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**NAMS Symposium to Explore Whether “Less Can Be More”
in Women’s Health Imaging**

Experts at 2011 Annual Meeting Consider If Incidental Findings Are Friend or Foe

CLEVELAND, OH (August 2, 2011)—Sometimes in medicine, less may be more. That’s the simple notion behind “Incidental Findings on Imaging: Friend or Foe?,” the Presidential Symposium that kicks off the 22nd Annual Meeting of The North American Menopause Society (NAMS) on Wednesday, September 21, 2011, in Washington, DC.

“New imaging methods, such as high-frequency transvaginal ultrasonography, have revolutionized gynecology,” says NAMS President Steven R. Goldstein, MD, FACOG, CCD, NCMP, who will moderate the symposium. “The sensitivity of these new methods has become so great that we are seeing structures we never saw or fully appreciated before.”

While these imaging advances have produced many diagnostic and treatment benefits, Dr. Goldstein adds that they’ve also resulted in “an explosion of incidental findings that are much more common and more innocuous than previously realized”—and which sometimes cause women harm through unnecessary procedures or needless worry about an ultimately benign finding.

“We must be careful not to overinterpret such findings, or at least not react to them solely based on principles from the days before advanced imaging could reveal such findings to us,” Dr. Goldstein says. “Newer studies must be conducted before clinical recommendations can be made. Remember the credo—*above all, do no harm!*”

Dr. Goldstein, who is Professor of Medicine at New York University School of Medicine, will be among the Presidential Symposium speakers, focusing on transvaginal ultrasonography in a talk entitled, “The Increased Sensitivity of Transvaginal Ultrasound: Do We See Too Much?”

He will be joined by the following expert co-presenters:

- *Monica Morrow, MD, FACS*, a surgeon at Memorial Sloan Kettering Cancer Center, New York. Her talk, “MRI for Breast Cancer Screening & Staging,” will explore whether magnetic resonance imaging of the breast

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should be limited to clinical problem solving in select cases or is justified for broader applications.

- *Alec J. Megibow, MD, MPH, FACH*, a radiologist at New York University School of Medicine. In his talk, “Incidental Imaging Findings: Strategies to Minimize Their Impact,” Dr. Megibow will share lessons learned from a recent collaboration among radiologists to create decision trees to help guide patients and clinicians confronted with incidental imaging findings.

The Presidential Symposium will be held from 4:45 to 6:15 PM on Wednesday, September 21, at the Gaylord National Hotel in Washington, DC. The full scientific program of the NAMS 2011 Annual Meeting is available at <http://www.menopause.org/meetings/sciprogram.pdf>.

To arrange interviews with the symposium speakers, contact Judy Cerne or Laura Lytle by phone (440-352-2081) or email (jcerne@mckinneyad.com or llytle@mckinneyad.com).

Founded in 1989, The North American Menopause Society (NAMS) is North America’s leading nonprofit organization dedicated to promoting the health and quality of life of all women during midlife and beyond through an understanding of menopause and healthy aging. Its multidisciplinary membership of 2,000 leaders in the field—including clinical and basic science experts from medicine, nursing, sociology, psychology, nutrition, anthropology, epidemiology, pharmacy, and education—makes NAMS uniquely qualified to serve as the definitive resource for health professionals and the public for accurate, unbiased information about menopause and healthy aging.

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Note: Advance registration is required for all media for the 2011 Annual Meeting. Registration is complimentary to members of the media. Please contact Judy Cerne or Laura Lytle at McKinney-Cerne Inc by phone (440-352-2081) or email (jcerne@mckinneyad.com or llytle@mckinneyad.com) to confirm your attendance and/or to arrange interviews with speakers regarding their presentations.

Members of the scientific and consumer media interested in attending are urged to make travel reservations early. Hotel reservations should be made directly with the Gaylord National in Washington, DC, at 301-965-4000 or via the link on the NAMS website at <http://www.menopause.org/meetings/venue.aspx>. Note: A room reservation does not qualify as registration for the Annual Meeting.