

PITUITARY WORLD NEWS

Why?



Awareness, news and information so more people are diagnosed properly and early

Why we exist.

PWN's sole reason for being is to help diagnose people properly and early by increasing awareness of pituitary disorders and providing a platform for communications, collaborations, creativity and innovation.

Transforming how information is spread.

At its core, PWN connects thought leaders to patients, creating access to critical expertise. We are reframing the conversation by creating a network of highly informed professionals and people affected by pituitary disorders. We want our partners and collaborators to share their story and expertise, and be part of this movement to change how we spread knowledge and information.

The issues.

Pituitary disease can go undiagnosed for decades and confused with a myriad of symptoms like obesity, high blood pressure, diabetes, heart disease, weight gain, irritability, fatigue, polyps, sleep apnea, headaches, visual loss, irregular periods in women, sexual dysfunction and many more. Physicians often treat the symptoms and don't explore the underlying causes delaying proper diagnosis for years. We aim to have patients better informed, and doctors put pituitary disorders on their radars and consider it on the list of possibilities earlier in the process

The advantages of early diagnosis.

PWN was created in response to the industry and medical establishment findings of considerable numbers of undiagnosed and miss diagnosed patients with pituitary conditions. The medical community believes that a large number of these

cases can be cured if tumors can be diagnosed early before they cause too much damage. This can result in dramatic life changes, substantial improvements in quality of life and likely, considerable medical expense reductions.

The numbers behind the problem.

Researchers, leading institutions such as the National Institutes for Health, the American Cancer Society, the American Brain Tumor Association and pituitary specialists think that there could be as many as 20,000 in 100,000 people who are not being diagnosed because it's just not registering with the physician nor with the patient that there might be a problem.

Our plans.

To date we have published over 180 articles, podcasts and videos on the website, Facebook page and YouTube. We plan to continue publishing original materials, and articles of general interest and execute an extensive outreach campaign targeting potentially undiagnosed patients and healthcare professionals. We lecture at medical schools and trade conferences and provide speakers for conferences.

About PWN's team:

Dr. Lewis Blevins is a world leading endocrinologist and is currently Medical Director of the California Center for Pituitary Disorders at the University of California San Francisco and Professor of Neurological Surgery and Medicine at UCSF.

JD Faccinetti is a communications expert and president of IgniteThinking LLC, a communication/insights consultancy, and a patient affected by Acromegaly.

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