

WOMEN'S HEALTH ASSOCIATES OF SPRINGFIELD AND WESTFIELD, MA ANNOUNCES NEW WEB SITE AND ADDITION OF ADVANCED BONE DENSITY SOFTWARE

For Immediate Release

September 16, 2010 Springfield, MA – While Women's Health Associates holds experienced and compassionate care to be their highest quality, advanced technology is of vital importance as a new web site has recently launched and a new advanced form of bone density software is being promoted.

The firm, a women's obstetrical and gynecological medical office, has been serving the residents of the Pioneer Valley for more than 20 years. Dr. Robert Wool and his staff are proud to announce the launch of their new web site, www.WHAOB-GYN.com, and a major advance in osteoporosis assessment called FRAX Risk-Assessment Tool. The new software is developed by the World Health Organization (WHO) and follows the guidelines of the National Osteoporosis Foundation (NOF).

Osteoporosis Facts:

- 80% of those affected by osteoporosis are women.
- People cannot feel their bones getting weaker. They may not know that they have osteoporosis until they break a bone.
- Women can lose up to 20 percent of their bone mass in the five to seven years after menopause, making them more susceptible to osteoporosis.
- Specialized tests called bone mineral density (BMD) tests can measure bone density in various sites of the body. Experts recommend a type of BMD test using a central DXA (which stands for dual energy x-ray absorptiometry).

-- National Osteoporosis

Foundation

www.NOF.org

Osteoporosis is a major public health problem, with an estimated 44 million US residents at risk for fracture. There often are no warning signs before a fracture, and older guidelines did not assess the effects of age, sex, history, genetic factors and ethnicity on osteoporosis-related risk. The updated NOF guidelines provide clearer direction and WHO's FRAX tool uses an algorithm that determines the likelihood of fracture in the next 10 years.

"Once thought to be a normal part of aging, it is now known that osteoporosis can be slowed and fractures avoided with early detection and treatment," says Dr. Wool. "Osteoporosis is not a normal condition of aging but a disease that can be prevented. By investing in a leading bone densitometry

system, we have access to high resolution images for the precise detection of the smallest bone deformities and will be able to detect and treat osteoporosis at its earliest stages.”

According to the WHO, the FRAX tool makes its predictions using the largest collection of osteoporosis data ever assembled. With the use of the NOF guidelines and the new FRAX tool on the bone densitometer, the ability to evaluate and treat women of different ethnicities has been greatly enhanced.

Dr. Wool is also very encouraged by a few new drugs on the market that have shown a reduction of incidence of vertebral, nonvertebral and hip fractures by helping to stop the development of bone removing cells before they cause bone loss.

Women interested in knowing more about their bone health are encouraged to make an appointment for a bone density test. More information about Women’s Health Associates offices in Springfield, MA and Westfield, MA. Can be found at www.WHAOB-GYN.com or by calling (413) 736.9978 or (413) 562.8306.