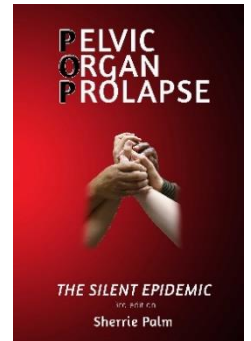




## **Sherrie Palm Curriculum Vitae**

8225 State Rd 83  
Mukwonago, WI 53149  
APOPS Landline 262-642-4338  
Cell phone 262-441-0488  
[sherriepalm.apops@gmail.com](mailto:sherriepalm.apops@gmail.com)

<http://www.pelvicorganprolapsesupport.org/sherrie-palm/>



**APOPS Founder/CEO, pelvic organ prolapse patient advocate/KOL, vaginal and intimate health activist, author, speaker.**

### **BIO/SUMMARY**

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Sherrie Palm is the Founder/CEO of APOPS, Association for Pelvic Organ Prolapse Support. Ms Palm's upcoming book *The Biggest Secret in Women's Health: Stigma, Indifference, Outrage, and Optimism*, follows three editions of her prior award-winning book *Pelvic Organ Prolapse: The Silent Epidemic*. Palm is a pelvic organ prolapse patient advocate, vaginal and intimate health activist, internationally recognized speaker, POP key opinion leader, and prolific writer regarding POP physical, emotional, social, sexual, fitness, and employment quality of life impacts.

Sherrie has presented speeches nationally and internationally to physician, research, academic, corporate, government policy, and patient audiences since 2011. Her points of focus are raising awareness of the next significant evolution in women's health awareness, screening, practice, and policy, advancing global women's vaginal and intimate health empowerment, developing POP patient guidance and support structures, and bridge building within patient advocacy, white coat, and white-collar sectors toward the advancement of women's pelvic health and POP best practice.

Recognizing a need to shift the global view of the remaining stigmatized aspects of women's health, Sherrie Palm takes steps to pioneer change. Cognizant of the diverse and sensitive needs of her audience, Sherrie delicately places all the cards on the table to disclose aspects of vaginal health and intimate wellness rarely effectively discussed. Sherrie's capacity to respectfully and compassionately answer all questions posed during speaking engagements endears her to the audience.

Sherrie's engagement in POP projects and protocol enables patient voice to be an integral part of women's health and wellness development. Additional information about APOPS, pelvic organ prolapse, or Ms Palm's books or speaking presentations is available on the APOPS website.

### **HIGHLIGHTS:**

\*Contributed chapter to Springer volume *Insights Into Incontinence and the Pelvic Floor*, 1<sup>st</sup> ed. 2022. Chapter 12, *Screening for Ehlers-Danlos Syndrome in the Pelvic Organ Prolapse Patient*.

\*Contributed chapter to Springer volume *The Innovation and Evolution of Medical Devices: Vaginal Mesh Kits*, 1st ed. 2019. Chapter 6, *Medical Device Innovation and Errors: The Patient Perspective*.

\*Neurourology and Urodynamics Editorial Board 2019-present.

\*Member FDA Medical Device Epidemiology Network (MDEpiNET) committee, 2018-2020.

\*Presented APOPS pro-treatment choice presentations to the FDA Obstetrics and Gynecology Advisory Committee Panels meeting re transvaginal mesh surgical complications February 2019 and September 2011.

\*AARP *I Heart Caregivers* Portraits of Care award, 2015.

\**Certificate of Congressional Recognition* from Senator Paul Ryan, 2015.

\*Developed Women's Health and Empowerment Network (WHEN) developing zone protocol, 2014-2015.

\*Participated in the Pelvic Floor Disorders Registry Stakeholder Advisory Board 2013-2014.

\*Spirit of Women Golden Pelvis Award, 2013

\*Contributed foreword for Prolapse Repair by Lennox Hoyte, MD, 2012.

## PERSONAL MISSION

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Provide guidance and support to women navigating the physical, emotional, social, sexual, fitness, and employment quality of life impact of pelvic organ prolapse.

## CAREER OBJECTIVES

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- Spearhead global pelvic organ prolapse (POP) awareness and understanding.
- Educate, guide, and support women through the process of POP awareness, screening, diagnosis, treatment, and lifelong pelvic health balance.
- Advance female pelvic health diagnostic clinician POP curriculum.
- Engender pelvic organ prolapse screening protocol inclusion in routine pelvic exams.

## PROFESSIONAL PRESENTATION HIGHLIGHTS

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- March 2023, International Society of Cosmetogynecology (ISCG) Annual Meeting Presentation
- May 2022, American Urological Association (AUA) Annual Meeting Patient Perspectives Program
- March 2022, International Society of Cosmetogynecology (ISCG) Annual Meeting Presentation
- June 2021, Mediterranean Incontinence and Pelvic Floor Society (MIPS) Annual Meeting Presentation
- June 2021, Servant Leader Summit Annual Meeting Presentation
- March 2021, International Society of Cosmetogynecology (ISCG) Annual Meeting Presentation
- March 2020, International Society of Cosmetogynecology (ISCG) Annual Meeting Presentation
- April 2019, Mediterranean Incontinence and Pelvic Floor Society (MIPS) Annual Meeting Presentation.
- May 2019, AUA Scientific Meeting Advocacy Hub.
- February 2019, FDA presentation re transvaginal mesh complications.
- January 2019-present, Neurourology and Urodynamics Editorial Board
- August 2018 – present, Medical Device Epidemiology Network (MDEPINET) Committee.
- May 2018, American Urological Association (AUA) presentations, Advocacy Hub.
- March 2018, AUA Advocacy/Legislative Policy Summit presentation.
- December 2017, Society for Pelvic Research Annual Meeting presentation.

- May 2017, Pelvic Organ Prolapse: The Silent Epidemic 3<sup>rd</sup> Edition published.
- May 2017, AUA Urology Care Foundation presentations & Advocacy Hub.
- December 2016, Mediterranean Incontinence and Pelvic Floor Society (MIPS) Annual Meeting presentation.
- November 2016, American Urogynecologic Society (AUGS) Prolapse Consensus Conference presentations.
- October 2016 - AUA Bladder Health Alliance Congress.
- May 2016, AUA Scientific Meeting Advocacy Hub.
- November 2015, Certificate of Special Congressional Recognition, Congressman Paul Ryan.
- November 2015, Citation, Wisconsin Senate.
- November 2015, AARP Caregiver Award.
- December 2015, Mediterranean Incontinence and Pelvic Floor Society (MIPS) Annual Meeting, Academic poster.
- May 2015, AUA Scientific Meeting Advocacy Hub.
- April 2015, Simon Foundation Innovating for Continence Conference, academic poster, patient panel.
- July 2014, AUGS/IUGA Scientific Meeting, Washington, DC, academic poster, advocacy booth.
- May 2014, AUA Scientific Meeting Advocacy Hub.
- October 2013-2014, Pelvic Floor Disorders Registry (PFDR) Stakeholder Advisory Board.
- October 2013, Himalayan Policy Research Conference (HPRC), Women's Health and Empowerment Developing zone (WHEN program), Academic paper, presentation.
- October 2013-December 2014, AUGS PR and Communications Committee.
- July 2013, Coloplast industry presentation.
- April 2013, Simon Innovating for Continence Conference, academic poster & patient panel.
- March 2013, Golden Pelvis Award recipient; Spirit of Women Conference, Spirit of Women presentation.
- October 2012, Pelvic Organ Prolapse: The Silent Epidemic 2<sup>nd</sup> Edition published.
- October 2012, AUGS conference, APOPS Advocacy Booth.
- May 2012-2015, National Association for Continence Project Advisory Council.
- 2011-present, established APOPS international online women's support forum.
- November 2011; PBS Second Opinion segment, pelvic organ prolapse.
- September 2011; Presented to FDA Obstetrics and Gynecology Advisory Committee Panel meeting re transvaginal mesh surgical complications.
- September 2010-present; Founder/Executive Director of Association for Pelvic Organ Prolapse Support (APOPS), 501(c)(3) global POP advocacy nonprofit.
- January 2010-2012; Community Leader, MedHelp.org Urogynecology forum and Pelvic Organ Prolapse forum.
- April 2009; authored Pelvic Organ Prolapse: The Silent Epidemic 1<sup>st</sup> Edition, a multi-award winning book dissecting the causes, symptoms, treatments, and quality of life impact of pelvic organ prolapse.
- 2009-present: POP presentations and workshops for healthcare, research, academic, and lay community, five minutes to two hours length.
- 2009-present; numerous radio and television interviews.
- 2009-present; numerous articles and blog articles (APOPS website, print, and online magazines).

## AWARDS

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AARP I Heart Caregivers Portraits of Care, November 2015  
Certificate of Congressional Recognition, Senator Paul Ryan, November 2015  
Citation by the Wisconsin Senate, November 2015  
Spirit of Women Golden Pelvis Award 2013  
USA Book News Book Award Finalist - Women's Issues, 2010  
USA Book News Award Finalist - Women's Health, 2010  
National Best Book Award Winner-Women's Health, 2009

## KEY LEADERSHIP QUALITIES

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- Excellent communication skills.
- Conscientious, detail oriented.
- Excels at evolving interpersonal relationships.
- Evolved networking skills.
- Highly motivated.
- Intersects well within healthcare, academic, research, industry, policy, and lay communities.

## PUBLISHED WORK

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### BOOKS:

April 2022, Contributed chapter to medical tome *Insights Into Incontinence and the Pelvic Floor, 1<sup>st</sup> ed. 2022*, editors Fulya Dökmeci, MD, Dina E. Rizk, MD. Chapter 12, *Screening for Ehlers-Danlos Syndrome in the Pelvic Organ Prolapse Patient*.

January 2019, Contributed chapter to medical tome *The Innovation and Evolution of Medical Devices: Vaginal Mesh Kits, 1st ed. 2019*, Editor Abbas Shobieri. Chapter 6, *Medical Device Innovation and Errors: The Patient Perspective*.

May 2017, Pelvic Organ Prolapse: *The Silent Epidemic 3<sup>rd</sup> Edition*.

October 2012, Pelvic Organ Prolapse: *The Silent Epidemic 2<sup>nd</sup> Edition*.

May 2012, Foreword, Prolapse Repair by Lennox Hoyte, MD.

APRIL 2009, Pelvic Organ Prolapse: *The Silent Epidemic 1<sup>st</sup> Edition*.

## ABSTRACTS/POSTERS/WORKSHOPS/ACADEMIC PAPERS:

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May 2022, AUA Annual Conference, *The Stigma Shroud: Comparison of Female VS Male Social Media Search Involving Pelvic and Sexual Health Conditions*

September 2021, AUA Annual Conference, *The Stigma Shroud: Comparison of Female vs Male Social Media Search Involving Pelvic and Sexual Health Conditions*

June 2021, Ehlers Danlos Society Virtual Conference. *The Strategic Bridging of Patient Advocacy Organizations to Expand EDS/POP Awareness, Support, and Coordinated Care*

April 2019, Mediterranean Incontinence and Pelvic Floor Society. *POP/EDS Comorbidity: Screening to Improve Treatment Outcome*

August 2018, International Continence Society Poster presentation. *The Transvaginal Mesh Mess: Patient Voice and Global Evolution in a World of Worry*

March 2018, American Urological Association Policy Summit. *POP Comorbid Conditions: When Intersect Complicates Care*.

December 2017, Society for Pelvic Research. *Comorbids, Behaviors, and Lifestyle: The POP Missing Links.*

June 2017; International Urogynecological Association Presentation. *Physician Objectives, Patient Perspectives: Bridging the Gap.*

May 2017; American Urological Association Presentations. *Women's Health, Bladder Health, Sexual Health.*

December 2016; Mediterranean Incontinence and Pelvic Floor Society Presentation. *Pelvic Reconstructive Surgeons as Innovators: What is the Patient Expecting?*

November 2016; American Urogynecologic Society Prolapse Consensus Conference Presentations. *Clinical Trials to Optimize Surgical Outcomes; Large-scale and/or Community Based Research: Standardized POP Outcome Measures; Development of Evidence Based Quality Measures for POP Outcomes.*

December 2015; Mediterranean Incontinence and Pelvic Floor Society Abstract/academic poster. *Global Evolution of Pelvic Organ Prolapse Health Directives: Magnifying Patient Voice to Illuminate Diagnostic Development.*

July 2014; Abstract/poster. *The Reality of Life with Pelvic Organ Prolapse: Mobile App Data Capture to Illuminate Direction.*

October 2013; Himalayan Policy and Research Conference Academic paper. *The Value of Sustainable Protocol to Address Uterine Prolapse in Nepal: Healthcamp, Education and Employment Synergy.*

April 2013; Abstract/poster. *The Cryptic Damage of Closet Incontinence: Shifting Recognition to Shrink Stigma.*

#### **MAGAZINE ARTICLES:**

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March 2019; National Women's Health Network: The Women's Health Activist. *The Biggest Secret in Women's Health.*

March 2015; PositiveHealthOnline. *Stomp Out the Stigma of Pelvic Organ Prolapse: Every Voice Matters*

April 2012; PositiveHealthOnline. *Pelvic Organ Prolapse: Help and Hope.*

September 2010 - present, Sherrie Palm articles archived on APOPS website [Sherrie Palm Articles](#) page.

#### **ARTICLES:**

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*The Rebirth of Women's Health Empowerment: Destigmatizing the Vagina*

*Vaginal Health Empowerment: The Final Frontier*

*Incontinence Pads and Undergarments do not make Women Feel Sexy, Smart, or Empowered*

*Femtech Versus Medtech: Reality Check*

*The Impact of Atrophy: When Pain Replaces that Loving Feeling*

*Women's Health Empowerment: The Final Frontier*

*What is Vaginal Laxity? The Culture of Silence in Vaginal Health*

*Will Orgasm Ever be the Same After Hysterectomy for Uterine Prolapse?*

*The Evolution of Gynecology: Which Subspecialist is the Most Appropriate for Intimate Wellness Needs?*

*Colpocleisis: Closing the Vagina to Optimize Quality of Life*

*Fecal Incontinence: Next Steps When Your Body Detours Romance*

*The Biggest Secret in Women's Health*

*Judging the Quality of Healthcare*

*FDA 2019 Transvaginal Mesh Meeting: Balancing the Rhetoric*

*The Next Evolution of Women's Wellness Screening: Pelvic Organ Prolapse*

*Vaginal Tissue Rejuvenation to Treat Pelvic Organ Prolapse Symptoms: FDA Media Blitz, Fear vs Fact*

*The Evolution of Treatment for Uterine Prolapse*

*The Toll of Emotional Abuse on Health Recovery: When Pelvic Organ Prolapse Healing Resists Traditional Standards of Care*

60 Minute Mesh Expose: One-sided Noise Generates Fear on Mother's Day  
The Evolution of Women's Pelvic Health: Pelvic Organ Prolapse Diagnostics, Screening, and Treatment  
The Vagina: Will POP Engender the Next Significant Shift in Women's Empowerment?  
Pelvic Organ Prolapse: The Constipation Club  
Stigma Shrouds the Biggest Secret in Women's Health  
Vaginal Tissue Regeneration Therapy (VTR) Part 4: Next Steps  
Enterocoele, Rectocoele, or Both?  
Pelvic Organ Prolapse Symptoms: Connecting the Dots  
Impact to Intimacy: 7 Roadblocks Pelvic Organ Prolapse Creates in the Bedroom  
Preaching to the Preacher  
Vaginal Tissue Regeneration (VTR) Therapy Part 3: The Next Frontier in Pelvic Organ Prolapse  
POP and the Flu: Are You Literally Coughing Your Guts Out?  
Vaginal Tissue Restoration (VTR) Therapy for POP; Round One  
The Intersect Between Fascial Tissue and Pelvic Health: MFR Therapy for POP  
Vaginal Tissue Restoration (VRT): The Next Generation of POP Treatment?  
When Advocacy Comes Together, Everyone Wins  
Is It IBS or POP?  
Health Care Tunnel Vision  
Enterocoele, Rectocoele, or Both?  
The Vagina: The Most Stigmatized Health Frontier  
POP Healthcare Priorities and Global Evolution Insights, with Oscar Contreras Ortiz, MD, FACOG  
The Evolution of Women's Pelvic Health Care  
Media Planet Interview with Sherrie Palm for USA Today women's health supplement  
Sherrie Palm Interview with Incontrol Medical: Next Generation for Pelvic Floor Strength  
When Caregiving and Caregiver Health Collide  
Successful Pelvic Organ Prolapse Mesh Procedures: How to Choose the Right Physician  
The Art of Acceptance; A pivotal Step in Pelvic Organ Prolapse Healing  
Let Me Be Your Voice: StigmaStride 2015  
Stomp Out the Stigma of Pelvic Organ Prolapse: Every Voice Matters  
POP Mesh Surgery: Tips for the Best Outcome  
Pelvic Organ Prolapse: With Your Voices, the Puzzle Pieces Fall Into Place  
POP Surgery; Do We Ever Get Past The Fear of Mesh Surgery Failure?  
Post-Surgical Maintenance: Is Your Pessary Your New Best Friend?  
POP Treatment 2015: Every Choice Matters  
I'm Guilty Too  
What's the Best Treatment Choice?  
AUGS/IUGA 2014; POP Change is in the Air  
The Stigma of Fecal Incontinence  
Every Woman Deserves the Right to Choose or Refuse Mesh  
When Advocacy and Healthcare Come Together  
Fundraisers; It's Not Just About the Money  
Pelvic Floor Awareness; The Other Value of Kegels  
POP SURGERY: Damned if We Do, Damned if We Don't  
Enterocoele, Rectocoele, or Both?  
Let the Ladies Lead the Way  
Is POP Surgery Shifting Backwards?  
Together We Will Shift POP into the 21st Century  
The Constipation Club  
The FDA Mesh Agenda; Part Two  
POP Presentation to the FDA OB-GYN Committee 9/8/11  
The Mesh Monologue  
FDA Pelvic Prolapse Mesh Report; The Rest of the Story

*You're Past Rectocele Surgery and Still Can't Poop?*  
*All POP Symptoms Matter To Us*  
*To Pee or Not to Pee; A Runners Guide to Urinary Incontinence*  
*Kegels and Kegel Breathing*  
*It's Time to Take Pelvic Organ Prolapse Out of the Closet*  
*When It's More Than Urinary Incontinence*  
*Coughing Your Guts Out?*  
*It's Time for Global Shift In POP Pandemic*  
*Ever heard of Pelvic Organ Prolapse?*  
*Are You One of The Millions of Women Suffering With POP and Don't Realize It?*

January 2010-December 2012, articles published at MedHelp.org.  
August 2010-September 2011; articles published at BoomerLiving.com.  
November 2010-September 2011; articles published at Womenshealthfoundation.org.

## **VIDEO & SOCIAL MEDIA PRESENCE**

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LinkedIn

<https://www.linkedin.com/in/sherriepalm>

YouTube

<http://www.youtube.com/user/sherriepalm>

APOPS Website

<https://www.pelvicorganprolapsesupport.org/pop-video>

Facebook

Closed Facebook "POPS" Support Forum (accessible to members only, 20,000+ membership, 177 countries).

Open Support Space <https://www.facebook.com/sherrie.palm>

<https://www.facebook.com/pelvicorganprolapsesupport.org/>

<https://www.facebook.com/Pelvic-Organ-Prolapse-The-Silent-Epidemic-165882553106/>

Twitter

<https://twitter.com/sherriepalm>

Instagram

<https://www.instagram.com/apops.sherriepalm/>

Pinterest

<https://www.pinterest.com/sherriepalm/>

## **AFFILIATIONS**

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- AUGS American Urogynecologic Society
- SUFU Society of Urogynecology, Female Pelvic Medicine, and Urogenital Reconstruction
- IUGA International Urogynecological Association
- ISCG International Society of Cosmetogynecology

- MIPS Mediterranean Incontinence and Pelvic Floor Society
- AUA American Urological Association/Urology Care Foundation
- Bladder Health Alliance

## TV/RADIO

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November 2011; TV, *PBS Second Opinion*  
 August 24, 2011; Radio, *Real Women on Health*  
 August 14, 2011; Radio, *Women's Voice Radio*  
 April 7, 2011; Radio, *Unspoken Issues*  
 March 8, 2011; Radio, *Creative Health and Spirit Show*  
 February 16, 2011; Radio, *Aging Without Limits*  
 January 13, 2011; TV, Dr. Oz  
 June 24, 2010; MedHelp.org Healthchat  
 Multiple [podcasts](#) embedded in APOPS website

## EDUCATION

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2010-Ongoing, Nonprofit Center of Milwaukee Continuing Education courses, continuing ed at multiple urogynecologic, cosmetogynecologic, and urologic conferences.  
 1984-2000 MATC, Continuing Education courses; Business Administration.  
 1983-1984 MATC, Milwaukee, WI, PTA.  
 1971-1973 UW-Stevens Point, WI, Sociology, Anatomy.

## REFERENCES

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### **Roger Dmochowski MD**

FPMRS Urology  
 Vice Chair of Surgical Sciences  
 Vice Chair for Faculty Affairs and Professionalism  
 Section of Surgical Sciences  
 Associate Surgeon-in-Chief  
 Vanderbilt University Medical Center  
 1302 Medical Center North  
 Dept of Urology  
 Nashville, Tennessee  
 Email: [roger.dmochowski@vanderbilt.edu](mailto:roger.dmochowski@vanderbilt.edu)  
 Landline: 615-343-5602

### **Hugo H Davila, MD**

FMPRS Urology  
 Clinical Assistant Professor  
 Florida State University, College of Medicine  
 Department of Surgery and Division of Urology  
 Cleveland Clinic Indian River Hospital



Florida Cancer Specialists  
3730 7th Terrace STE 101, Vero Beach, FL  
Vero Beach, FL  
Email: [hdavila@flcancer.com](mailto:hdavila@flcancer.com)  
Landline: 772-581-0528

**S. Abbās Shobeiri, MD**

MBA, FACS, FACOG Professor & Vice Chair, Gynecologic Subspecialties  
FPMRS Urogynecology  
INOVA Women's Hospital, Virginia Commonwealth University  
Adj Professor, Bioengineering (George Mason University), Cell Biology (OU)  
Department of Obstetrics & Gynecology,  
3300 Gallows Road, Second floor South tower  
Falls Church, VA 22042-3307  
Email: [Abbas.Shobeiri@inova.org](mailto:Abbas.Shobeiri@inova.org)  
Landline: 703.776.6842

**Diaa Rizk MD**

Chair Department of Obstetrics of Gynaecology,  
College of Medicine and Medical Sciences  
Arabian Gulf University  
Salmaneya Medical Complex  
Manama, Kingdom of Bahrain  
Email: [rizk.diaa@gmail.com](mailto:rizk.diaa@gmail.com)

**Suny Caminero, MD**

Ob/Gyn, FACOG, Cosmetic and Gynecologic Surgeon  
Department Chief Obstetrics and Gynecology  
Ascension Health, St. Vincent's Medical Center Riverside  
Jacksonville, Florida.  
Office: 904-308-6622  
Email: [sunycamineromd@gmail.com](mailto:sunycamineromd@gmail.com)

Personal references available upon request.

**PERSONAL INSIGHTS**

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*“As the voices of women, clinicians, academics, researchers, industry, and policy makers push for change side by side in the pelvic organ prolapse arena, the world at large will wake up to the immeasurable impact POP has to women's lives. The next significant evolution of women's health directives is a whisper away.”*

*Sherrie Palm, APOPS Founder/CEO*

Updated May 2022