



January 2024

Dear Women's Pelvic Health Constituents,

Since 2010, Association for Pelvic Organ Prolapse Support (APOPS) has been making every effort to lift the veil regarding the chronic, cryptic quality of life ramifications of pelvic organ prolapse to women's lives. While the cornerstone of APOPS efforts is increasing patient awareness and providing pivotal support, we have always felt circling the practitioner, research, academic, industry and policy wagons is critical, working side by side to usher in the next significant evolution of women's pelvic health awareness, screening, and best practice. Over the years, women and those who serve the POP community have reached out to us from 177 countries. I in turn am reaching out to today to share some exciting news regarding a women's pelvic health Expo APOPS is planning for 2024.

WHEN (Women's Health Empowerment Network) is a vision APOPS initiated in 2016, with intent to expand the energy in multiple directions based on diverse needs in the women's pelvic health sector. The WHEN has a core focus on the pelvic organ prolapse space, including comorbid intersects such as urinary incontinence, fecal incontinence, and intimate health. The vision for the #WHEN2024 Women's Pelvic Health Expo is a two-day hybrid event to include both lay women and the practitioners in the diagnostic space who receive insufficient curriculum in pelvic organ prolapse. The main event will occur live in Milwaukee in August 2024 and will be additionally accessible virtually. While hybrid events including both patients and practitioners are rare, APOPS feels it is critical we address shortfalls on both sides of the healthcare fence.

The women APOPS serves ask on a regular basis how they can access the POP curriculum provided to practitioners at conference, and it is time to address those needs. Day one will include a full schedule of experts in the female pelvic medicine subspecialty space, addressing the diverse POP dynamic. Day two will include sessions focusing on comorbidities and treatment tooling. Each day will include two industry lunch symposiums for women to choose between. We anticipate a filled industry space for this event; women are hungry to know more about treatment options, and APOPS will be making every effort to fulfill that need.

The WHEN Women's Pelvic Health Expo objectives are numerous:

1. Lift the shroud of secrecy that encases vaginal health in general, and pelvic organ prolapse specific.
2. Educate women about pelvic organ prolapse and associated disorders to enable them to recognize that symptoms they are experiencing are indicators of POP.
3. Encourage women to seek POP screening if they are experiencing symptoms.

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4. Address the shortfall in diagnostic clinician POP curriculum to increase access to POP screening in a more standardized fashion.
5. Enable industry a platform to reach women with tooling to treat pelvic organ prolapse.

While Femtech has been surging over the past few years, pelvic organ prolapse rarely floats to the top of the agenda. Despite nearly 4,000 years of medical documentation, POP remains a pariah in women's wellness due to the stigmatizing symptoms that display. It is time all sectors in women's health lift the veil and address this most significant deficit. While APOPS provides considerable guidance and support via our website, videos, articles, and the POP Risk Factor Questionnaire available in 17 languages as a free downloadable pdf on our website, our gold is our closed patient support forum. The 23,000+ women in APOPS closed patient support forum clarify the physical, emotional, social, sexual, fitness, and employment quality of life needs daily, and the woman-to-woman guidance structure is priceless whether women are newly diagnosed, exploring nonsurgical treatment options, shifting from nonsurgical to surgical treatment exploration, or are well past surgery addressing the needs aging can present post POP surgery. The WHEN Women's Pelvic Health Expo is a valuable adjunct to APOPS well-established platform, uniting all sectors engaged in the pelvic organ prolapse arena.

APOPS is scouting for like-minded forward-thinking industry to engage in our WHEN 2024 Women's Pelvic Health Expo via sponsorship, exhibition booths, and lunch symposium presentations. Tissues bulging from the vagina, urinary incontinence, pain with intimacy, fecal incontinence, and chronic constipation that have been medically documented for thousands of years yet remain invisible behind the shroud of silence. It is time to lift the veil. We must enable women to recapture health ballast.

What APOPS hears all day every day behind our curtain is *"why wasn't I informed of or screened for POP sooner?"* Women deserve information. Women deserve solutions. And women deserve a path to recapture self-esteem often lost in the quagmire of insufficiently acknowledged and underreported pelvic, vaginal, and intimate health needs. **Be a driver in the next significant evolution of and revolution in women's wellness.** The women of the world are counting on you. Register on APOPS website to receive upcoming information about how to participate in APOPS stalwart efforts to lift the veil, or reach out to Sherrie Palm at sherriepalm.apops@gmail.com.

Thank you for all you do to advance women's health!

Respectfully,

A handwritten signature in cursive script that reads "Sherrie".

Sherrie Palm, Founder/CEO

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