

How The New Name Polyendocrine Metabolic Ovarian Syndrome (PMOS) Was Chosen



1 Getting started - Funding & leadership

This was essential – thank you to the Australian National Health and Medical Research Council for funding this work. Monash University (CRE-WHiRL) led this initiative with the AE-PCOS (International Androgen Excess and Polycystic Ovary Syndrome Society), and UK patient group Verity. An international group of expert health professionals and those with lived experience guided the process.



2 Engaging globally

Patient organisations, professional groups, and experts from many fields were engaged, distributed surveys, nominated experts for workshops and will assist in disseminating the new name.



3 Capturing the voices of women and health professionals globally

Multiple global surveys in many languages attracted 22,000 responses from all world regions.



This was the largest global engagement in a name change process, including women with lived experience and health professionals. They shared their views on whether a new name was needed, what the new name should and should not include, and how best to communicate the change.

Survey responses informed online workshops with people from all world regions. These established shared principles, the agreed approach, preferred terms and ultimately the top ranked name that was accurate, acceptable, and culturally appropriate.

4 Getting agreement

Communication and branding experts looked at how clear each name was, how easy it would be to use, and how well it would work during the transition.

Workshops with women and health professionals from across world regions built on the survey results, and considered cultural concerns.

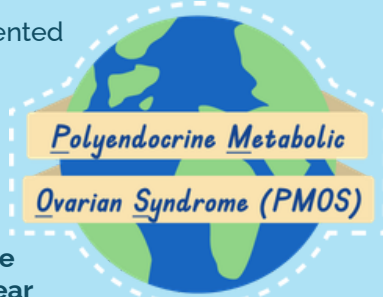
Patients and health professionals agreed on the final name that accurately reflects the condition, is easy to communicate, was culturally appropriate and limits stigma.



5 Communicating the name change worldwide

A plan was created and is being implemented to increase uptake in healthcare, research, education, and public health communication around the world.

The new name will be phased in over a 3-year transition.



Need to learn more information about PMOS?

The AskPCOS App is transitioning to The Ask PMOS App and provides comprehensive, high quality information and support tools that are based on the latest evidence.

www.askpcos.org/www.askpmos.org

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