FOR IMMEDIATE RELEASE

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periPower
Midlife, Reclaimed.

Why Are Women Turning to Social Media for Menopause Advice?
New Montgomery County summer series connects women with trusted physicians, evidence-based education, and community.

LOWER GWYNEDD, PA — Approximately **1.6 million women in Pennsylvania are between the ages of 40 and 59**, the years when many begin experiencing perimenopause or menopause. Yet many are turning to social media, podcasts, and online communities for answers instead of finding them in the exam room.

The reasons are well documented.

Research suggests it takes an average of about **17 years** for medical evidence to become part of routine clinical practice. At the same time, a 2023 national survey found that only about **one-third of U.S. OB/GYN residency programs include a dedicated menopause curriculum**, leaving many physicians with limited formal training in menopause care. As awareness grows online, so does the challenge of separating evidence-based medicine from misinformation.

Following the success of its inaugural event this spring, which brought together nearly 200 women from across the Philadelphia region, periPower is launching **Midlife, Reclaimed**, a four-part summer education series designed to help bridge that gap by connecting women with trusted physicians, evidence-based education, and meaningful community.

Each evening features a screening of an episode of *BALANCE: A Perimenopause Journey*, followed by an educational presentation from a board-certified physician. Just as important, the series creates a space for women to step away from searching for answers alone and come together in person to learn, ask questions, share experiences, and build community with others navigating similar life transitions.

"We weren't meant to navigate midlife alone," said Brinda Murphy, founder of periPower. "Our mission is to educate women with evidence-based information, bring them together in community, and empower them to become their own best health advocates. When women stop searching alone and start learning together, everything changes."

Murphy founded periPower after her own experience searching for answers during perimenopause. Following an emergency room visit for heart palpitations in her early forties, she later learned they were a common symptom of perimenopause, a possibility that had never been discussed during her medical evaluation.

"Women are hearing more about menopause than ever before, but they are also being exposed to an overwhelming amount of conflicting information online," said Dr. Kim Einhorn, board-certified OB/GYN and Menopause Society Certified Practitioner. "Women deserve information grounded in medical evidence and the opportunity to learn from healthcare professionals who understand menopause care."

The **Midlife, Reclaimed Summer Series** includes four Wednesday evening events, held on **July 22, July 29, August 5, and August 12**, from **7:00 to 9:30 p.m.** at the **Harth Building, 812 N. Bethlehem Pike, Lower Gwynedd, PA.**

Each evening features a different episode of BALANCE: A Perimenopause Journey and explores one of the most common questions women ask during midlife, including hormones and mood, intimacy and sexual wellness, sleep and stress, and nutrition, strength, and metabolism. Women may attend individual evenings or the complete four-part series.

For more information or to register, visit **www.peripowerevent.com**.

About periPower

periPower is a community education initiative dedicated to helping women navigate perimenopause and menopause through trusted medical education, meaningful community, and empowerment. Through documentary screenings, expert speakers, and partnerships with local healthcare providers, periPower equips women with the knowledge, confidence, and connections they need to advocate for their health.

periPower proudly supports Let's Talk Menopause, a national nonprofit organization dedicated to improving menopause education, advocacy, and access to evidence-based care.

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Event Details:

periPower
Midlife, Reclaimed Summer Series
Wednesdays, 7 PM - 9:30 PM
July 22, July 29, August 5, and August 12
Harth Building, Lower Gwynedd, PA

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