



Bone Health & Osteoporosis  
FOUNDATION™

# ANNUAL REPORT 2021

# LETTER FROM THE CHIEF EXECUTIVE OFFICER AND CHAIRMAN

Dear Friends of the Bone Health and Osteoporosis Foundation,

The year 2021 witnessed the rebirth of the National Osteoporosis Foundation (NOF) as the Bone Health and Osteoporosis Foundation. This change resulted from the gradual realization by leadership that bone health, our primary focus, is a complicated life-long process with important milestones in each decade of life. To prevent osteoporotic fractures requires that we focus attention on each of these life events to ensure adequate skeletal mass to prevent later life fractures. We did not initiate this consequential change without organizational introspection. Over a 16-month period leadership undertook a brand review process that incorporated input from stakeholders across the entire spectrum of life – from childhood to advanced age. Achieving peak bone mass is a goal that begins in childhood, needs maintenance through middle-age, is threatened by momentous changes associated with the loss of estrogen during menopause (and testosterone during andropause) and is further threatened by declining muscle mass and propensity to fall associated with aging. Peak bone mass is further threatened by a host of diseases and medications. It was this complexity that led us to incorporate “bone health” into our organizational identity. While we cherish the 37 years of NOF’s national leadership in this field, there was consensus among all stakeholders that we broaden our focus.

We unveiled our new name and logo on World Osteoporosis Day, October 20<sup>th</sup>, with a series of small, virtual events focusing on topics related to bone health and bone loss. We are extremely grateful to the many participants in this process and their support for our organization’s evolution. We believe the Bone Health and Osteoporosis Foundation name effectively represents our mission and the challenges we face to foster improved bone health for people of all ages.

Our name change is just the first step. Development of a multi-year strategic plan to focus on existing efforts and to develop new goals has already commenced. Consistent with our changing goals, we have also added broader expertise to the Board of Trustees to assist us in these challenges. This work will continue through 2022 and beyond; we look forward to sharing it with you.

Throughout 2021, we have expanded and updated our virtual platforms to encompass the important and changing information on prevention of osteoporosis and fractures – these include updated and helpful information for our general membership, and for physicians who care for patients with bone health issues (*The Clinician’s Guide to Prevention and Treatment of Osteoporosis*). We encourage you read what follows below to learn more about our 2021 accomplishments.

One of our important new online tools, to be launched next year, will focus on education of advance practice providers. This was created through a partnership with Nurse Practitioners in Women’s Health and will provide these advance practice providers with updated educational opportunities focused on bone health and osteoporosis. As a part of our commitment to educate healthcare providers, we again hosted a virtual Interdisciplinary Symposium on Osteoporosis (ISO). Presentations that focused on the appropriate use of over-



the-counter nutritional agents and the incorporation of the new generation of bone-building pharmaceutical agents with earlier therapeutic intervention outlined the progress that has been made over the past five years. These presentations highlighted the changing landscape of prevention and treatment. These efforts, we believe, have expanded our reach, leading to greater awareness and support for raising bone health to its appropriate importance on America's healthcare agenda.

Another component of our mission is the expansion of our National Bone Health Policy Institute, established several years ago to create consensus in the metabolic bone, orthopedic, endocrine, and rheumatologic communities about best treatment practices and to educate governmental and other agencies on appropriate initiatives to improve prevention/treatment of osteoporosis and to create standard post-fracture care pathways. We continue to collaborate with these organizations to reach the millions of people impacted by low bone density and osteoporosis and to advocate on their behalf. Our Coalition to Strengthen Bone Health, part of our Policy Institute, has united almost 20 member organizations to better represent the spectrum of patients and care partners impacted by osteoporosis and fractures. Together, we urge Congress and state and federal agencies to improve resources and support for patients and clinicians in our quest to prevent morbidity and death from osteoporotic fractures.

As always, our work would not be possible without your generosity and support. We are extremely grateful to the BHOF Board of Trustees, staff, members, partners, donors, and volunteers whose support makes our work possible, and whose strong commitment will help us advance better bone health for all.

Sincerely,



**Claire Gill**

**Claire Gill**  
*Chief Executive Officer*



**Robert F. Gagel**

**Robert F. Gagel, M.D.**  
*Chairman*



# PATIENT EDUCATION & AWARENESS



## SUPPORT GROUPS UPDATE

Our Building Strength Together® support group program is one of BHOF's most important assets. In 2021, we continued our efforts to identify how we can better assist with patient/care partner needs. Since all support groups have been meeting virtually due to the COVID-19 virus, we developed bi-monthly, educational curriculums offering support group leaders timely, seasonal information about nutrition, exercise, falls prevention, and other lifestyle practices that they can share with their members. These dynamic groups held steady during 2021 with 24 organizations nationwide. We look forward to bringing back live events post-pandemic and hope to expand this important resource to many more local communities nationwide.

## BHOF'S ONLINE COMMUNITY HOSTED BY INSPIRE

BHOF's online community continues to be a safe, virtual space where patients and caregivers affected by osteoporosis come together to share helpful advice and support one another. We were pleased to see community membership grow on an annual basis. In 2021, the online community increased to more than 74,000 members. BHOF remains extremely appreciative and thankful for our dedicated team of volunteer moderators for the countless hours they invest to ensuring that all community members receive timely responses to their questions and concerns. Our volunteer moderators include Pam Flores; Larry Jankowski, CBDT; Sarah Purcell; Ray Morgan; and Burta Guray Samli. BHOF is grateful for their hard work and service to this much-needed community.

## HEALTHY BONES, BUILD THEM FOR LIFE® PATIENT REGISTRY

A first of its kind tool in the osteoporosis field, the Healthy Bones, Build Them for Life® Patient Registry surveys patients and caregivers about how osteoporosis and

## HELPING OTHERS AGE WITH GRACE

Pam Flores was diagnosed with osteoporosis in her thirties from early ovarian failure, and many spinal fragility fractures followed, which left her with lifelong disabilities. At that time, there weren't any online support groups like we have now from BHOF, so she needed to find information from clinical trials and studying at the university libraries to educate herself.

Years later, BHOF created a community forum in conjunction with our internet host, Inspire. This is where Ms. Flores was able to share the knowledge she gained from years of reading, and she offered it to the community members in the forum with links to medical studies. In 2012, BHOF asked Ms. Flores to be one of our volunteer moderators. In 2008, Ms. Flores was hired by an internet site to be the lead writer on their osteoporosis section. She wrote there for eight years — again sharing her knowledge and answering questions within the comment thread of the articles. Ms. Flores went on to launch a Facebook group in 2015, geared toward education and support for bone loss. Today, there are 24,000 committed participants, and it has become a very popular group on Facebook, known as a safe and private space. The group has well-known physical therapists, movement specialists, and nutritionists who provide much-needed advice about exercise, supplements, a bone-healthy diet, and other ideas to create a well-rounded approach for their personal plans moving forward with osteoporosis. Ms. Flores plans to continue helping others with osteoporosis for many years to come.

osteopenia impact their lives. This patient-reported information is collected anonymously, combined, and analyzed by BHOF to map the patient journey and identify what patients need and want most.

People living with and affected by all stages of osteoporosis are invited to participate in the Healthy Bones, Build Them for Life® Patient Registry by completing regular, ongoing surveys. To date, BHOF has received more than 1,100 survey responses and has learned many useful insights to help us understand the patient journey. The overwhelming majority of respondents are patients (98%); care partners make up the remaining 2%. Seeking funding for additional surveys in 2022 will be a key priority as we work to continue collecting invaluable patient information and feedback.

## NATIONAL OSTEOPOROSIS MONTH

To commemorate National Osteoporosis Month, BHOF developed a variety of materials showcasing simple steps to promote good bone health. A cornerstone of the initiative was BHOF's digital calendar, which featured 31 days of useful "to-dos" to help keep bones strong and raise awareness about osteoporosis. Additional resources included a user-friendly social media toolkit, the opportunity to attend an exercise-focused webinar and an inspiring podcast. The webinar referenced above kicked off the month with more than 1,100 people registered, and the podcast reached 1.2 million listeners. Other highlights included more than 130 articles about the month, generating 2.5 million media impressions.

Social media outreach and website data was also strong. The social media posts supporting the calendar were the most popular, garnering several thousand views and shares. Other supporting materials and graphics were also shared widely. Posts with the highest engagement and with a consistent reach of more than 1,000 included those that highlighted an osteoporosis fact or statistic. This information along with images were included in the toolkit. In addition, during May, traffic to the website resulted in more than a 40% increase in users and 59% increase in pageviews in comparison to FY2020.

## PATIENT PATHWAYS PROJECT UPDATE

BHOF launched a program to create a new, patient-focused osteoporosis care pathway online tool. Phase 1 was successfully completed in early December when three stakeholder groups – including patients, care partners, and clinicians – convened via Zoom to share experiences and insights. A white paper captured input to be used in Phase 2 of the project, which will be the creation of a patient-centric, care pathway online tool, in early 2022. Special thanks to Amgen for their support of this important project.

## SPECIAL THANKS TO THE MEMBERS OF NOF'S AMBASSADORS LEADERSHIP COUNCIL (ALC)

A BHOF Ambassador is a well-informed, passionate, and often persuasive individual who cares deeply about those who suffer from osteoporosis. Our Ambassadors are adept at making an impact and sparking positive change in their field, sector, or community. We added 15 Ambassadors in 2021, bringing our current total to



180 members. In addition, we continued to update our ALC Member resources/materials and drafted and distributed bi-monthly email updates focused on advocacy, fundraising and education. ALC members were also tapped to respond to specific policy and media requests, including access to patient care via telemedicine during the COVID-19 pandemic.

## AMBASSADOR SPOTLIGHT – TIRELESS DEDICATION TO BONE HEALTH

Carol Michaels MBA, ACE, ACSM, is an award-winning osteoporosis exercise specialist, nationally recognized presenter, consultant, and the founder of the Recovery Fitness® exercise program. She is also the author of *Exercises for Cancer Survivors* and the creator of a continuing education course in partnership with the National Federation of Professional Trainers. Ms. Michaels was the 2016 IDEA Fitness Personal Trainer of the Year and currently leads osteoporosis exercise class virtually. She is published in numerous magazines and medical journals and has produced osteoporosis exercise videos which can be found on her website [CarolMichaelsFitness.com](http://CarolMichaelsFitness.com).

At the start of the pandemic, it was apparent that it was not safe or possible to return to a fitness facility. Ms. Michaels determined that there was a need to develop a virtual class to help those with osteoporosis improve their health because when one is sedentary the muscles weaken and bone loss accelerates, leading to rapid deconditioning and increased fall risk. In partnership with BHOF, Ms. Michaels was able to provide free, virtual weekly strength training classes to more than 500 participants. The participants learned proper strength training technique and the exercises to avoid. The classes included strength training with site-specific exercises for the spine and hips, posture, balance, flexibility, and functional training.



# RAISING AWARENESS



## SOCIAL MEDIA OUTREACH



More than  
**11,000**

increase of 12.2%



More than  
**7,000**

increase of 12%



More than  
**650**

## BONE TALK PODCAST & BLOG

Bone Talk grew significantly in 2021, more than doubling the number of visits overall and also increasing the number of page views by more than 30,000. Bone Talk averaged 2,500 listeners and visitors monthly. Throughout the year, different experts were featured as we examined topics around bone health and shared diverse perspectives from patients, healthcare providers, caregivers, policy makers, researchers, advocates, and innovators. Through the *Voices of Osteoporosis: Stories of Hope & Inspiration* initiative we highlighted a variety of patient experiences as told through their own personal lenses. We also highlighted support group volunteers and provided information on events, nutrition, exercise, and relevant news items related to bone health.



# HEALTHCARE PROFESSIONAL OUTREACH



## CLINICAL EDUCATION AND MEDICAL AFFAIRS

Through BHOF's Professional Learning Center, more than 1,600 continuing education credits were earned by more than 250 learners. We currently offer more than 45 activities that can be claimed for over 40 credits. In 2021, 707 clinical providers participated in BHOF educational opportunities across all platforms, including virtual symposia, workshops, webinars, and online training courses.

## HEALTHY BONES: HEALTHY COMMUNITIES

Launched in 2019, the Healthy Bones: Healthy Communities training program engages a national medical cohort focused on osteoporosis and healthy bones, targeting the educational and support needs of family physicians, internists, and advanced practice providers. The content focuses on everything from basic bone biology to osteoporosis epidemiology, diagnosis, and management.

Through the program, we are re-training family practice, internal medicine, and obstetrics/gynecology providers in each community to become "bone health experts" and to serve as a resource for other local clinicians. In 2020, we shifted to a virtual program. In 2021, we hosted a successful program in Pittsburgh, PA, and will resume in 2022 with three more training sites. In addition, we are working with participants from each location to complete their group project, which will help to raise awareness about osteoporosis and bone health within their respective communities. This multi-year program was made possible with support from Amgen.

## SYSTEMS APPROACH TO POST-FRACTURE CARE IN THE U.S.

In October 2021, BHOF announced a collaboration with Medstar Health in Maryland and Atrium Health in North Carolina to support a systems approach to creating a post-fracture care pathway (FLS) to help curb the osteoporosis crisis and prevent patients from suffering debilitating broken bones. The pilot program will continue in 2022 and will serve as model for other health systems across the country. The initiative is supported by Amgen.

## NUTRITION WEBINAR SERIES

BHOF hosted a Nutrition Webinar Series, sponsored by Sunsweet, in November 2021. The topics of the two webinars were "Assessing Patient Calcium and Vitamin D Levels and Dietary Intake" and "Nutrition for Bone Health Throughout the Lifespan." These webinars are available on demand on the BHOF website.

## WOMEN'S BONE HEALTH COURSES FOR NURSE PRACTITIONERS

BHOF partnered with Nurse Practitioners in Women's Health to host four webinars targeted to nurse practitioners that offered in-depth education about women's bone health issues. These webinars are featured on the online Professional Learning Centers for both BHOF and NPWH. In addition, BHOF osteoporosis experts worked with the NPWH education team to create a bone-specific section for the Well Woman App. This new section will be launched in the app in 2022.

## PROTECTING YOUR FRAGILE SPINE DURING THE CORONAVIRUS PANDEMIC WEBINAR SERIES

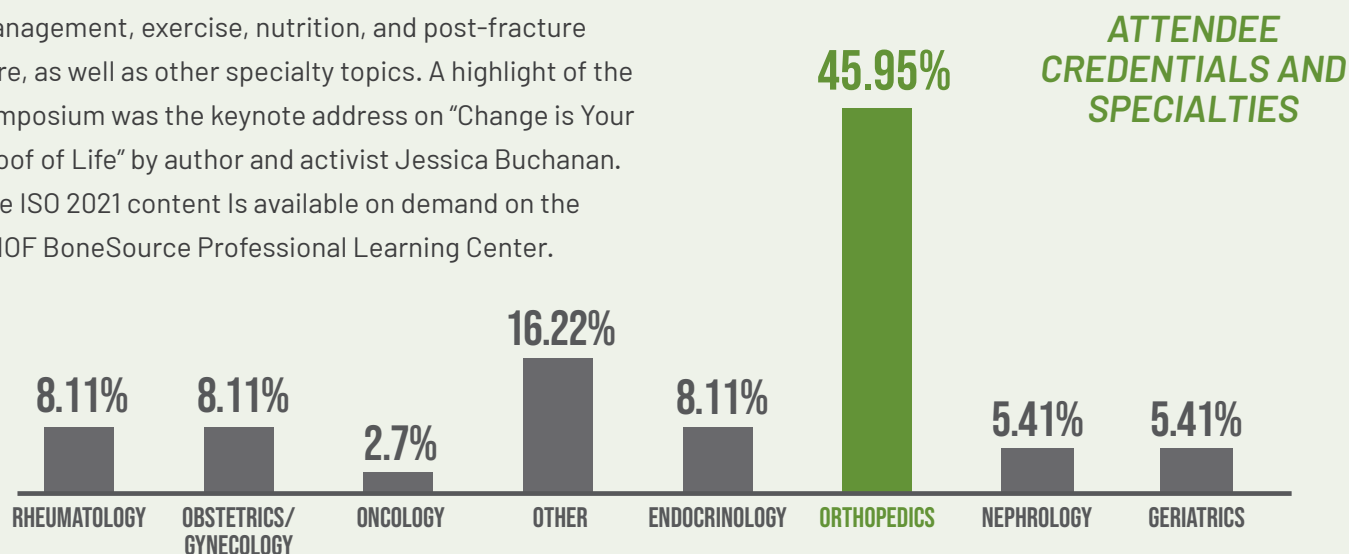
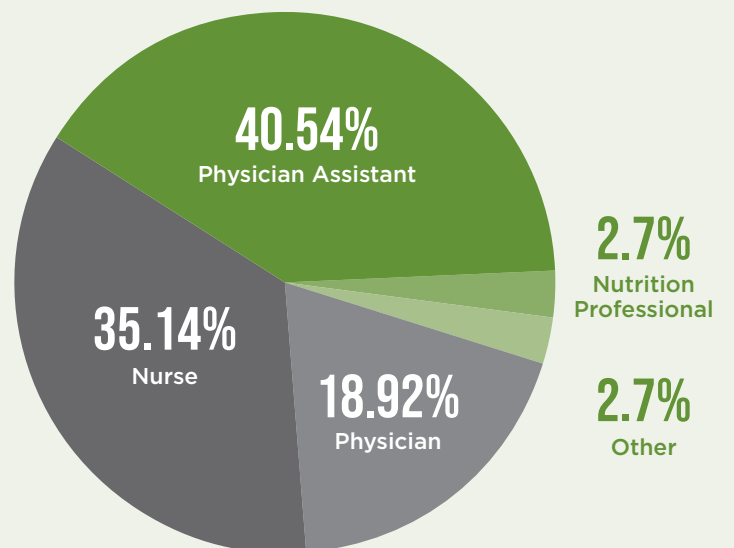
BHOF hosted two webinars, sponsored by Medtronic, in February 2021 and March 2021. The webinars focused on “Protecting Your Fragile Spine During the Coronavirus Pandemic.” The first webinar targeted clinicians and health care providers, and the second focused on how patients could focus on spine health during the pandemic. These educational programs are available on demand on the BHOF website.

## OSTEOPOROSIS IN PRIMARY CARE: CLOSING THE GAPS BETWEEN PATIENTS AND CLINICIANS

BHOF collaborated with PriMed on a program for “Osteoporosis in Primary Care” that includes enduring educational materials and patient resources.

## INTERDISCIPLINARY SYMPOSIUM ON OSTEOPOROSIS (ISO2021)

The Interdisciplinary Symposium on Osteoporosis (ISO2021) was held virtually from May 12-14, 2021. The FLS Basic and Advanced Training Workshop was hosted on May 15, 2021. ISO2021 offered educational sessions to benefit those in the many medical disciplines and specialties who work with patients who have and/or are at risk for osteoporosis and fractures. Led by expert faculty, the interactive sessions focused on all areas of bone health assessment, osteoporosis diagnosis and patient management, exercise, nutrition, and post-fracture care, as well as other specialty topics. A highlight of the symposium was the keynote address on “Change is Your Proof of Life” by author and activist Jessica Buchanan. The ISO 2021 content is available on demand on the BHOF BoneSource Professional Learning Center.





## CONTINUING MEDICAL EDUCATION

BHOF is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians and is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation.



ADVOCACY

## FRACTURE PREVENTION COALITION UPDATE

Throughout 2021, BHOF continued working as a member of the Fracture Prevention Coalition (FPC). BHOF and hundreds of physician groups, companies, and advocacy groups all unite as the Fracture Prevention Coalition and work to pass legislation to improve access to bone density (DXA) testing. In addition, the FPC was very supportive of National Osteoporosis Month and distributed our materials/resources to hundreds of Hill staffers throughout May.

## NATIONAL BONE HEALTH POLICY INSTITUTE

BHOF's Bone Health Policy Institute was launched in 2019 to raise awareness and drive policy that supports patients with osteoporosis and their caregivers. This year, our Coalition to Strengthen Bone Health membership grew to include 17 leading national organizations, and we convened two virtual meetings of the coalition. Together, we are advocating to create policies for healthy, strong bones and healthier aging. BHOF and American Society for Bone and Mineral Research created a white paper outlining a post-fracture care reimbursement model based on the model used for Opioid Usage Disorders. The paper was circulated to receive endorsements from other organizations (13 received) and was submitted to CMS's recently released proposed FFS ruling to highlight the need for a post-fracture care pathway that is reimbursed by CMS.

We worked with the independent actuarial firm Milliman to analyze the state-by-state economic and clinical impact of osteoporotic fractures suffered by Americans insured by Medicare. The reports were released in March 2021 and provide the latest and most detailed state-level review of the incidence of osteoporotic fractures, their health care impact and associated Medicare costs. The report, supplement, infographic, recording, key findings document, and map, to individual state reports can be found here: <https://www.bonehealthpolicyinstitute.org/state-reports-2021>.

BHOF has continued to successfully place Op-Eds in national and local publications highlighting the crisis in bone health and the findings from the recent Milliman report. Op-Eds were placed in papers in Washington, Pennsylvania, and Texas. An osteoporosis in men's health Op-Ed was published in August. Black Women's Health Imperative and BHOF had an Op-Ed on racial disparities in bone health published in the Los Angeles Bay News, Shreveport Sun, and Bakersfield News Observer in September.

## CORPORATE ADVISORY ROUNDTABLE MEMBERS

AgNovos Healthcare

Amgen USA

Bone Index Finland

FoodCare

Health Monitor Network

Inspire

Juvent Regenerative Technologies Corporation

Medimaps Groups

Medtronic, Inc.

NBI Health

Pharmavite, LLC

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**PHILANTHROPY**

To accomplish our mission of preventing osteoporosis and broken bones, BHOF accepts support from a variety of sources, including individuals, foundations, government services, and corporations.

In 2021, BHOF's sources of support included the following:

- **Individuals:** BHOF's many generous donors gave \$1,174,000, approximately 32% of total annual revenue.
- **Pharmaceutical Companies:** Pharmaceutical company funds accounted for 40% of annual revenue.
- **Other Corporate Support:** Corporations support BHOF's mission through sponsorships, corporate gifts, educational grants, employee matching programs, in-kind contributions, and more. Other corporate support accounted for \$233,000, or approximately 5% of annual revenue.
- **Other Organizations:** Support from other organizations, including family foundations and other nonprofits, accounted for \$39,000, approximately 1% of annual revenue.

## PAUL G. ROGERS CIRCLE OF CHAMPIONS

Named for BHOF's Founding Chairman, the Honorable Paul G. Rogers, this giving circle recognizes individuals and families who are strong advocates for a healthy America. The members share Mr. Rogers' tradition of action and advocacy to promote bone health and osteoporosis prevention through annual gifts totaling \$5,000 or more. Gifts may be designated to specific program areas of donor interest or given to support BHOF's overall mission and the Honorable Paul G. Rogers' vision of preventing osteoporosis and broken bones and promoting strong bones for life.

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Mrs. Jane S. Lyon  
Mr. Alan S. Rachlin

## BHOF SUPPORT STATEMENT

To accomplish our mission, BHOF accepts support from a wide breadth of diversified sources, including individuals, foundations, government sources, and corporations. While some of these funds may be restricted to specific projects, BHOF maintains its independence and objectivity in accordance with the National Health Council's guiding principles. BHOF does not endorse any product, service or point of view, but does inform the public about all FDA-approved therapies, as well as the availability of other appropriate products and services as part of its educational responsibility to the public and healthcare professionals.



## ENDURING FRIENDS

BHOF recognizes the following individuals for their generous contributions for the past 20 years or more. Through their continued generosity, dedication, and support, these individuals have helped others build, maintain, and protect their bone health for a lifetime of independence.

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Ms. Alice S. Yamashita  
Mr. David Zweiman

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BHOF recognizes those who have directed their support to help others build, maintain, and protect their bone health through a planned gift to the organization.

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Kay Louise Cook	Joan M. Lappe, PhD, RN, FAAN <sup>†</sup>	Stuart Silverman, MD, FACP, FACR
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## ANNUAL GIVING

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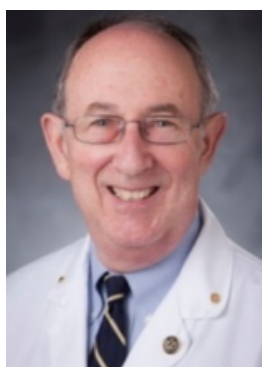
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# 2021 FINANCIALS

## BONE HEALTH AND OSTEOPOROSIS FOUNDATION

### STATEMENTS OF FINANCIAL POSITION

DECEMBER 31, 2021 AND 2020

	2021	2020
<b>Current assets</b>		
Cash and cash equivalents	\$ 3,713,366	\$ 2,794,552
Contributions and bequests receivable	30,497	129,276
Prepaid expenses	92,117	68,004
Inventory	77,583	82,039
Total current assets	3,913,563	3,073,871
<b>Property and equipment, at cost, net</b>	5,151	6,977
<b>Investments</b>	4,189,517	3,670,241
Total assets	<u>\$ 8,108,231</u>	<u>\$ 6,751,089</u>
<b>Current liabilities</b>		
Accounts payable and accrued expenses	\$ 205,591	\$ 211,455
Deferred revenue	1,382,114	1,152,832
Total current liabilities	1,587,705	1,364,287
<b>Other liabilities</b>		
Obligations under charitable gift annuities	194,672	90,740
Deferred rent	123,395	136,554
Total liabilities	<u>1,905,772</u>	<u>1,591,581</u>
<b>Net assets</b>		
Without donor restrictions	4,821,021	3,863,141
With donor restrictions	1,381,438	1,296,367
Total net assets	<u>6,202,459</u>	<u>5,159,508</u>
Total liabilities and net assets	<u>\$ 8,108,231</u>	<u>\$ 6,751,089</u>

## BONE HEALTH AND OSTEOPOROSIS FOUNDATION

### STATEMENT OF ACTIVITIES

YEAR ENDED DECEMBER 31, 2021  
(WITH COMPARATIVE TOTALS FOR THE YEAR ENDED DECEMBER 31, 2020)

	2021			2020
	Without Donor Restrictions	With Donor Restrictions	Total	Total
<b>Support and revenue</b>				
Grant and contributions	\$ 1,213,591	\$ 1,802,931	\$ 3,016,522	\$ 1,895,926
Membership dues	74,400	-	74,400	59,697
Royalties and consulting income	438,226	-	438,226	395,686
Legacies and bequests	563,386	-	563,386	787,226
Publication sales	49,895	-	49,895	54,930
Donated services and materials	13,746	-	13,746	2,816
Miscellaneous income	3,073	-	3,073	4,729
Net investment income	460,043	1,401	461,444	424,165
Net assets released from restrictions				
Satisfaction of program restrictions	1,719,261	(1,719,261)	-	-
Total support and revenue	4,535,621	85,071	4,620,692	3,625,175
<b>Expenses</b>				
Program services				
National Bone Health Alliance (NBHA)	2,919	-	2,919	283,837
Patient Education	406,618	-	406,618	344,297
Professional Education	1,171,344	-	1,171,344	905,668
Advocacy	1,119,357	-	1,119,357	908,653
Communications	134,270	-	134,270	154,439
Membership	23,113	-	23,113	19,990
Research	8,878	-	8,878	-
Total program services	2,866,499	-	2,866,499	2,616,884
Supporting services				
Fundraising	416,433	-	416,433	392,652
Management and general	294,809	-	294,809	237,378
Total supporting expenses	711,242	-	711,242	630,030
Total expenses	3,577,741	-	3,577,741	3,246,914
<b>Change in net assets</b>	957,880	85,071	1,042,951	378,261
<b>Net assets</b>				
Beginning of year	3,863,141	1,296,367	5,159,508	4,781,247
End of year	\$ 4,821,021	\$ 1,381,438	\$ 6,202,459	\$ 5,159,508





**BHOF**

Bone Health & Osteoporosis  
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