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The movement is at www.embracingwomenshealth.com

LLuminari® – Embracing Women’s Health FAQs

Q. What is “gender-specific” medicine?

A. Gender-specific medicine is the science that discovers how disease affects men and women differently. Research has confirmed significant variations in how major diseases first appear and then develop differently in men and women.

Q. Why is this significant?

A. If women and men better understood gender differences, they could visit their healthcare provider better prepared to ask questions about specific conditions, treatments, and outcomes. **Heart disease** is an excellent example. The differences between men and women regarding risk, symptoms and consequences of coronary artery disease show that women may die needlessly, simply due to misdiagnosis. Even after a heart attack, women may be treated less aggressively than men.

Q. Are there other therapeutic areas where there are gender-specific health issues?

A. Yes. For example, **asthma**, **diabetes** and **mental health** are three areas impacted by gender differences.

For example, in 2002, 11.6 million females had asthma, compared with 8.5 million males. Women make more emergency room visits with asthma attacks. Some women are uniquely susceptible to worsening of the disease just before they menstruate because of a difference in the way they metabolize medicine given to them to prevent an asthma attack.

Women with diabetes have a four- to six-fold increase in risk for developing coronary artery disease compared with diabetic men, while a man’s risk doubles if he has the disease.

Typically higher levels of serotonin in men’s brains may explain why women are twice as likely to suffer from major depression than are men.



Q. What is the LLuminari® Embracing Women's Health™ Movement?

A. LLuminari, a health education company, has launched a national health education movement called *Embracing Women's Health*™ to improve awareness and understanding of the health impact of gender-specific differences.

The web site is unique because it has been developed by the LLuminari Experts, a team of the country's most trusted physicians and health experts who are also great communicators.

The health content presented on the Embracing Women's Health web site features original, gender-specific health information; in depth coverage is currently offered on heart health, mental health, diabetes and asthma. Some of the additional topics covered include reproductive health, sexual health, fitness, exercise, and nutrition.

Q. What is the goal of this movement?

A. The goal of the Embracing Women's Health movement is for people to begin asking their healthcare provider questions based on their gender. LLuminari believes that this dialog will lead to better care, more informed health choices and an increased demand for more research on gender-based medicine.

Q. How does a person get involved or join the movement?

A. People can simply register online at www.EmbracingWomensHealth.com to join the movement. The web site provides participants with an opportunity to share inspiring personal stories and become LLuminari® Health Champions, as well as create their own Web Log (BLOG) to help expand the online community.

Q. What is the organization behind the movement?

LLuminari, based in Wilmington, Delaware, is a health education company comprised of nationally known physicians and health experts committed to women's health, both in the workplace and at home. Named to evoke the idea of illumination, LLuminari physicians and health experts translate complex medical information into powerful and comprehensive formats and points-of-view that people understand and can act upon to improve personal and family health.

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