



Request for 2010 Funding

(“The Wish List”)

Published September 14, 2009

Revised November 6, 2009

Introduction

The North American Menopause Society (NAMS) has developed this document to assist those who are interested in supporting the Society's Mission of promoting the health and quality of life of women through an understanding of menopause.

As a §501(c)(3) nonprofit scientific organization, NAMS relies on revenue from various sources—including membership dues, meeting registration fees, exhibit fees, journal royalties, sales of educational materials, grants, and charitable contributions—to support its Mission. The North American Menopause Society Foundation is a separate §501(c)(3) nonprofit organization established in 2006 to expand the fund-raising capabilities of the Society. All funds collected by the Foundation will be used to support the Mission of the Society; the Society will continue to develop all scientific content of its educational initiatives.

The enclosed opportunities have been identified by NAMS. They have been ranked according to priority using a scale of 1 to 4, with 1 = top priority and 4 = low priority yet important. Other ideas you may have can be explored with the Boards of the Society and the Foundation. Please contact:

Ms. Carolyn Develen
Administrative Director
The North American Menopause Society
5900 Landerbrook Drive
Suite 390
Mayfield Heights, OH 44124, USA
Tel: 440/442-7657
Fax: 440/442-2660
E-Mail: carolyn@menopause.org
Web site: www.menopause.org

Table of Contents

Memberships.....	4
Annual Meeting.....	5
Annual Meeting Sponsorship and Advertising Opportunities.....	6
Annual Meeting Scientific Program.....	9
Prizes and Awards.....	12
NAMS Official Journal: <i>Menopause</i>	13
NAMS-Endorsed Periodical.....	15
Web Site.....	15
NAMS Certified Menopause Practitioner Program.....	16
Clinical Research Support.....	16
Market Research Programs.....	17
Professional Education Programs.....	18
NAMS Members E-Newsletters.....	20
Consumer Education Programs.....	20
General Operating Support.....	22

Memberships

Join NAMS. (Priority 1) The North American Menopause Society has an inclusive policy of offering all those with a professional interest in menopause a unique opportunity to join the Society. The benefits of membership are numerous and are well worth the modest annual membership dues—including a complimentary subscription to the Society’s official journal, access to the Members sector of the NAMS Web site, and much more. For 2010, the membership dues are as follows:

<u>Member Category</u>	<u>Annual Dues</u> (Jan-Dec)	<u>Half-Year Dues</u> (July-Dec)
Active Member	\$215	\$170
Associate Member (full-time student, resident, fellow)	\$160	\$155
Additional fee for outside North America (ie, outside US, Canada, Mexico)	\$20	\$20

Corporate Society membership is not available. Corporations that wish to provide company-wide support are invited to join the Partners in Menopause Education program (see below).

Partners in Menopause Education Program. (Priority 1) This novel program fosters the interchange of ideas between industry and NAMS to further the Society’s Mission. Those companies and organizations with a special interest in the field are invited to become a corporate member of the NAMS Partners in Menopause Education program for calendar year 2010. All 2010 Partners receive the following:

- One complimentary individual membership in NAMS for a designated Partner company representative for the full calendar year of 2010, providing all member benefits.
- One complimentary registration for a designated Partner company employee for the NAMS 2010 Annual Meeting; preferred consideration of booth space in the Exhibit Hall at the 2010 Annual Meeting; plaque of appreciation that can be displayed at the Partner company’s exhibit booth at the 2010 Annual Meeting and/or at corporate headquarters; recognition signage at the NAMS 2010 Annual Meeting; and special “2010 NAMS Partner in Menopause Education” badge ribbons for up to 20 Partner company representatives attending the meeting.
- One complimentary registration for a designated Partner company employee for any NAMS pre-meeting educational event held prior to the NAMS 2010 Annual Meeting.
- Recognition on the NAMS Web site, plus a link to the Partner company’s corporate or brand Web site.

- Up to three complimentary copies of all current NAMS educational materials.
- An invitation for a designated 2010 Partner company executive to participate in a stimulating half-day meeting and dinner with the Society's Board of Trustees at its Annual Retreat, to be held early February 2011 in Florida.

Membership in this unique program requires a membership fee of \$8,000. These funds help support the Society's public education efforts. Those companies and organizations that wish to join the Partners program for 2010 are urged to forward their commitments as soon as possible, so that the full year's benefits are received. Membership for calendar year 2010 is activated with a written commitment; fees must be received by July 1, 2010.

Rental of the NAMS membership list. (Priority 4) This is permitted through a \$1,000 fee, but limited to the distribution of scientific meeting announcements and nonprofit organizations' educational materials approved by the NAMS Board.

Annual Meeting

The NAMS 2010 Annual Meeting will be held in Chicago, Illinois, at the Sheraton Chicago Hotel on October 6-9. NAMS has designated the entire Annual Meeting a continuing medical education (CME) activity. Attracting over 1,500 of the world's experts from multiple health disciplines, this meeting is considered one of the year's best.

Attend the Annual Meeting. (Priority 1) All those with a professional interest in menopause are encouraged to attend the NAMS Annual Meeting. Registration materials will be available on the NAMS Web site in the spring of 2010. If paid before the earlier deadline, discounted registration fees for those staying in the meeting hotel are (paid to the Society): \$495 (NAMS member), \$695 (nonmember), \$250 (in-training), and \$85 (guest).

Annual Meeting Scholarships. (Priority 2) Grant support is requested so that NAMS can award scholarships (ie, subsidize travel expenses) to deserving healthcare professionals, including physicians, nurse practitioners, physician assistants, nurses, pharmacists, house officers, residency directors, ob/gyn and primary care residents, healthcare providers in practice fewer than 5 years, and those in training who submit outstanding scientific abstracts. The NAMS Awards Committee selects deserving recipients from nominations and applications. Through these scholarships, recipients learn more about the field of menopause and are offered the opportunity to join the Society.

Annual Meeting Sponsorship and Advertising Opportunities

NAMS offers commercial entities several opportunities to increase awareness of their products and services at the 2010 Annual Meeting.

Premier Partner of the Annual Scientific Meeting. (Priority 1) Those companies that provide this level of Annual Meeting support receive the following:

- Enhanced exposure through recognition of the company in Society printed materials and on the NAMS Web site, as well as through signage at the meeting and recognition from the podium.
- Exclusive sponsorship of the printed 2010 Annual Meeting *Program* (which will include the *Exhibit Guide*), with the opportunity to display up to 4 pages of complimentary 4-color advertising. Only Premier Partners' ads will be featured.
- Exclusive sponsorship of the President's Reception on Wednesday night, October 6; the attendee briefcases (no individual corporate logos); and attendee continental breakfast on Thursday, October 7.
- One complimentary registration for the Annual Meeting for an employee of the Premier Partner company, preferential consideration of booth space in the Exhibit Hall, and receipt of a commemorative plaque of appreciation and 20 "Premier Partner" ribbons for company representatives' name badges at the Annual Meeting.

A membership fee of \$75,000 is required to be a Premier Partner of the 2010 Annual Meeting. Membership is confirmed upon receipt of written commitment, ideally received before April 1, 2010. The funds must be received by August 1, 2010.

Commercial exhibits. (Priority 1) All marketers of products and services related to women's health at menopause and beyond are encouraged to apply for exhibit space at the meeting. The Exhibit Hall is open October 7-8. The *Exhibit Prospectus* will be posted on the NAMS Web site in January. Provided fees are received prior to June 15, 2010, exhibit space costs are: \$3,500 (10x10), \$8,000 (10x20), \$12,000 (10x30), \$21,000 (20x20), \$26,000 (20x30), \$35,000 (20x40), \$39,000 (30x30), and \$65,000 (30x50). After that date, fees are slightly higher. Health-related nonprofit organizations and scientific book publishers are offered a discounted rate (\$1,750) for a 10x10 space. After June 15, payment must be received in full before the application is considered complete. Booth assignment will begin on June 30, 2010. Early application is encouraged, as the Exhibit Hall often sells out.

"Exhibit Hall Passport" program. All commercial exhibitors are invited to participate in this complimentary program which is designed to increase booth traffic. Participating exhibitors feature the name of their company within a grid on a NAMS flyer that is distributed by NAMS to attendees. Recipients are encouraged to visit each participating exhibitor's booth and obtain

a signature on the flyer from a company representative. When all booths have been visited and all signatures are obtained, the attendee enters the flyer into a drawing. NAMS provides the winner with complimentary registration to attend the 2011 NAMS Annual Meeting. A commitment is required before September 1, 2010.

“Relaxation Station” in the Exhibit Hall. (Priority 2) This novel, health-focused exhibit gives a company another opportunity to increase corporate awareness. Within a pleasantly decorated 30 ft x 10 ft booth, a team of trained and licensed massotherapists provide upper-body (fully clothed) and foot massages to attendees who have been invited to partake (through issuance of a coupon invitation) by sponsor’s sales representatives in the sponsor’s commercial exhibit. Massotherapists may wear T-shirts displaying the sponsor’s corporate/product logo. The exclusive sponsorship fee of \$20,000 covers all costs except T-shirts and coupon invitations, which will be provided by the sponsor. Having a commercial exhibit is a prerequisite for sponsorship; NAMS will position this exhibit as close to the sponsor’s commercial exhibit as possible.

Early commitment will help to ensure optimal booth placement. Deadlines are July 15, 2010 (commitment) and August 1, 2010 (receipt of fee). As the 2009 sponsor, Upsher-Smith has the right of first refusal until February 1, 2010, for the 2010 sponsorship. The 2010 sponsor has the right of first refusal for 2011.

ExpoCard lead retrieval system in the Exhibit Hall. (Priority 2) This system is used by attendees in the Exhibit Hall to request material from various exhibitors. Exhibitors must rent units in which the card is swiped. The sponsor’s corporate logo is on the swipe card. The exclusive sponsorship fee of \$15,000 is required. The sponsor must also have a commercial exhibit. A commitment is required by June 1, 2010, with funds received by August 1. As the 2009 sponsor, Eli Lilly and Company has the right of first refusal until February 1, 2010, for the 2010 sponsorship. The 2010 sponsor has the right of first refusal for 2011.

NAMS Daily News. (Priority 1) This popular publication is distributed to attendees each day during the three days of the meeting. Value-conscious rates are affordable by all marketers, and having a commercial exhibit is not a prerequisite to advertising. NAMS encourages your support of this popular and widely read newspaper. Other than becoming a Premier Partner (see page 6), *NAMS Daily News* offers the only opportunity associated with the Annual Meeting to place brand advertising in a publication. The Society receives a royalty from the publisher. For the Rate Card, contact the Show Daily Producer, Jenn Hess, at CustomNEWS in Maryland (301/951-1881).

“Stretch for Health.” (Priority 3) A trained fitness professional will lead relaxing, 15-minute, stand-in-place stretching exercises between scientific presentations in the General Session Ballroom on Thursday and Friday. Having a commercial exhibit is not a prerequisite to sponsorship. A fee of \$2,000 is required to be the exclusive sponsor of all four sessions. The sponsor can provide T-shirts (corporate logo) for the instructor. Deadlines are March 15, 2010 (commitment) and August 1, 2010 (fee received). The 2010 sponsor has the right of first refusal for 2011.

“Work Out for Health.” (Priority 3) Registered participants of the Annual Meeting engage in a light 30-minute workout as a group, led by a trained aerobics instructor. An outdoor location will be used, weather permitting. Workout sessions would be available on Thursday, Friday, and Saturday mornings during the meeting. Having a commercial exhibit is not a prerequisite to sponsorship. A fee of \$3,000 is required to be the exclusive sponsor of all three sessions. The sponsor can provide T-shirts (corporate logo) for the instructor. Deadlines are July 15, 2010 (commitment) and August 1, 2010 (fee received). The 2010 sponsor has the right of first refusal for 2011.

Preview Bag. (Priority 4) Through this program, NAMS provides an opportunity to insert one or more corporate promotional items into a 12 x 15-inch plastic bag with the NAMS logo that is hung on the hotel room doorknobs of guests who are registered to attend the Annual Meeting. The bag is delivered the evening of Wednesday, October 6, the night before the Exhibit Hall opens. All items must be pre-approved by the Society. Having a commercial exhibit is not a prerequisite to participation. A fee of \$2,000 per item is required; sponsors provide 1,500 pieces of each item (must be smaller than 8-1/2 x 11 inches) and shipping to the NAMS Central Office. Deadline for commitment is August 1, 2010; fees must be received by September 1, 2010.

Refreshment breaks. (Priority 1) Coffee, tea, water, and soft drinks will be offered to registered Annual Meeting attendees during breaks in the program. Exclusive sponsorship is available by paying the following fees. Acknowledgement signage will feature corporate logos.

Break #1. Thursday morning (Exhibit Hall)	\$13,500 fee
Break #2. Thursday afternoon (Exhibit Hall)	\$13,500 fee
Break #3. Friday morning (Exhibit Hall)	\$13,500 fee
Break #4. Friday afternoon (Exhibit Hall)	\$13,500 fee
Break #5. Saturday morning (outside the General Session Ballroom)	\$10,800 fee

A commitment is required by July 15, 2010, with funds received by August 1, 2010. As the sponsor of Break #1 in 2009, Upsher-Smith has the right of first refusal until February 1, 2010, for this sponsorship in 2010. The 2010 sponsor has the right of first refusal for 2011.

In-room video. (Priority 4) Commercial entities are provided an opportunity of in-room advertising through television channel broadcast to all guest rooms in the meeting hotel. The advertiser provides all materials, all subject to NAMS pre-approval. Having a commercial exhibit is not a prerequisite to sponsorship. The exclusive sponsorship fee for the TV ad is \$2,500 per day per channel. A commitment is required as soon as possible, as this program is not held exclusively for NAMS. Funds must be received by August 1, 2010.

Take-One Table. (Priority 4) Located near the Registration Desk, the Take-One Table is available only to nonprofit organizations that want to promote scientific meetings and books, provided the item is pre-approved by NAMS. Having a commercial exhibit is not a prerequisite to participation. A fee of \$250 per item is required; in addition, a registered participant in the meeting must receive the item, display it, and keep the supply replenished and neat on the table.

General Sponsorship Information:

The following Annual Meeting activities/items are permitted, with prior NAMS approval:

- Appropriate exhibit booth give-away items that conform to latest industry guidelines (eg, educational materials for providers or patients).
- Editorial and market research focus groups that do not overlap with an official NAMS activity.
- Sponsored private social event for a small crowd (fewer than 20 invitees) that does not overlap with an official NAMS activity.
- Corporate press releases about NAMS activities, including corporate-funded abstracts.

Included among the Annual Meeting activities/items that are not permitted/available are the following:

- Promotional activity contracted directly with the hotel's Sales Office without approval from NAMS.
- Exhibit booth give-away items that do not conform to the latest industry guidelines (eg, pens, notepads).
- Sponsorship of NAMS badge lanyards, ballpoint pens, or writing pads for attendees.
- Promotional items in meeting attendee briefcases.
- Canvassing or distributing materials outside an exhibitor's own booth in the Exhibit Hall (except for corporate logos on acknowledgement materials for financial support).
- Product/service promotional items on the Take-One Table by the Registration Desk.
- Rental of pre-registration lists.
- List of meeting attendees.
- Sponsored activity that is convened during an official NAMS event.
- Sponsored speakers.
- Paying speakers' travel expenses directly from a commercial source.
- Sponsored private social event for a large crowd (20 or more invitees).
- Distribution of corporate/product materials or press releases in the NAMS Press Room.

Annual Meeting Scientific Program

The following outlines how commercial entities may participate in the scientific program of the Annual Meeting.

Scientific abstracts. (Priority 1) NAMS encourages submission of unpublished research for consideration to be presented at the Annual Meeting, either live in the General Session Ballroom or via poster presentation. The NAMS Abstract Review Committee will review all abstracts submitted through the online system (www.menopause.org/meetings/abstracts.aspx) available in mid-January 2010. The deadline for abstracts is April 15, 2010; notice of accepted abstracts will be announced in June 2010. Abstracts of late-breaking research completed after the April 30 deadline may be submitted until July 31, 2010. All accepted abstracts are

published in the NAMS official journal, *Menopause*, and are therefore cited in databases such as MEDLINE.

Speakers. No speaker may be provided or directly supported by a commercial entity.

NAMS/Wyeth Wulf H. Utian Endowed Lectureship. This lecture at the Annual Meeting continues to be supported with investment proceeds from the \$200,000 endowment established in 2005 by a generous grant from Wyeth. The lecturers are selected solely by the NAMS Scientific Program Committee.

Webcast of Annual Meeting. (Priority 1) NAMS hopes to Webcast the scientific content of the entire Annual Meeting within a few weeks after the meeting. The program will be available for one year free of charge to NAMS members and registrants of the 2010 Annual Meeting; others will be asked to pay a small fee for access. No CME will be offered. Financial support is requested to cover expenses and keep the program available. A sponsorship fee of \$25,000 is requested. A commitment is required by March 1, 2010, with funds received by August 1, 2010. The 2010 sponsor has the right of first refusal for 2011.

Supported Plenary Symposia. (Priority 1) Financial support is requested for these sessions (previously called Satellite Symposia), offered during exclusive time slots to the entire registered attendance in the General Session Ballroom. For a detailed explanation of the NAMS guidelines regarding Supported Plenary Symposia, visit the NAMS Web site at www.menopause.org/symposiaguidelines.aspx.

Based on needs analyses and previous Annual Meeting and Supported Plenary Symposia evaluations, the NAMS Scientific Program Committee has identified a broad range of appropriate topics that can be addressed within the five identified time slots:

- Management of Vasomotor Symptoms
- Vulvovaginal Health
- Uterine Bleeding in Perimenopause and Beyond
- Menopause and Sleep
- Peri- and Postmenopausal Mood Disorders/Anxiety/Depression
- Cognition/Memory Issues in Perimenopause and Beyond
- Peri- and Postmenopausal Sexual Function
- Perimenopausal Contraception
- Menopause and Weight
- Menopause and Exercise
- Menopause and Nutrition
- Menopause and Urological Health
- Postmenopausal Osteoporosis
- Menopause and Heart Disease
- Menopause and Diabetes
- Menopause and Epilepsy
- Menopause and Arthritis
- Menopause and Headache

Menopause and Oral Health
 Menopause and Ocular Health
 Menopause and Skin Health
 Breast Cancer Risk Reduction
 Evaluating the Endometrium
 Premature Menopause
 Surgical Menopause
 Tailoring Systemic Hormone Therapy
 Menopausal Hormone Testing
 Bioidentical Hormones
 CAM Approaches at Menopause
 The Aging Male

All registrants for the Annual Meeting are invited to attend the sessions, each a NAMS CME activity, at no additional charge. All will have an associated food function to help ensure maximum attendance. Through financial support, NAMS selects the faculty; provides honoraria and all program services as well as food functions and an audience response system (no audience response system for Saturday); awards the CME credit; and performs a comprehensive educational outcomes study. In addition, all Supported Plenary Symposia will be Webcast along with the other sessions presented during the Annual Meeting. There is no role for a medical education company other than the one that NAMS hires, if required, to assist with the offerings.

Grant requirements vary, depending on the cost of the food function at different times of the day. Grant submissions will begin in 4th quarter 2009. A commitment is needed by March 1, 2010, with funds received by August 1, 2010.

At present, the time slots and grant requirements are as follows:

- | | |
|----|--|
| #1 | Thursday, October 7, 12:30-2:00 PM
Box Lunch
Audience Response System
Grant Required: \$116,078 |
| #2 | Thursday, October 7, 3:45-5:15 PM
Audience Response System
Reception (5:30-7:00 PM)
Grant Required: \$134,721 |
| #3 | Friday, October 8, 12:30-2:00 PM
Box Lunch (Share Cost with Symposium #4)
Audience Response System
Grant Required: \$94,274 |

- #4 Friday, October 8, 2:30-4:00 PM
 Box Lunch (Share Cost with Symposium #3)
 Audience Response System
 Grant Required: \$94,274
- #5 Saturday, October 9, 8:45-9:45 AM
 Continental Breakfast (7:00-8:15 AM)
 Grant Required: \$86,356

Pre-Meeting Workshop. (Priority 1) A Pre-Meeting Workshop addressing abnormal uterine bleeding is planned for Wednesday morning, October 6, prior to the opening of the Annual Meeting that afternoon. A projected audience of 200 is expected to attend. A complete syllabus and box lunch will be provided. Highlights of the symposium will be published as enduring materials in *Menopause*. A grant application has been submitted to the National Institutes of Health. NAMS has the right to cancel the Workshop should grant funding not be received.

Abstracts on CD-ROM. (Priority 1) For 2010, abstracts from the 2010 NAMS Annual Meeting and a few previous meetings will be presented in a searchable CD-ROM given free of charge of registered participants of the Annual Meeting in the attendee briefcases or distributed from the sponsor's exhibit. A sponsorship fee of \$35,000 is requested to support this program. A commitment is needed by June 1, 2010, with funds received by August 1, 2010. As the 2009 sponsor, Boehringer-Ingelheim has the right of first refusal until February 1, 2010. The 2010 sponsor has the right of first refusal for 2011.

Prizes and Awards

NAMS continues to offer several prizes and awards that recognize outstanding contributions. All recipients are recognized at the Annual Meeting. Beginning in 2010, only two of these awards are made possible with outside financial support:

- **2010 NAMS/Teva Women's Health Resident Excellence Awards.** Recognizing a total of ten physicians who are currently in their residencies in obstetrics and gynecology or primary care who have demonstrated excellence in their work to date in the field of menopause. Nominated candidates are reviewed by the NAMS Awards Committee and the winners will each be entitled to reimbursement of travel expenses up to \$1,800 to attend the Annual Meeting. Air travel must be coach-class and booked at least 21 days in advance. In addition, NAMS will waive the 2010 Annual Meeting registration fee for the recipients and will provide each with a complimentary half-year NAMS membership (July through December 2010). The awardees will be acknowledged in the meeting *Program* and also from the podium. The grantor will be appropriately acknowledged in the nominations materials, the *Preliminary Program*, and *Program*. A grant of \$25,000 is requested. As the grantor in 2009, Teva Women's Health (formerly Duramed Pharmaceuticals) has the right of first refusal until February 1, 2010. The 2010 grantor has the right of first refusal for 2011.

- **2010 NAMS/Wulf Utian Award for Best Paper**, new for 2009, recognizing the author of the best article published in the NAMS journal *Menopause* over the last 12 months, selected by the journal's Editor-in-Chief Dr. Isaac Schiff and supported by the journal's publisher, Lippincott Williams & Wilkins.

The following awards are supported solely by NAMS:

- **2010 NAMS/Thomas Clarkson Outstanding Basic Science Research Award**, new for 2010, recognizing a NAMS member's outstanding menopause-related basic science research, selected by the NAMS Awards Committee.
- **2010 NAMS/Leon Speroff Outstanding Educator Award**, new for 2010, recognizing a NAMS member's excellence in menopause-related education for clinicians or the general public, selected by the NAMS Awards Committee.
- **2010 NAMS/Ann Voda Community Service Award**, new for 2010, recognizing a healthcare provider within the NAMS membership who has demonstrated outstanding community service, selected by the NAMS Awards Committee.
- **2010 NAMS Outstanding Practitioner Award**, new for 2010, recognizing a healthcare provider within the NAMS membership who has demonstrated excellence in menopause practice.
- **2010 NAMS Media Award**, recognizing outstanding work from a media professional in expanding the knowledge and understanding of menopause, selected by the NAMS Awards Committee.
- **2010 NAMS Certified Menopause Practitioner Award**, begun in 2008, recognizing outstanding work by a credentialed NAMS Certified Menopause Practitioner to his/her patients, selected by the NAMS Awards Committee.
- **2010 NAMS Poster Prizes and New Investigator Awards** for outstanding scientific abstracts submitted for consideration for presentation at its Annual Meeting, selected by the NAMS Abstract Review Committee. These are cash awards, with funding from NAMS.

NAMS Official Journal: *Menopause*

Owned by NAMS and published for NAMS by Lippincott Williams & Wilkins (LWW), this highly regarded bimonthly journal of menopause-related research findings reaches 4,000 leaders in the field (including all NAMS members worldwide) with paid subscriptions to the print and online folios, plus thousands more through institutional subscriptions. Guided by Editor-in-Chief Isaac Schiff, MD, Editor Margery L.S. Gass, MD, NCMP, (effective January 1, 2010) and a distinguished Editorial Board, *Menopause* offers the highest level of scientific editorial content.

During the last several years, *Menopause* has appeared among the top 10 journals out of 57 titles in the ob/gyn category in the Journal Citation Report (usually among the top 5), underscoring its high impact factor. Fees paid to the publisher result in a royalty payment to the Society.

Submit research. (Priority 1) NAMS encourages commercial entities to submit its industry-supported research to *Menopause*. Time from submission to publication is low due to implementation of the policy to publish edited manuscripts online prior to print distribution. For Instructions for Authors, contact the Managing Editor, Diane Barker (617/724-1372), in the Boston Editorial Office, or see the journal's Web site (www.menopausejournal.com) or the NAMS Web site (www.menopause.org/journals/m/mauthors.aspx).

Brand advertising in *Menopause*. (Priority 1) NAMS considers *Menopause* a “must buy” on media schedules of commercial entities wishing to support the Society. All advertising is subject to the approval of NAMS. For the Rate Card, contact LWW's Ad Sales Representative, Renee Artuso (516/741-1772), in New York.

Brand advertising within *Menopause* Web Site. (Priority 1) Although advertising is not permitted within the NAMS Web site (www.menopause.org), the Society encourages advertising on its journal Web site (www.menopausejournal.com). For rates, contact the Publisher, Nancy Axelrod (nancy.axelrod@wolterskluwer.com).

Subscriptions. (Priority 1) *Menopause* subscriptions can be obtained in two ways. The most cost-efficient way is to become a member of NAMS, as this includes a complimentary subscription as well as other benefits. To join NAMS, contact NAMS or go to the NAMS Web site (www.menopause.org/membership.aspx). Individual subscriptions without NAMS membership are also available and can be obtained through the publisher's Web site (www.menopausejournal.com).

The other way to receive the journal is to subscribe. Note that 2010 rates are \$310 for subscribers in the United States, a fee substantially higher than NAMS membership. Discounted rates when purchasing trial subscriptions for specific target audiences may be available from the publisher. Contact the Ad Sales Representative, Renee Artuso (516/741-1772), in New York.

Reprints. (Priority 1) Many articles published in *Menopause* offer information that commercial entities may wish to distribute to healthcare providers through reprints. Purchasing single and bulk copies of reprints of articles is encouraged. To obtain information or to place an order, go to the publisher's Web site for *Menopause* (www.menopausejournal.com) or contact NAMS for assistance.

Supplements. (Priority 1) The Society urges grant support of supplements addressing highly requested topics that are polybagged with regular issues and distributed to the paid circulation; overcopies can also be distributed to a larger audience. Editorial must be original, developed by a Guest Editor and Editorial Board identified by the Editor-in-Chief and approved by the Society's Board of Trustees. All content is subject to peer review prior to acceptance for publication. Content does not represent NAMS consensus opinion but the views of the Guest Editor and Editorial Board. Advertising is not permitted.

NAMS designates all supplements as CME activities in print and after their content is posted on its Web site. The grantor is appropriately acknowledged. Importantly, providing educational content in this format allows the material to be indexed; the supplement is presented as a “special issue,” meaning that pagination continues from the regular issue to the special issue (Part 2 of 2). Past special issues have addressed sexual function, surgical menopause, and breast health. Among the topics of interest for new special issues are those found on pages 10 and 11 of this Wish List. For exclusive support, a grant of \$75,000 is required; LWW is paid by NAMS from the grant.

Translation of journal articles. (Priority 2) For details, including costs, contact the publisher, Nancy Axelrod (nancy.axelrod@wolterskluwer.com).

NAMS-Endorsed Periodical

Brand advertising in *Menopause Management*. (Priority 1) Owned by HealthCom Media, *Menopause Management: Women’s Health Through Midlife and Beyond* is a popular bimonthly periodical with a controlled circulation of all NAMS members worldwide plus 31,500 US physicians identified through their prescribing habits as having a practice focused on menopause. The bylined review articles are approved by at least two experts in the field as well as the publication’s Editor-in-Chief, Margery L.S. Gass, MD, NCMP, NAMS Executive Director effective January 1, 2010. As such, it is an “Education Publication Endorsed by The North American Menopause Society.” NAMS encourages advertising support so the content receives wide distribution; however, the Society receives no revenue from fees paid to the publisher. All advertising is approved by NAMS. Contact the National Sales Manager, Tyra London (215/489-7000) in Doylestown, PA, or visit the publisher’s Web site for *Menopause Management* (www.menopause.mgmt.com) for rates.

Web Site

NAMS maintains an award-winning Web site (www.menopause.org) that is the leading menopause-focused site in the world. Currently, NAMS will continue its policy of not permitting advertising on the site, but the following financial support would be appreciated.

Spanish and French within NAMS Web site. (Priority 1) Funding of \$10,000 is sought so that appropriate content within the Consumer Sector of the Web site can be culturally transcribed into Spanish (appropriate for the majority of those living in the United States) and French (especially important for Canadian women). The grantor would be acknowledged on the site.

Distribution of the NAMS Web Site InfoCards. (Priority 3) Funding of \$10,000 is requested to provide a supply of these handy cards to professional and consumer constituencies, reminding them of the site and all it offers. Many nonprofit organizations and public clinics receive these cards.

NAMS Certified Menopause Practitioner Program

NAMS is proud to offer a competency examination for all licensed healthcare providers worldwide, leading to the credential of NAMS Certified Menopause Practitioner (NCMP). This program defines the requirements of core competency and helps women identify qualified practitioners. For more details, see the NAMS Web site (www.menopause.org/compexam.aspx). The NAMS Web site includes Referral Service, which is a search function to identify NCMPs and other NAMS members in a specific area.

Clinical Research Support

NAMS not only recognizes quality research through its awards program, but wants to provide funding to worthy researchers to investigate unanswered questions, as determined by the NAMS Research Committee from research applications. Ongoing monitoring and full reports ensure that each research fellowship is meeting the intended objectives. Recipients will be encouraged to submit the results of their research to the NAMS journal *Menopause*. NAMS as an organization would not conduct the research.

The ideal way for NAMS to support clinical research is through the establishment of a **NAMS Research Endowment**. (Priority 1) Any endowment would be kept within the Foundation, with the investment proceeds forwarded to the Society for the programs. Examples of programs that could be funded through the Research Endowment are the following:

- Establish nationally competitive research fellowships, especially for clinical scientists (including physicians, nurses, dentists, and pharmacists) at early stages of their academic careers (for 3-4 years at the Assistant Professor level), providing funds to cover substantial (50% to 100%) salary and perhaps a smaller amount (eg, \$10,000/yr) for start-up research supplies. Awardees would be designated as NAMS Assistant Professors of [name of discipline] during their time of tenure.
- Provide grant funds to medical schools of other academic institutions to support training about menopause and its clinical management. The institution would apply to NAMS with a specific plan for how the funds would be used, and a NAMS committee would evaluate if the idea was worthy and provide ongoing monitoring.
- Offer interim grant funding (bridge grants) of \$50,000 to qualified established investigators whose research funding has been interrupted, or to NIH-funded scientists who are between grants but with applications which just miss the shrinking funding line. NAMS could evaluate if the research was a priority and, if so, provide interim funding to allow them to keep personnel and continue operations while other funding is being sought or is secured.
- Identify and support novel pilot research projects in menopausal health.

NAMS Mentorship Program. In 2009, NAMS established this new program for NAMS members who need research assistance from experts in the field. A total of 6 Mentor/Mentee pairs are matched annually. No outside support is sought for this program.

Market Research Programs

Financial support is requested to assist NAMS in “monitoring the pulse” of its constituencies through the following initiatives.

Consumer surveys. (Priority 1) NAMS appreciates financial support that would permit surveying various demographics of women at menopause and beyond regarding their menopause-related attitudes and knowledge. Such information would be helpful to identify educational needs. Contact NAMS for a proposal.

Focus groups. (Priority 3) A grant of \$75,000 is requested to conduct live focus groups at various locations around the United States and Canada to more clearly identify their needs and determine their reaction to NAMS educational materials.

Survey of NAMS member prospects. (Priority 3) A grant of \$25,000 is requested to poll clinicians representing various specialties from the United States, Canada, and/or Mexico to learn more about their needs, their perception of NAMS, and factors that would influence their joining the Society.

Professional Education Programs

NAMS develops many educational events, printed materials, and online programs for healthcare professionals. The following outlines opportunities where financial supporters may participate.

Attending the Society’s live courses is encouraged. (Priority 1) Most live courses have been designated CME activities by NAMS. These include the Pre-Meeting Workshop (see page 12 for more) and a planned closed Utian Translational Conference in October 2010.

Menopause curriculum. (Priority 1) NAMS is seeking financial support for a collaboration with The Association of Professors of Obstetrics and Gynecology (APGO) to develop a much-needed, new, menopause-focused curriculum for teaching medical students and residents how to provide better care for women at menopause, and to serve as a valuable resource for practicing physicians and other healthcare providers. Entitled “Modern Clinical Management of Menopause,” the teaching module would be posted on the APGO Web site for 3 years as part of the popular APGO *Educational Series on Women’s Health Issues*.

The comprehensive offering will consist of the following three CME activities that will be posted for 2 years:

- A monograph for (1) medical school faculty to use to supplement training of residents and students and (2) private practice healthcare providers to use to enhance their personal knowledge about menopause.
- An online presentation consisting of a slide show accompanied by video/audio that will increase interest and enhance learning.
- A case study series of six patient cases building off information presented in the monograph, demonstrating how the information can be used to improve patient outcomes.

A total of \$250,000 is requested, covering all direct costs of NAMS and APGO, including a substantial audience generation initiative as well as outcomes measurements. As in all APGO programs in its *Educational Series on Women's Health Issues*, the grantor(s) will be recognized with the posting of the program on the Web site through featuring the corporate logo(s).

Menopause Practice: A Clinician's Guide. (Priority 1) Last updated in October 2007 and distributed to key audiences with a special need for the information, this soft cover book of 336 pages has been widely recognized as the leading practical, clinical guide for healthcare providers, thanks to the dozens of leaders in the field who reviewed and approved its contents. To add further value, the book is designated a NAMS CME activity through 2009.

Commercial entities are encouraged to purchase copies for their constituents, including medical education agencies and sales representatives. A grant of \$75,000 is requested to support the update of this textbook during 2010.

Educational programs for healthcare providers on key menopause-related topics. NAMS encourages grant funding to support educational programs—both CME and non-CME—addressing the topics found on pages 10 and 11. The educational programs focused on these topics can be offered through a number of interesting and effective formats, including the following:

- **NAMS Position Statements.** Research has repeatedly revealed that one of the Society's primary responsibilities is developing its consensus opinion on various key issues relating to clinical care, particularly issues for which published evidence is lacking. With its multidisciplinary membership of experts in the field, NAMS is uniquely qualified to provide these practical recommendations.

The Position Statements are developed through an Editorial Board and approved by the Society's Board of Trustees. The final manuscript is published in *Menopause*, then posted on the NAMS Web site along with a slide set of the findings that can be downloaded without charge as a PowerPoint file. CME is offered in both print and online formats. All NAMS Position Statements have been accepted for posting within the National Guideline Clearinghouse Web site.

A grant of \$65,000 is requested to help defray development costs. Updating a pre-existing Position Statement requires a grant of only \$45,000. Additional grant funding would support wider distribution of the Position Statement (see next bullet point).

Among the topics of particular interest for Position Statement updates during 2010 is Menopause, Hormone Therapy, and Diabetes (Priority 1). Among the topics of greatest interest for a new Position Statement during 2010 is Bioidentical Hormones and Hormone Testing (Priority 1).

- **Medscape/NAMS educational collaborations.** (Priority 1) NAMS and the robust Web site, www.Medscape.com—the leading Web-based source of CME—have collaborated to offer several menopause-focused educational programs through Medscape’s novel and effective CME formats such as interactive case studies, videotaped panel discussions, symposium highlights, and articles (see www.menopause.org/MS.aspx). With these activities, NAMS is responsible for the scientific content. The reach and promotional efforts of both NAMS and Medscape ensure maximum participation with these 1-year activities—typically up to 30,000 viewers/month. Contact NAMS for a custom proposal.
- **Regional outreach program.** (Priority 1) NAMS requests a grant to enable the Society to offer a 2-day course in Puerto Rico, Mexico, and/or Canada during 2010, as these areas are underserved by NAMS. The subject matter would focus on key issues in menopause. A local expert would be identified who could join the two “NAMS experts” on the faculty and assist with local arrangements and invitations. The courses would offer an opportunity to earn CME credits from NAMS. At the end of the course, the NAMS Menopause Practitioner examination would be offered. A 2-hour course could be offered “back-to-back” to consumer audiences by using the same faculty. A comprehensive public relations campaign would increase awareness of NAMS in these areas. Contact NAMS for a custom proposal.

Menopause Basics slide set. (Priority 3) In 2005 and 2006, NAMS produced and offered for sale a CD-ROM of over 225 PowerPoint slides, plus some PDFs of pertinent handouts, that healthcare professionals could use in their lectures to other professionals. This offering was very well received, demonstrating a need for the information in this format. Grant funding of \$15,000 is requested to update the slides. The grantor would be appropriately acknowledged in the packet.

2010 NAMS/(Grantor) Clinical Preceptorship. (Priority 3) NAMS requests a grant of \$15,000 to establish a clinical preceptorship in which a deserving clinician selected by a NAMS Committee is given a stipend to spend a week with a menopause expert.

Recommended Screening and Laboratory Tests at Perimenopause and Beyond. (Priority 3) This handy pocket guide would give healthcare providers ready reference to recommended evaluations and lab tests as dictated by US and Canadian authorities. Grant funding of \$20,000 is requested to develop this guide. The grantor would be appropriately acknowledged.

Helping Your Patients Decide: Making Informed Decisions About Therapy. (Priority 4) This primer would provide guidance regarding the concept of relative vs absolute risk in easy-to-understand language and examples. Healthcare providers could learn from the program and also use the enclosed materials to explain the concepts to their patients. Grant funding of \$20,000 is requested to develop this needed information.

How to Focus Your Practice on Menopausal Women. (Priority 4) This 40-page, how-to guidebook, published by NAMS in 2005, is out-of-date and out-of-stock. A grant of \$35,000 is requested to update and reissue this valuable resource.

How to Develop a Menopause Discussion Group. (Priority 4) This 36-page guidebook, another in the “how-to” series, was published by NAMS in 2002. NAMS encourages healthcare industry support to secure wider distribution.

“Menopause Health Questionnaire.” (Priority 4) This is a novel patient intake form developed by NAMS in 2005 that is currently for sale as a downloadable PDF for a small fee. NAMS encourages healthcare industry support to secure wider awareness among providers.

NAMS Member E-Newsletters

The Society publishes two complimentary online newsletters (“e-newsletters”) for Society members who choose to subscribe. They are very well received, providing more reasons to join NAMS. These are not available for sponsorship or advertising. They are:

- ***First to Know***® is a highly valued monthly e-newsletter for NAMS members who subscribe that provides the best of the most recent research related to menopause and women’s health, along with expert commentary. It has editorial oversight from the Chair-Elect of the NAMS Professional Education Committee.
- ***Menopause e-Consult***® is an informative quarterly e-newsletter for NAMS members who subscribe, with each issue presenting a clinical case and patient question along with expert commentary. It has editorial oversight from the immediate past Chair of the NAMS Professional Education Committee.

Consumer Education Programs

The NAMS Mission extends to educating the general public, helping women at menopause and beyond to make informed decisions, ideally in consultation with their healthcare providers. Several novel educational initiatives are worthy of grant support.

Update and expansion of *Menopause Guidebook* to 7th Edition. (Priority 1) The 6th Edition, a 64-page guide, is the Society’s leading consumer resource. It is widely regarded as the most comprehensive, accurate discussion available. Last updated in October 2006, grant funding of \$60,000 is sought to update the scientific content of guidebook, refresh its design, and continue

to make it available to clinicians at a low cost so they can give a free copy to their patients. Contents will also be expanded to include more about early menopause, since the *Early Menopause Guidebook* will be discontinued in 2010. The grantor's corporate name will be acknowledged in this 7th Edition. Industry is also urged to assist in the distribution of the guide to targeted constituencies (eg, sales force); reduced prices are available when purchasing in bulk.

Menopause Guidebook, 7th Edition, in braille. (Priority 1) For some years, the Society has provided a grant to the National Braille Press (NBP) so the 2-volume braille edition of this resource can be made available without charge to their constituents. A grant of \$6,000 is requested so the newly updated 7th Edition can be offered by the NBP.

Menopause Guidebook, 7th Edition, in Spanish. (Priority 1) Millions of Latinas in North America would like education in their native language. Funding of \$60,000 is sought to transcribe the 7th Edition of this popular guidebook into Spanish (appropriate for the majority of individuals living in the United States). The design would be revised to reflect the target audience. The grantor would be acknowledged within the guidebook. Copies would be available for sale, and chapters would be posted within the new Spanish Consumer Section of the Web site.

Early Menopause Guidebook, 6th Edition. Copies remain for sale until inventory is depleted, but this title will be discontinued in 2010.

The Truth about Bioidentical Hormones. (Priority 1) Grant funding of \$25,000 is requested to allow NAMS to develop an easy-read booklet for consumers that addresses this high-interest and often confusing topic. The booklets would be offered for sale at a very low cost. The grantor would be appropriately acknowledged.

Community outreach project. (Priority 1) NAMS is seeking funding to support expansion of the NAMS community outreach project in Cleveland, Ohio, during 2007-2008. With this well-received project, a 6th-grade reading level printed booklet in English was distributed free of charge through the Department of Health and also free health clinics providing care for underserved women. Since the "easy-read" booklet already exists, funding per metro area is minimal. Translated booklets in Spanish and French are also needed. Contact NAMS for a custom proposal.

MenoNotes® in English, Spanish, and French. Two MenoNotes continue to be available in three languages, posted on the NAMS Web site—Menstrual Calendar and Bioidentical Hormones.

NAMS Referral List. Thanks to funding from Duramed, the NAMS Web site now contains a search function for NCMPs and other NAMS clinicians who wish to see patients. The menopause discussion group referral list has been discontinued.

Menopause Flashes®, the NAMS consumer e-newsletter, was discontinued effective January 1, 2010.

General Operating Support

Companies, foundation, and individuals are invited to provide unrestricted general operating support grants and donations to the NAMS Foundation to forward the Mission of the Society. Various fundraising appeals will be distributed during the calendar year.

###