

WELCOA[★]
PREMIER PROVIDER
NETWORK

2019

genneve[®]





genneve started with one idea:
to make a big, positive impact
on women's health.



CEO and co-founder Jill Angelo explains, “Before we launched, we surveyed 1500 women all over America, asking them what they needed in menopause. More than anything else, they said they just wanted someone to start the conversation and lift the stigma. They were modern women who wanted to take control of their health in midlife. This was not their mother’s menopause.”

Welcome to genneve: the first-of-its-kind online clinic for menopause where women can book [video appointments with practitioners](#) who specialize in menopause, find curated [products for symptom relief](#); discover menopause tools including the ob/gyn-created [Menopause Assessment](#), and get free access to physician-informed [blogs, podcasts and videos](#) on menopause symptoms and remedies. There’s also a [robust community](#) of women and practitioners dialoguing about their own menopause journeys.

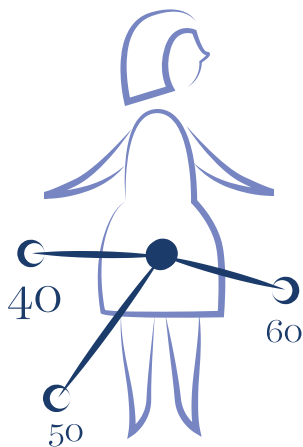
Jill Angelo was a Microsoft executive on sabbatical and looking to make a change when she met former Neutrogena executive Jacqueline Brandywine. Jacqui had a small but successful business in intimate moisturizers, lubricants, and cleansers for women dealing with hormone change, and she was looking for someone to take over running the company.

Jill has long had a passion for women’s health, and when she discovered that only 7% of women receive the care they need to have a healthy, comfortable menopause transition, she realized she’d found her niche.

Says Jill, “The more I hear from women and doctors, the more I understand that menopause is really the start of the second half of life for women. If we don’t take control of it now, it has the power to impact our standard of living, our families and our long-term health.”

★ WHAT IS MENOPAUSE WELLNESS?

“Menopause” technically only lasts one day: it’s the one-year anniversary of a woman’s last period. But the health and wellness impacts of estrogen loss can start well before menopause and continue for many years after; some impacts like osteoporosis can continue to affect a woman for the rest of her life.



Menopause wellness is about helping women manage the symptoms associated with the hormonal changes of menopause: hot flashes, sleep disruption, headaches, fatigue, brain fog, irregular periods, anxiety, and more. Some women sail through this transitional period with little discomfort. Most experience at least some symptoms, though severity and duration will vary. Some women’s quality of life is significantly reduced by menopause symptoms.

There are treatments, medications, and lifestyle changes that women can utilize to manage menopause and continue performing at the high level their employers and colleagues are accustomed to. But some women may need a little extra understanding, support, and accommodation during the challenging years around menopause.

At genneve, we’re menopause experts. Our mission is to help every woman take back control and have an easier, healthier menopause transition. We offer a full range of products and services to make that happen.

We believe menopause wellness is grounded in understanding: women understanding their bodies; doctors and health practitioners understanding a woman’s hormonal journey and how to help her through it; all people understanding that menopause is a natural, normal phase of every woman’s life and no woman should be embarrassed by it.

Because menopause has long been a taboo topic, a big part of our job at genneve is to increase understanding. We do that by providing a Menopause Assessment – an ob/gyn-developed questionnaire that helps women pinpoint where they are in their journey and how they compare to other women. The Assessment is the basis for a woman’s health dashboard, which gives her access to information specific to her unique set of symptoms, and informs her of products that can help her find relief.

We also have a robust library of information including blogs, videos, and podcasts with doctors, researchers, and innovators who are working to improve women’s lives in midlife.

★ SOLVING FOR MENOPAUSE

First, we want to be clear that menopause is not a disease; it’s a natural, normal part of a woman’s life, and everyone born with a uterus goes through it. There’s no reason to be embarrassed about it and no one should be made to feel they need to hide their symptoms for any reason.

However, there are aspects of menopause that can be extremely uncomfortable, and we’re declaring the era of “suffering in silence” officially *over*.

So what can genneve do to help women take back control of their health and regain quality of life in this challenging time?

A lot.

Often, one of our first services is to reassure women that they're not alone, they're not "crazy," and what they're going through is normal. Many women don't realize a symptom they're experiencing is related to their hormones and may mark the beginning of their menopause transition. (Who would associate thinning eyelashes or restless leg syndrome with menopause?)

We help women understand what's happening in their body so they can determine the treatment plan that's right for them.

Treatment may involve discussing lifestyle changes that can make a huge difference to hot flashes, poor sleep, dry skin, and anxiety, for example. Supplements, nutrition, exercise, sleep hygiene, alternative therapies such as acupuncture – all of these can go a long way to minimizing menopause's impacts on a woman's life and well-being.

Our telemedicine docs are able to prescribe medication when such treatment is called for, and we can even phone in prescriptions and bill insurance.

There are safe, effective treatments for menopause symptoms. We want to help women understand all their options, know the true benefits and risks – not the hype or hysteria – and access the treatments they need to get back to feeling like themselves.

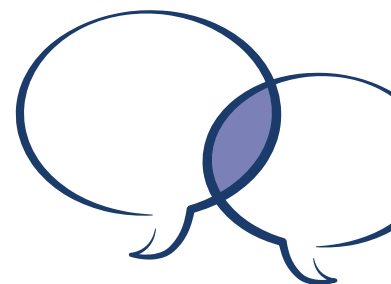
★ WHY IS IT IMPORTANT TO ADDRESS MENOPAUSE IN THE WORKPLACE?

According to the US Bureau of Labor Statistics, there are 15.5 million working women in the US right now who are aged 44 to 55, and a whopping 33.2 million aged 45+. That means 20% of the US workforce is likely to begin having symptoms or is experiencing them already.

Women spend a significant portion of their lives at work; if symptoms are severe, a woman's work can be impacted. Organizations lose women who find their symptoms are too overwhelming to continue working. Those who stay may find their performance and productivity is impacted when symptoms aren't controlled.

Because symptoms can begin as early as a woman's mid-30s, a large part of her career may overlap with her perimenopause-to-menopause transition. The lifestyle choices (nutrition, exercise, sleep, smoking) a woman makes when she's younger can have significant impact on her experience of menopause, so it's important to make sure younger women are thoroughly informed.

Studies have also found that workplaces where menopause isn't stigmatized and women



are comfortable sharing what they're experiencing with colleagues and managers retain women better. Even just feeling she can approach her manager without embarrassment or fear of discrimination can help a woman regard her symptoms as more manageable and less disruptive. And any workplace that provides accommodation is likely to see a workforce that is happier, more productive, and far more likely to stay.

★ HOW DOES GENNEVE DELIVER MENOPAUSE WELLNESS?

We want to ensure every woman has the information she needs to make the best choices for her health. We provide that access in a number of ways:

1. The **genneve Menopause Assessment**. A great tool for helping women understand their bodies better.
2. **Access to genneve telemedicine** ob/gyns and nurse practitioners. These convenient, 15-minute consultations are perfect for women to ask questions, determine next steps, even devise a plan for managing their menopause symptoms.
3. **Our resource library**. Blogs, videos, podcasts and more on all the symptoms and topics that can affect women in midlife and menopause, all physician-reviewed.
4. **Our robust community**. Sometimes it helps just to know you're not alone. Our community is active, engaged, and informed, plus our forums are monitored by health professionals who can answer menopause questions.
5. **Our products**. What really works for hot flashes or anxiety? We create products by women, for women – products that solve the actual problems real women experience during times of hormonal change.
6. **Workplace assistance**. How do you make your workplace “menopause optimized”? There are lots of things you can do to support this group of employees, and we'll help you show them how much they're valued. It can be a tough conversation, so let us help you open and operate those lines of communication.

There's not a lot of information out there about menopause, and it can be difficult to know what sources to trust. Women tell us about spending hours searching for their symptoms on Dr. Google, hoping to land on that one site that might actually help them get some relief.

With genneve, women get menopause information they can understand, trust, and act on. And if their questions still aren't answered or they're ready to take the next step, they can consult with a menopause-specialist ob/gyn or nurse practitioner.

★ EVERY WOMAN'S EXPERIENCE OF MENOPAUSE IS DIFFERENT; HOW DO YOU MEET EVERY WOMAN'S NEEDS?

It's true that every woman's menopause journey is as unique as she is. Some will fly through it with barely a bump; others will deal with a seemingly endless stream of symptoms that genuinely diminish their quality of life.

And no treatment is one-size-fits-all with an audience as varied as "women in menopause." So it's a valid question: how do we help every woman?

★ WE LISTEN

At gennevive, we have all kinds of experts on women's midlife wellness. But we believe the very best expert on a woman's body is the woman who's in it.

We hear too many stories of women whose symptoms were misdiagnosed, conditions untreated, serious health concerns dismissed. Women have told us of going to their doctors time and again, asking for help, knowing something was wrong, only to be told, "It's just menopause" and given anti-depressants.

Sometimes it is "just menopause," but that doesn't mean she doesn't need or deserve care. Sometimes it isn't "just menopause," and women aren't given the treatment they need.

We want to help women take back control of their health so they can truly enjoy this second chapter of life. The best way to do that is to listen first, then tailor the treatment to the woman.

★ WE SPECIALIZE

We specialize in midlife and menopause. We hire practitioners for our telemedicine who are specialists in menopause treatment. We talk to the best minds in this space: the product creators, the innovators, the researchers and docs across the broad scope of menopause care and women's health.

★ WE ARE EVIDENCE-BASED

Our solutions, treatments, and educational content are scientific and vetted by physicians. We also know that every woman is different, so you'll find plenty of alternative therapies and advice from naturopathic doctors and other practitioners on our site.

Our Director of Health, Dr. Rebecca Dunsmoor-Su, is an ob/gyn and menopause specialist. She is also an epidemiologist who keeps the team informed on the latest research around women's health.



Dr. Rebecca Dunsmoor-Su

★ INCREASING ACCESS TO CARE

There's a very real and growing shortage of ob/gyns in the United States. According to ACOG (American Congress of Obstetricians and Gynecologists), by 2020, there will be a shortage of nearly 9,000 ob/gyns. That number could be as high as 22,000 by 2050.

The shortage disproportionately affects women in menopause, as many of the ob/gyns out there aren't as proficient in menopause care as we'd like them to be. It also dramatically impacts women in rural areas who may be many hours' drive from the nearest ob/gyn.

Every woman deserves access to the care she needs: it's our central tenet, and to help women in menopause get that care, we offer our telemedicine service. Women can consult with a menopause-specialist ob/gyn or nurse practitioner via video or text anywhere they have Internet access.

★ THE VALUE OF GENNEVE MENOPAUSE CARE TO ORGANIZATIONS

Menopause makes for difficult conversations: how do you bring it up with employees without appearing sexist, ageist, or both?

On the other hand, it's tough to make accommodations for someone's needs if they're uncomfortable sharing what those needs are.

And it is important for organizations to support their employees going through menopause, if they want to retain some of their best, most-experienced, most-productive employees.

Absenteeism, loss of productivity, and having to replace employees who leave are major costs for any organization. Those companies who have open dialogue and accommodations around menopause retain employees and don't see the productivity loss their peers do.

genneve helps companies – from senior-level execs to managers and employees – have those potentially awkward conversations. The information anyone can access on genneve's site gives everyone better understanding, helps set expectations, normalizes menopause, and gives colleagues a common language to speak with.

The information we provide women helps them manage their symptoms better, so symptoms have less impact on the workplace. We are also able to advise companies on how to make their organization more “menopause-friendly.”

Happier, more comfortable employees are better employees. They are able to be more productive, and they stay with an organization longer, which is a benefit to all.

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