

NOF News

COVID-19 Patient/Caregiver Webinar

NOF continues its commitment of sharing critical information and establishing guidelines to address the ongoing needs, health and well-being of our dedicated community. On June 10, NOF's Board President and Chief Medical Officer reviewed important information during a live webinar, entitled *Bone Health During COVID-19: Important Information for Patients and Caregivers*, which focused on how to best manage bone health during the pandemic. NOF recently surveyed its patient and caregiver community to ask about access to care, availability of medication/treatment and other healthcare concerns. Our experts shared highlights from the survey and responded to questions and concerns raised during a Q&A session. The webinar was extremely well-attended, and the feedback was excellent.

[Click here to watch the recording.](#)

[Click here to download the PDF slides.](#)

National Osteoporosis Month



May 2020's goal was to generate widespread

Osteoporosis "In the News"



Don't Let Osteoporosis Weaken Your Bones

from Cleveland Clinic Health Essentials

The National Osteoporosis Foundation estimates there are 2.8 million men with osteoporosis and 14.4 million men with low bone mass.

The Best Bodyweight Exercises for Bone Health

from The Three Tomatoes
May is National Osteoporosis Month and the bottom line of exercise for osteoporosis is to prevent falls and fractures.

National Osteoporosis Awareness and Prevention Month

from Personalized Cause
National Osteoporosis Month is announced!

WFMZ.com Shares the News About Claire Gill's Promotion

in Allentown, PA

Prevention is the Best Antidote

awareness about osteoporosis prevention and inspire awareness/education that ultimately impacts behavioral change. For [National Osteoporosis Month 2020](#), the NOF team developed a kickoff plan along with innovative resources that underscored this commitment to behavioral change. On May 1, the 10,000 Steps a Day in May Challenge was launched. In addition to the Challenge, the 31 Ways to Stay Bone Strong in May Digital Calendar shared a month-long series of user-friendly tips. The Calendar generated widespread attention via both traditional and social media. Other materials included a Social Media Toolkit and a variety of information-packed resources.

Here are several notable highlights:

- An excellent *Reader's Digest* article, authored by Dr. Andrea Singer: [5 Reasons to Pay Attention to Bone Health as You Age](#).
- Univision, the nation's largest provider of Spanish-language content, reminded viewers that [May is National Osteoporosis Month](#).
- The Digital Calendar was the most successful Facebook post and top social media tweet during May. It garnered an organic reach of 5.4k with an engagement of 408 (click and shares) on Facebook. On Twitter, the tweet earned 1,652 impressions.
- There were several highly engaged participants in the 10K Steps Challenge. One couple, who got in their 10,000 steps each day, posted an ongoing series of images of their walks/runs together. Other posts with a lot of engagement and reach of more than 1,000 included those who shared a fact about osteoporosis and/or a useful, actionable tip.

to Osteoporosis

Blog from RWJ Barnabas Health

NOF Appeal

Obviously, the COVID-19 crisis has created a great deal of uncertainty and concern in every industry. This is especially true for nonprofits. But we continue our important work in earnest.

With greater than normal challenges ahead, we believe there is still great opportunity for the osteoporosis community. While we do get some specific program support through grants and sponsorships for clinical education, our organization relies on donations from generous individuals to keep our patient, caregiver and consumer education and outreach programs funded.

Please consider helping us to make a difference in the lives of the 10 million Americans with osteoporosis and their families and loved ones. Please help us prevent painful and life-threatening fractures through our education programs. We hope you will take a moment to consider if you're able to help support NOF with a tax-deductible gift at this time. We have an incredible amount of work to do during the remainder of this year, but we're ready and eager to accomplish it!

Ask the Expert

E. Michael Lewiecki, MD

*Director, New Mexico Clinical Research & Osteoporosis Center
Director, Bone Health TeleECHO
Vice President, Board of Trustees,
National Osteoporosis Foundation*

2020 TCS New York City Marathon Updates



NOF's **Be Bone Strong team**, launched in 2018, is dedicated to generating widespread awareness and much-needed funds to support the critical issue of bone health in active aging. NOF is an Official Charity Partner of the 2020 TCS New York City Marathon and the team is slated to run in the iconic marathon on Sunday, November 1. Leading the charge as captain for the Be Bone Strong team's initiatives and the marathon is Barbara Hannah Grufferman, NOF Trustee and Bone Health Ambassador. Ms. Grufferman is a nationally recognized advocate for positive living and an avid exercise enthusiast and marathoner. She will provide ongoing inspiration and guidance to the team. The 2020 TCS New York City Marathon celebrates its 50th anniversary this year. NOF's Be Bone Strong team is comprised of six inspirational women over the age of 50. These enthusiastic runners meet weekly via Zoom and are gearing up for pre-race and fundraising activities.

NOF CEO Update

On May 15, NOF announced the selection of Claire B. Gill as Chief Executive Officer. Ms. Gill is an accomplished leader with more than 25 years of diverse experience in nonprofit and for-profit businesses. As many of you know, recently she served as Chief Marketing Officer and Chief Mission Officer at NOF. She was instrumental in the implementation of the NOF National Bone Health Policy Institute, which seeks to develop and guide governmental and insurance policy related to bone health. In her spare time, Ms. Gill has founded the National Menopause Foundation, a not-for-profit

The COVID-19 pandemic and mandated social distancing have forced healthcare providers to quickly determine how to use technology to provide patient care. A recent NOF survey revealed that more than 60 percent of healthcare providers are offering telemedicine visits by phone or videoconference. Since March 2020, nearly two thirds (64%) of patient respondents have participated in technology-driven appointments. Overall, the feedback has been very positive with 77 percent indicating that their telemedicine appt was easy, convenient, a good quality visit and safe. NOF's Dr. Lewiecki shares excellent insight and perspective on what patients can expect from this new form of healthcare.

Q: How should a patient prepare for a telemedicine appointment?

A: With restrictions imposed by the COVID-19 global pandemic, televisits have become commonplace as a replacement for the traditional office visit. As restrictions are lifted, more patients will be able to return to having face-to-face office visits, but some may still prefer televisits. Here are a few things to consider for a televisit:

a. **Scheduling.** Be sure you have the right date and time. With a televisit, you may be in a different time zone, so keep that in mind. Be certain you have provided the most current insurance information for billing purposes, along with all of your contact information details. For a televisit, it must be clear in advance whether it will be by phone or video.

organization created to help women cope with menopause-related issues. Learn more about this well-deserved promotion here:

<https://www.nof.org/news/national-osteoporosis-foundation-announces-claire-b-gill-as-chief-executive-officer/>.



Advocacy Update

Fracture Prevention Coalition

On May 27, Claire Gill and Ann Elderkin (American Society for Bone and Mineral Research) participated in a virtual event hosted by Women in Government with special guest Senator Susan Collins of Maine. Senator Collins is the lead sponsor on the DXA legislation in the Senate. The event, entitled the Bone Health in 2020 Roundtable, highlighted specifics about why bone health is so important during the COVID-19 pandemic. In addition, information about how falls and fractures can be prevented and what to expect on the road to recovery was shared.

Senator Collins is very supportive of the work the Fracture Prevention Coalition has done to raise awareness about bone health. She admitted that despite the years she has worked on healthcare issues, she wasn't aware of the magnitude of the bone health crisis until 2019 when she began working on the Falls Prevention Report for the Aging Subcommittee. She also mentioned that she has fallen twice -- breaking an ankle each time and has had follow up bone density tests.

Participants were asked to help support the

b. Medical information. Please provide all necessary records and reports before the appointment. There may be forms to fill out with your medical history, list of medications, symptoms and concerns. Depending on circumstances, these may need to be mailed, emailed, faxed or hand delivered.

c. Technology. If the visit is by telephone, be certain you have a good connection. For a cell phone, ensure your phone is charged and that you have a strong signal. For a video visit, you should decide what device you will use - smartphone, computer or another device. If you have never done this before, conduct a test beforehand. If there is a link access to a website, be sure you have this available when you need it. If you need to download an app or program, complete this step in advance and know how to use it. There are many different systems, so be sure you are using the right one for the appointment.

d. During the televisit. You must have the microphone, speaker and camera activated. If you are not sure how to do this, practice in advance and get help from someone who knows. Speak clearly and stay in front of the camera. If you want a family member or friend to participate, have them sit beside you. Be prepared with questions and important medical information and take notes, if needed. At the end, be certain you understand next steps such as whether a follow-up appointment is necessary; are lab tests needed; is a prescription necessary; etc. Be sure you are well aware of how next steps will be

issue of DXA screening reimbursement by acting on the following:

- The Senator stressed it would be ideal to have every woman in the Senate be a co-sponsor. She encouraged Women in Government members to contact their counterparts in Congress and urge them to co-sponsor the Bills in the House and the Senate. In addition, she asked the organizations attending the Roundtable to activate their constituents as well.
- Senator Collins also suggested targeting members of the Senate Finance Committee as they will be key in getting the legislation passed.
- Lastly, everyone was encouraged to continually raise awareness about bone health, fall prevention, and osteoporosis.

Join NOF's Ambassadors Leadership Council



Our Ambassador Leadership Council is now more than 160 members strong! If you're interested in making an impact and initiating a positive change for osteoporosis, please consider joining.

An Ambassador's primary role is to advise and support NOF leadership and help make inroads in the medical, business and philanthropic sectors within their communities. Involvement is tailored to areas of interest, time constraints and

executed.

Q. What can a patient expect from an osteoporosis telemedicine appointment?

a. **Initial consultation.** There is some important medical information that is needed for the first visit. Please provide as much as you can in advance. The following lists some components of your medical history that could come up in discussion:

- i. Previous evaluations for osteoporosis
- ii. General health
- iii. Falls – past falls, fear of falls, balance problems, physical therapy
- iv. Fractures (broken bones) – which bone, what side, when and how
- v. Surgery – especially for bones or intestines, organ transplant
- vi. Family history – especially those with broken bones or bone problems
- vii. Medications for osteoporosis – what, when, if you stopped why you stopped, side-effects
- viii. Medications for other conditions – especially prednisone and anti-hormone medication for breast or prostate cancer
- ix. Treatment for other conditions – especially radiation therapy for any reason
- x. Bone density tests – when, where, reports, results
- xi. Lab reports
- xii. X-rays, CT scans, MRIs of bones – especially the spine
- xiii. Intestinal problems – trouble swallowing, ulcers, heartburn, indigestion, food intolerances, digestion difficulties, diarrhea
- xiv. Cardiovascular disease
- xv. Kidney disease
- xvi. Any special concerns

expertise. Visit the web page below to learn more and for a list of current Ambassadors: <https://www.nof.org/news-events/advocacy/ambassadors-leadership-council/>.

If you would like to become an Ambassador or to nominate someone, please contact Lisa Tumminello at lisa.tumminello@nof.org with the subject line Ambassador Nominee.

Connect with NOF

NOF's Online Osteoporosis Support Group and Discussion Community



NOF's online support community, hosted by Inspire, is a safe and secure place to connect with others, ask questions and share experiences and information about osteoporosis and bone health. Membership now connects more than 57,000 individuals. This online community is free to join and open to patients, caregivers and anyone interested in osteoporosis and bone health. Visit <https://www.nof.org/patients/patient-support/osteoporosis-support-community/> to learn more about NOF's invaluable osteoporosis support community.

With a video visit, it is possible to have a limited physical examination. For example, balance testing can be done while someone watches on the screen. You may be able to show your teeth and any skin rashes of concern. At the end of the visit, be sure to discuss the plan for additional evaluation, treatment and follow-up.

b. **Follow-up televisit.** Be prepared to provide an update for all of the above, especially any new tests, falls, broken bones, difficulties with medications.

Q. What has your overall experience been conducting telemedicine with your patients?

A. I prefer a face-to-face office visit, especially for an initial consultation. When that is not possible, a video visit is my next best choice. As all of us have more experience with this type of televisit, it will probably become more comfortable and useful. A phone visit is my third choice but has the advantage that anyone can do it and no special computer skills are required.

Q. Do you have any top-line advice or key learnings to share?

A. Regardless of how you connect with a healthcare professional, effective communication skills are required on both sides. Be sure you are sharing all the information your provider needs and that your concerns have been expressed. Just as important, be sure you understand all that has been discussed. You and your provider should be working as a team to optimize the health of your bones.

Call to Action: Patient Registry



The **Healthy Bones, Build Them for Life® Patient Registry**, the first of its kind tool in the osteoporosis field, surveys patients and caregivers on an ongoing basis about how osteoporosis and osteopenia impact their lives. This patient-reported information is collected anonymously, combined and analyzed by the NOF to map out the patient journey. This will help NOF and the broader bone health community identify what patients need and want most. We encourage you to take the survey and share with others in your community.

NOF Partners

Medical Fitness Network



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

Visit the Medical Fitness Network:
www.medicalfitnessnetwork.org.

Next Avenue



Please visit NOF's partner, NextAvenue, a public media site providing news, information and advice for America's 50+ population.
Visit NextAvenue.org:
www.nextavenue.org.

Patient Access Network



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

Visit the Patient Access Network:
www.panfoundation.org.

Huffington Post



NOF is grateful to the Huffington Post and our Bone Health Ambassador, Barbara Hannah Grufferman, for continuing to feature information about osteoporosis and bone health in its blogs.

[Learn more and subscribe to Barbara's Huffington Post blog.](#)