause, distributed for circulation to 10,000+ print- and online-media outlets.

The number of NAMS Certified Menopause Practitioners (NCMPs) reached an all-time high during 2015, growing to more than 1,000 healthcare providers.

We completed the development of our online CME module to accommodate programs that integrate the educational material into the activity.

The number of NAMS followers on our Twitter and Facebook social media continued to grow. In our members-only Member Forum on the website, the most viewed posts occurred after the First to Know commentary by Dr. Howard Hodis on cardiovascular disease in hormone therapy users who terminated therapy.

On the occasion of his retirement, NAMS recognized Dr. Thomas Clarkson for the exceptional contributions he made to the field of menopause and to the Society by bestowing him with an Honorary NAMS Membership. Sadly, Dr. Clarkson passed away in December 2015.

NAMS published the results of its survey, Use of Compounded Hormone Therapy in the United States. The findings were highlighted during a session at the Annual Meeting.

We continued to increase awareness of NAMS and position ourselves as the go-to source for credible information on menopause and midlife women’s health. Our outreach generated nearly 1 billion impressions, enhanced our rapport with the media, and led to key news stores featuring NAMS in high-profile professional and consumer media outlets, including the New York Times, Forbes, Health, CNN, CBS News, Consumer Reports, Oprah, Prevention, Real Simple, the Wall Street Journal, the Washington Post, and many others.
NAMS extends its sincere appreciation to the donors who have generously supported the NAMS Mission. Your contributions have touched the lives of many women. NAMS is a §501(c)(3) nonprofit scientific organization.

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Sandra G. Jensen, CNP, NCMP
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In memory of Dr. Norah Gutrecht

In memory of Julie Schiff

In memory of Amanda Jaclyn Berger

In memory of Julie Schiff

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These donors have designated all or a portion of their contribution to be used in support of the fund indicated below.

Carol Anderson
In support of the Kenneth Kleinman Endowed Lectureship

David F. Archer, MD, NCMP
In support of the Leon Speroff Award

Elisabeth Barrett-Connor, MD
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Every attempt has been made to accurately list all supporters. Please accept our apologies for any errors or omissions and notify the NAMS Central Office so that we may correct our records.
## NAMS Statement of Activities

<table>
<thead>
<tr>
<th>Category</th>
<th>For the year ended December 31, 2015</th>
<th>For the year ended December 31, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees</td>
<td>$ 538,890</td>
<td>$ 458,924</td>
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<tr>
<td>Contributions and Grants</td>
<td>626,091</td>
<td>1,153,935</td>
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<td>Meeting Fees and Exhibits</td>
<td>737,610</td>
<td>850,164</td>
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<td>Competency Exam Fees</td>
<td>88,470</td>
<td>78,175</td>
</tr>
<tr>
<td>Royalty Income</td>
<td>332,159</td>
<td>384,014</td>
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<tr>
<td>Sales of Educational Materials</td>
<td>108,143</td>
<td>114,818</td>
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<tr>
<td>Investment/Interest Income</td>
<td>135,246</td>
<td>134,938</td>
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<td>Net Realized and Unrealized Gains/Loss on Investments</td>
<td>(157,196)</td>
<td>121,269</td>
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<tr>
<td>Other</td>
<td>21,444</td>
<td>27,557</td>
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<tr>
<td><strong>Revenue and Support</strong></td>
<td><strong>$ 2,430,857</strong></td>
<td><strong>$ 3,323,794</strong></td>
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<td>Membership Activities</td>
<td>$ 237,617</td>
<td>$ 257,429</td>
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<tr>
<td>Educational Activities</td>
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<td>2,029,029</td>
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<tr>
<td>Management and General</td>
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<tr>
<td>Fundraising</td>
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<td>140,353</td>
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<td><strong>Expenses</strong></td>
<td><strong>$ 3,166,356</strong></td>
<td><strong>$ 3,082,721</strong></td>
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This financial information is extracted from the audited financial statements available at the NAMS Central Office.

## NAMS Statement of Financial Position

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<tr>
<th>Category</th>
<th>December 31, 2015</th>
<th>December 31, 2014</th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$ 354,456</td>
<td>$ 552,039</td>
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<tr>
<td>Investments (at fair value)</td>
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<td>Other</td>
<td>98,367</td>
<td>159,475</td>
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<tr>
<td><strong>Assets</strong></td>
<td><strong>$ 5,010,108</strong></td>
<td><strong>$ 5,722,346</strong></td>
</tr>
<tr>
<td>Liabilities</td>
<td>$ 254,858</td>
<td>$ 231,597</td>
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<tr>
<td>Net Assets</td>
<td>4,755,250</td>
<td>5,490,749</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$ 5,010,108</strong></td>
<td><strong>$ 5,722,346</strong></td>
</tr>
</tbody>
</table>
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