



the OSTEOPOROSIS report

April - June 2021

NOF Updates and Timely News

Snapshot of National Osteoporosis Month Successes



National Osteoporosis Month provided an opportunity to encourage those of all ages to make a commitment to be bone strong during the month of May and all year long. Our awareness efforts highlighted how and why one should focus on bone health during each stage of life, from early childhood to adulthood. As a result, more than 100 stories were generated nationwide. Our "NOF in the News" section included in this newsletter shares five of those articles as examples.

NOF "In the News"



[Are You at Risk for Osteoporosis? Here are the Facts](#), MindBodyGreen, June 24
This article showcases a continuum of NOF-generated information and links to www.nof.org.

[Simple Steps Everyone Can Take to Achieve Good Bone Health](#), Future of Personal Health, June 14

In this "must-read" story, NOF's CEO, Claire Gill, addresses the basics of bone health.

[It's Never Too Late](#), Prevention Magazine, June 10

We also offered many opportunities for supporters to get involved and help raise awareness by providing information on how and where to share personal stories and facts about osteoporosis, joining the NOF Online Support Community and fundraising.

In addition, a social media toolkit provided suggested social media posts as well as NOM-specific graphics. Finally, to promote a well-rounded healthy lifestyle, a digital calendar was shared linking each day to an action, fact or resource.

Webinar: Physical Therapy to Help Treat Osteoporosis

Recently, the National Osteoporosis Foundation and NY Physical Therapy & Wellness teamed up for an engaging and educational webinar, Helping to Prevent and Manage Osteoporosis with Physical Therapy. Dr. Garry Kushnir, PT, DPT, of NY Physical Therapy & Wellness shared how physical therapy can help improve bone density and the role that strengthening your core, lower extremities and trunk can play in helping treat and prevent osteoporosis.

[View the webinar here.](#)

Voices of Osteoporosis Podcast



Whether you or a loved one has been diagnosed with osteoporosis, it can often be an emotional journey. *Where do you turn for help?* One resource is NOF's online support community, hosted by Inspire and more than 69,000 members strong.

In this episode of BoneTalk, we are joined by two of our online community volunteer moderators, Pam Flores and Sarah Purcell. Pam and Sarah share some of their own osteoporosis experiences and explain how NOF's peer-to-peer online community

Dr. Andrea Singer adds her perspective to reinforce that it's never too late to bolster your bones.

[**4 Ways Exercise Helps Fight Aging**](#), TIME Online, May 31

The importance of exercise and what it means for good bone health is shared in this engaging story.

[**10 Reasons You'll Never Want to Drink Diet Soda Again**](#), USA

Today Online, May 28
NOF's recommendation for limiting consumption of diet soda is highlighted in this feature.

[**What Can I Do to Prevent Osteoporosis: Q&A**](#), Philadelphia

Inquirer, May 21
NOF Ambassador, Jacqui Kernaghan, spearheaded this excellent Q&A sharing what everyone can do to help prevent osteoporosis.

[**For Strong Bones, Start Young**](#),

Chicago Health, May 26
The title of this piece says it all!

[**National Osteoporosis Month 2021: Take Steps to Help Achieve Good Bone Health**](#),

Pittsburgh Post-Gazette Online, April 20
NOF's lead press release was picked up by nearly 50 media outlets.

[**New State-by-State Reports Reveal the Huge Human and Economic Toll of Osteoporosis**](#),

Pittsburgh Post-Gazette Online, April 2
NOF's Milliman Report shares state-by-state details on the toll of osteoporosis and the substantial differences and racial disparities among localities.

Connect with NOF

Ask the Expert

can help you find answers and support.

[Listen to the inspiring podcast.](#)

Why Exercise is Healthy and Rewarding (and what to do if it's not your thing)

In this episode of BoneTalk, NOF Trustee, Barbara Hannah Grufferman, is joined by Dr. Daniel Lieberman, author of "Exercised: Why Something We Never Evolved to Do is Healthy and Rewarding."

Dr. Lieberman, professor of human evolutionary biology at Harvard University and a pioneering researcher on the evolution of human physical activity, tells the story of how humans never evolved to exercise - to do voluntary physical activity just for the sake of better health. Yet, due to modern innovations and lifestyle changes, we must now **choose** to exert energy for the sake of our health.

[Tune into this compelling discussion.](#)

Celebrate the Summer Season with Bone Healthy Fruits and Vegetables



With sunshine-filled days finally here, many of us are eating lighter-style meals. NOF has a lengthy list of "good-for-your-bones" foods packed with essential nutrients, including calcium, vitamin K and magnesium.

[Learn more and view the full list here.](#)

As you plan your meals, keep these fun facts about fruits and vegetables in mind:



It's been just over a year since Claire Gill became NOF's Chief Executive Officer. Learn more about Claire and her vision for NOF in the Q&A below.

Please tell us about your background and how it has helped you prepare for this important role.

I came to the National Osteoporosis Foundation after 20+ years in public relations and marketing for national nonprofits and PR agencies with Fortune 500 clients. Having spent half my career in the nonprofit industry and half in business made the transition to CEO a bit easier, I believe. All organizations need to be run with good business practices, whether for-profit or non-profit. I'm pleased to be able to apply all that I've learned in my professional career to my current role.

What intrigues you most about the world of bone health and osteoporosis prevention?

I've mentioned before that my mother suffered from osteoporosis and broke her hip as well as several vertebrae due to falls from a standing height. I was shocked by the statistics we saw when my mother broke her hip (NOF's statistics). I'm surprised by the fact that bone health has such a low priority when it comes to our overall health and healthy aging, when it's possibly one of the most critical things we need to focus on to live active, independent lives. I'm also intrigued with how our bone health can be impacted by

- This food group supplies one of the best sources of vitamin C, which stimulates the [production of bone-forming cells](#).
- When contemplating your calcium intake, don't just think dairy products. Many fruits and vegetables are excellent sources of calcium too.
- Also, consider eating outside and getting some vitamin D, which promotes the absorption of calcium.
- In a recent study, the intake of fruits and vegetables seemed to have a [protective effect on bone metabolism](#).
- How do these nutrients help with bone health?

Calcium: Builds bones and keeps them healthy.

Vitamin C: Enhances the absorption of calcium. When calcium and vitamin C are taken together, they can maximize bone strength.

Vitamin K: Aids in preventing fractures among post-menopausal women.

Magnesium: Helps increase bone density and delay the onset of osteoporosis.

Protecting Your Bones in Daily Life



Good posture and healthy body dynamics protect your bones and allow you to stay active and independent. ***It starts with alignment.***

- When you stand, align your head and shoulders over your hips, knees and ankles. This puts less stress on your spine and improves balance by centering your body weight over your legs.

so many forces - nutrition, exercise, lifestyle choices and comorbid conditions. What should be easy, can get very complicated, very quickly.

In your opinion, what are the top three facts about osteoporosis that Americans need to know?

1. We develop our strongest, densest bones by the time we are in our mid-20s, so there needs to be greater emphasis on building strong, healthy bones in young people.
2. Women can lose up to 20 percent of their bone density in the first five to seven years post-menopause. We need to educate women earlier about steps they can take to prevent significant bone loss.
3. Men get osteoporosis too. It is not just a "women's disease" although it does impact women in higher numbers due to the loss of bone at menopause. I think it's also important to note that ALL races and ethnicities are susceptible to bone loss and fractures.

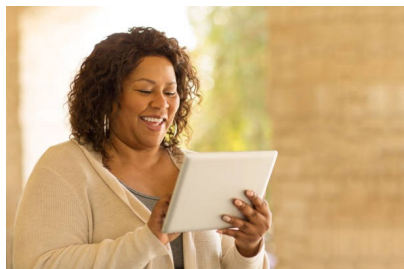
While there must be many, what are your most targeted goals for 2021?

My main goal for NOF in 2021 is to complete the brand review we began in 2020. We have spent the past year looking at every aspect of what we do at NOF and who we serve. We have been discussing if/how we may need to change in order to meet the needs of the patients, caregivers, and clinicians we serve now and in the future. Conducting a brand review is a

- When you sit, align your head, shoulders and spine. Keep a straight back and feet on the floor.
- How you stand and move determines how well your skeleton can distribute body weight and absorb the impacts of daily living.

NOF has an excellent resource, [Safe Movement](#), that recommends tips for standing, sitting, walking, getting in and out of bed, and similar topics, along with safe exercises (see pages 10-16).

Get Back on Track with Your Bone Health



With life gradually returning to some degree of normal, doctors' offices that were closed or offering limited services due to the pandemic are opening again. It's time to take out your calendar and ensure that critical healthcare appointments - like osteoporosis treatment plans and DXA testing - take priority. NOF has a library of user-friendly, practical resources to help patients get back on track and focus on their bone health.

• How to Find a Doctor

While there is no physician specialty solely dedicated to osteoporosis, many doctors have gained the expertise to diagnose and treat people with osteoporosis. These areas of specialization may include endocrinology, family practice, geriatrics, gynecology, internal medicine, orthopedics, physical medicine and rehabilitation and rheumatology. [This resource](#) is packed with information to help jumpstart your search.

• Prepare for Your Visit

The better prepared you are, the more you'll get out of your appointment. [Check out this resource](#) for communications tips to help you bring your doctor's visit to the next level.

• Doctor Checklist

In addition to being prepared for your appointment, it's a good idea to bring a list of questions with you.

good exercise for all organizations and companies. I hope our process will lead to a new vision for NOF that helps us continue to grow and make an even greater impact on the lives of all people by promoting better bone health.

What is your overall philosophy for leading an organization?

Believe in what you do.

Remember who you are trying to help and do your very best every day to enable your team to do what is needed to bring about success for all.

In summary, what would you like *The Osteoporosis Report* audience to know about NOF?

I hope our readers are aware of all the excellent resources and support available through NOF. In addition to this eNewsletter, the NOF website - www.nof.org - is an outstanding collection of information related to prevention, diagnosis and management of osteoporosis, as well as Paget's Disease of the Bone.

Our online community is now home to 69,000 members who are sharing information and support on a daily basis. Our *BoneTalk* podcast features interesting interviews with experts, patients, caregivers and more.

What do you appreciate most about your role with NOF?

I love spending time with the experts, patients, caregivers mentioned above and learning more about their journeys and experiences. It is always interesting and helpful to me. I'm grateful to all the people who connect with our organization and help share what they learn from NOF with others.

That is how we'll bring an end to this debilitating disease once and for all.

[Print this checklist](#), write your answers right on the form and keep it with your medical information.

Call to Action: Join NOF's Patient Registry

NOF wants to hear from you about how we can best help you live a fulfilling, vital life and improve your bone health. Please visit NOF's [Healthy Bones, Build Them for Life Patient Registry](#) to learn more.



Welcome to NOF's Free Online Community

NOF works to ensure that those affected by osteoporosis have a safe peer-to-peer community to turn to for support. The NOF online community offers a virtual place to meet others, ask questions and share experiences relating to bone health and osteoporosis.

Please note that this community is not intended to provide medical advice and should NOT be relied upon for any type of diagnosis or treatment recommendations.

[Visit our online community to learn more and join.](#)

Advocacy Updates

NOF Needs You!

H.R. 3517 Introduced in the U.S. House
Protect Patient Access: [Action Needed](#)



NOF Partners

News from the HealthWell Foundation



HEALTHWELL
FOUNDATION®

HealthWell Foundation has launched its enhanced [Real-Time Fund Alerts portal](#). Now anyone can register to receive instant email notifications to track the status of HealthWell's diverse portfolio of disease funds in real-time, including their Post-Menopausal Osteoporosis Fund. Registering for fund alerts is a fast and easy three-step process:

1. Simply select Real-Time Fund Alerts from the dropdown Portal button at HealthWellFoundation.org.
2. Create an account with just your name and email address.
3. Once you are logged in, click "Get Fund Alerts" and select the funds you would like to monitor in real-time.

If the status of a fund changes, you will receive an instant notification through the email address you provided during registration. You can also change the funds you would like to monitor by selecting additional funds or removing a currently selected fund at any time.

Visit HealthWell's [Real-Time Fund Alerts Portal](#) today to register. Patients, providers and pharmacies are encouraged to sign up under the designated portals to monitor grants and activities, and also to sign up for Real-Time Fund Alerts.

We've been collaborating with the Fracture Prevention Coalition to help ensure patient access to osteoporosis care, including the "must have" DXA test.

We've also been addressing the decline in Medicare reimbursements for DXA and the corresponding decline in DXA testing. Please see below for info on how you can help.

S. 1943 Introduced in the U.S. House Protect Patient Access: [Action Needed](#)

The Fracture Prevention Coalition has also been working to address the decline in Medicare reimbursements for DXA and the corresponding decline in DXA testing.

S. 1943, the Increasing Access to Osteoporosis Testing for Medicare Beneficiaries Act of 2021, will bring DXA testing to more Medicare beneficiaries, reducing the number of unnecessary fractures and deaths in the United States. This legislation will dramatically improve the lives of countless Americans.

[Click here](#) to see the full list of cosponsors of this bill.

We still need additional support!

[Click here](#) to contact your representatives in the Senate and House of Representatives today!

Please Help NOF Help the Underserved

Bone health awareness and education are important for all communities. Although the rate of fracture differs among ethnicities, all people who experience osteoporosis and low bone mass are at risk for breaking bones. We must take action to ensure that everyone has access to screening and treatment for osteoporosis, if needed.

Too many minorities suffer fractures due to osteoporosis and receive inadequate care. We need your support to ensure that we reach ALL people with our messages about the importance of good bone health. NOF is committed to improving awareness and education about the impact of

HealthWell Foundation - COVID-19 Frontline HealthCare Workers Behavioral Health Fund

HealthWell Foundation recognizes the unmet needs of frontline healthcare workers during the public health crisis and the importance mental health has on their ability to cope with the devastating impact the COVID-19 pandemic has imparted on the patients they serve.

In an effort to assist as many healthcare workers as possible, they recently launched a new, HealthWell-sponsored, fund to provide copayment assistance for behavioral health treatments for frontline healthcare workers who have been impacted by the COVID-19 public health crisis. Through the COVID-19 Frontline Health Care Workers Behavioral Fund, HealthWell offers up to \$2,000 in financial assistance for a 12-month grant period to eligible healthcare workers to assist in covering their out-of-pocket treatment-related copayments for prescription drugs, counseling services, psychotherapy, and transportation needed to manage COVID-19 related behavioral health issues. Visit their [COVID-19 Frontline Health Care Workers Behavioral Health Fund](#) to learn more.

Medical Fitness Network



NOF and the Medical Fitness Network have partnered to provide a health insurance resource that helps connect osteoporosis patients with qualified fitness and healthcare providers.

www.medicalfitnessnetwork.org

Menopause Cheat Sheet

osteoporosis to underserved audiences.

[Please help NOF today so we can continue to expand our outreach, awareness and education programs to address the needs of all Americans.](#)

Donate

Menopause Cheat Sheet

before, during and after the pause

Bone Health Ambassador, NOF trustee and award-winning author, Barbara Hannah Grufferman, is founder and editor of the Menopause Cheat Sheet, a weekly newsletter for women 45+, which delivers science-backed information about menopause and healthy aging, featuring a monthly spotlight on bone health and osteoporosis. Subscribe to Menopause Cheat Sheet [here](#).

NeedyMeds



NeedyMeds, a national nonprofit founded more than two decades ago, connects people to programs that will help them afford or save on their healthcare expenses - including, but not limited to, medications. They do this free and anonymously through a website ([NeedyMeds.org](#)) and toll-free helpline (1-800-503-6897).

Patient Access Network (PAN) Foundation PAN Foundation

NOF is an Alliance Partner of the Patient Access Network (PAN) which provides educational resources to osteoporosis patients who request support from PAN for medical expenses.

www.panfoundation.org