



***The Female Patient*<sup>®</sup>, in a New Collaboration with  
The North American Menopause Society,  
Launches “Menopause Matters”**

**The  
Female  
Patient<sup>®</sup>**

**Parsippany, NJ – January 12, 2011** – *The Female Patient (TFP)*, a peer-reviewed journal committed to educating clinicians about issues exclusive to women, is launching “Menopause Matters,” a section responding to women’s medical issues in midlife, in collaboration with **The North American Menopause Society (NAMS)**, the leading nonprofit scientific organization dedicated to promoting a healthy life for women through an understanding of menopause. The section will be accompanied by patient handouts in both English and Spanish, and will be downloadable in print as well as digital and mobile phone formats.

The collaboration will bring original scientific and clinical content from **NAMS** to **TFP** brand, known for its robust multimedia platform, circulation reach, and long history in women’s health publishing. Publisher Margo Ullmann noted that “the collaboration provides significant benefits to both of our organizations, as we strive to educate healthcare professionals and enhance patient care.”

**TFP** promotes continuing professional development through clinical reviews and instructive media in a timely and unbiased manner. Office- and hospital-based OB/GYNs, primary care physicians, and nurse practitioners who specialize in women’s health issues use this practical information to enhance their day-to-day care of female patients. The **TFP** brand includes print editions, patient waiting room supplements, audio/video webcasts, digital editions, medical education supplements, QR coding for real-time feedback, and a new multimedia website.

**NAMS** has a 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 – which makes the Society uniquely qualified to provide information that is both accurate and unbiased. **“Menopause Matters” will be covering the following topics in 2011:**

- Cognitive Symptoms & Disorders in the Midlife Female Patient
- Hypoactive Sexual Desire Disorder
- How Do Caregiving & Stress Affect Midlife Women?
- Screening for Ovarian Cancer
- To Treat or Not to Treat: Reducing Fracture Risk in Postmenopausal Women

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**About *The Female Patient*<sup>®</sup>**

***The Female Patient*** publishes timely and practical information for office- and hospital-based ObGyns, a select group of primary care physicians, and nurse practitioners. This peer-reviewed journal is committed to educating its’ readers about the latest therapeutic advancements in the field of female health by providing relevant, concise, evidence-based information about the latest guidelines, surgical procedures, pharmacologic therapies, diagnostics and treatment options for use in the day-to-day treatment of female patients. *The Female Patient* has also developed *The Buzz on Bioidenticals*, a multi-channel program that provides menopause information to women and their health care professionals using print, online, video, social media and mobile and iPad attributes. Circulation captures the universe of 40,000 ObGyns, 12,000 high prescribing Primary Care Physicians, and 8,000 Nurse Practitioners self designated in female health. Combined print and online reach exceeds 85,000 clinicians each month. Visit the new Web site at [www.femalepatient.com](http://www.femalepatient.com).

**About Quadrant HealthCom Inc.**

Quadrant HealthCom Inc. is a multimedia medical communications company and leading publisher of 14 medical publications. Driven by our excellence in print, our integrated portfolio of brands span 15 markets and reach over 650,000 physicians and allied health care professionals with information they need, when and how they need it. A robust platform of print and online opportunities is now available and will continue to expand throughout 2011. The company develops specialized communications including interactive electronic programs, webcasts, live and virtual meetings, and custom-sponsored publications. For our clients, we are dedicated to creating solutions and delivering success by focusing on the growth of medical communications for all those involved in healthcare—the marketer, physician, patient, and association—and serving these groups with the very best we can offer.

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