



**PH Freedom
Foundation**
For Pelvic Health

www.phfreedomfoundation.org



PROSPECTUS

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Foreword

How We Got Here

As a purpose driven organization, the PHreedom Foundation for Pelvic Health started from a personal experience Ann Margaret Howard, CEO of IT Broadcasting had after a hysterectomy.

Despite having amazing medical care and an uncomplicated procedure, she was unaware that half of her pelvic floor needed retraining to function properly, resulting in a painful injury to her pudendal nerve.

Her experience during the next three months with Pelvic Floor Rehabilitation enlightened her to the lack of education, research and early access to pelvic floor physical therapy that exists.

In reaching out to medical professionals, friends, and colleagues, she quickly found she was not alone!



"I want us to understand the importance of Pelvic Health and the impact it has to every individual's quality of life. It is intrinsic to our daily body functions. Pelvic Health dysfunction can be filled with pain, silence and shame, and be the cause of isolation. Knowledge can change this. I invite you to join our conversation!"

- Ann Margaret Howard, President & Founder

Pelvic Health

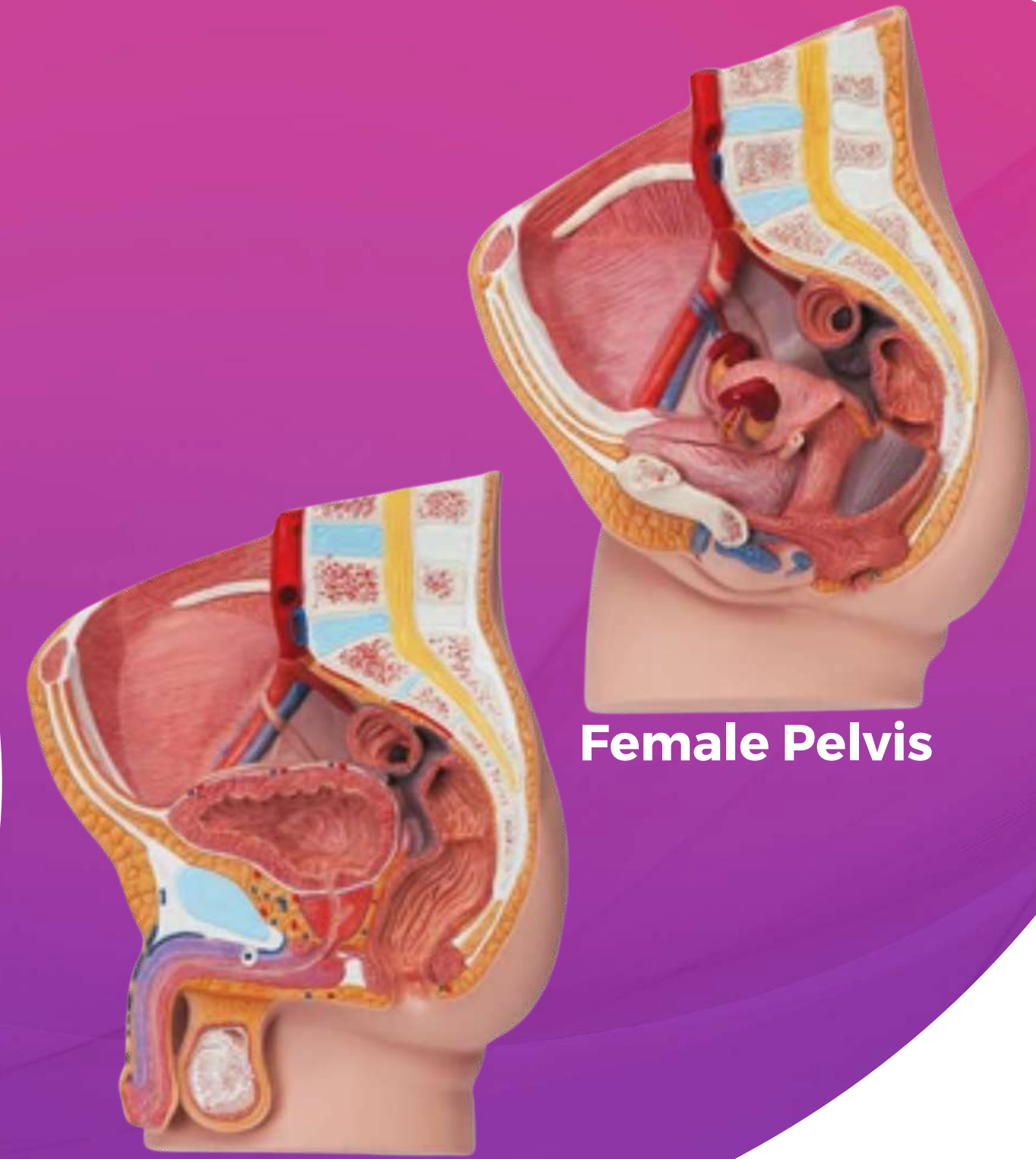
Our Definition of Pelvic Health

There is not a universally accepted definition of Pelvic Health and we believe in a holistic approach to its definition.

"Pelvic Health is the best possible functioning and management of the bladder, bowel, and reproductive organs. It is not merely the absence of disease or weakness in these organs. Pelvic health plays an important role in complete physical, mental, social, and sexual well-being."

Baylor College of Medicine Research Centers

PHreedom Foundation is committed to being a champion of knowledge, and the change it brings.



Female Pelvis

Male Pelvis

Our Purpose

Mission Statement

To ensure Pelvic Health is known, available, and advancing for a better quality of life for all people, everywhere.

We will raise awareness, advocate for pelvic floor literacy, conduct Pelvic Health research, develop and make available Pelvic Health education materials and take positive action in our healthcare system.

Values

- Conversation
- Inclusiveness
- Quality
- Collaboration
- Change



Important Facts

Pelvic Health in Numbers



Estimates of **pelvic organ prolapse (POP)** range between **1 to 65%**

of the population

(Brown, H.W., et al 2022)



1 in 4 women

over the age of 18 reported at least **one episode of urinary incontinence (UI)**

(CDC, 2014)



Urinary incontinence was present in **43% of people**

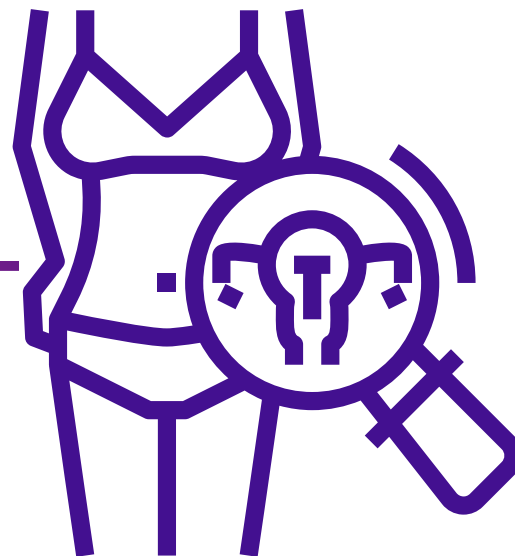
(men and women) over the age of 65

(CDC, 2014)

Hysterectomies are very common **1 in 3 women**

in the United States has had one by age 60

(Brown, H.W., et al 2022)



20% of women

undergo surgery for Pelvic Organ Prolapse or Urinary Incontinence

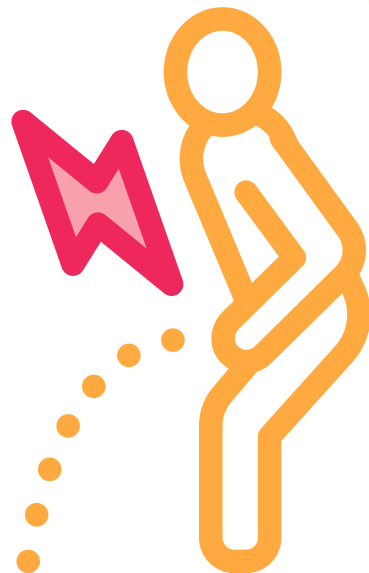
(Dieter, et al, 2015)



1 in 3 women

will experience a **pelvic floor disorder** in her lifetime.

(Palsson et al, 2020)



Our Work

Our Purpose in Action



Awareness

Assemble a multifactorial community to raise awareness, tear down barriers and promote conversations around Pelvic Health, everywhere



Education

Create publicly available standardized Pelvic Health educational materials, in collaboration with healthcare providers



Research

Conduct peer-reviewed medical research studies with leading healthcare organizations, furthering the field of Pelvic Health



Action for Outcomes

Create a standard of care initiative, bringing research, education, and early access to pelvic floor physical therapy (PFPT) across our healthcare systems



You Have the Floor

We can all agree that discussing Pelvic Health can be difficult for many people. Through awareness, we can eliminate the stigma, tear down barriers and build a community where open discussion is normal.

Our awareness strategy includes the five prongs listed below:

1. You Have the Floor monthly podcast hosting a combination of experts in the field of Pelvic Health and publicly known persons with pelvic floor dysfunction or other related experiences
2. Contribute to print and digital media articles to raise awareness within medical association communities and the public
3. Provide funding support to select like-minded organizations who are positively impacting Pelvic Health awareness
4. Create a flagship golf charity event and contribute to select sporting events to raise awareness
5. Provide public and anonymous digital forums for the sharing of stories. Develop a series of 1 min testimonials of publicly known persons to start the conversation and engage the public.



PHreedom from Within

Standardized and reviewed educational material is the strongest communication mechanism we can develop. We will create, obtain and/or package these materials and make them publicly available.

1. Create a core package of Pelvic Health anatomy images for educational and awareness purposes to use in all forms of media
2. Develop video segments and corresponding print education content for patient education
3. Develop provider information and training for building a therapeutic alliance with sensitive topics such as bowel, bladder, and sexual health
4. Develop a recommended postoperative rehabilitation plan and corresponding education and exercise program for gynecologic surgeries
5. Develop postpartum education handouts for midwives, hospitals, and OBs for both vaginal and Cesarean birth methods



To Champion Knowledge

To effect long term change in healthcare protocols, we will fund and conduct comprehensive peer-reviewed Pelvic Health research studies. The following is a list of potential studies to be considered and adjusted by the Board of Directors and our research partners.

1. Optimization of care post-hysterectomy and/or gynecologic surgery by identifying the benefits and effectiveness of a prescribed PFPT vs a traditional recommendation by medical-surgical providers
2. Improve referrals to Pelvic Health Physical Therapy by developing guidelines for medical provider screening for Pelvic Health, cardinal time points for screening women and men (building on the Delphi study)
3. Generate pelvic floor intervention specificity (divided into broad conditions such as urinary incontinence, pelvic pain, bowel dysfunction, pregnancy/postpartum; and then further specified to stress or urge urinary incontinence, dyspareunia, vaginismus, vulvodynia, fecal incontinence, constipation etc) to determine broad scope of interventions being provided, expert consensus for identified interventions (Delphi surveys), and the effectiveness of stand-alone or combined treatments.
4. Intervention study investigating impact of pelvic floor education training
5. Conduct a research effort to benchmark how to consolidate pelvic floor statistics and source data locations. Carry out a research consolidation effort.

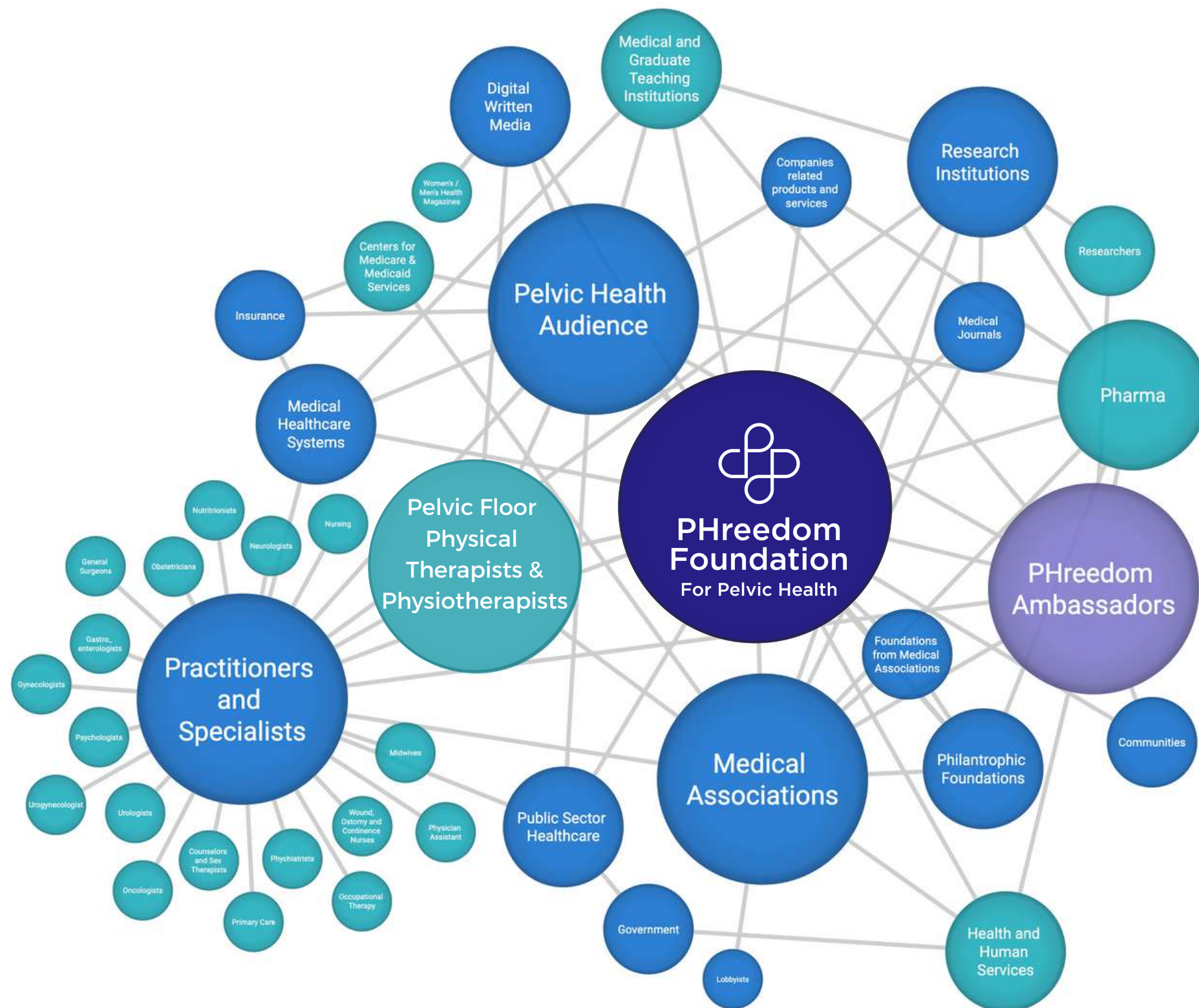


Enable Positive Change

It is a PHreedom Foundation purpose statement to effect positive change across healthcare and to improve patient outcomes. We envision Pelvic Health research, education, and early access to PFPT being integrated into our healthcare system. We will build a success-model for a Pelvic Health standard of care starting with a select group of gynecologic surgeons as follows

1. Develop the governance structure, policies, protocols, and procedures for PHreedom Foundation's *Pelvic Health Integration Program* (PHIP) including communication, research, and delivery plan
2. Selection of surgeons or surgical practices numbering between 15-20 surgical teams to conduct a 6-month implementation program of PHIP; this will require agreement and support from Executive Leadership for each practice and a reasonable IRB process where applicable
3. Coordination with respective local Pelvic Health Physical Therapy offices; this will also require agreement and support from Executive Leadership for each practice and a reasonable IRB process where applicable
4. Delivery of PHIP: prescribed, accredited Pelvic Health education at the point of care; Conduct a peer-reviewed study based on our Research Pillar; establish PHPT program either post-surgery only or pre and post-surgery
5. Document what the success-model would be for a PHIP national rollout

Our Ecosystem



Building Bridges

At PHreedom Foundation we are true believers that a deep collaboration is needed if we want everyone, everywhere to embody Pelvic Health.

We will assiduously seek to build a community with multidisciplinary and multifactorial talents that will enable us to reach everyone with a Pelvic Floor and have a long-lasting transformative change. Whether you join us for the short term as a guest on our podcast or are a Pelvic Health patient sharing your story, or a doctor who works with us on our research, to those of you who fund our 4 pillars and sit on our advisory board, you are all welcomed as PHreedom Ambassadors.

Value can be exchanged through a mutualistic approach, for PHreedom's voice to grow!

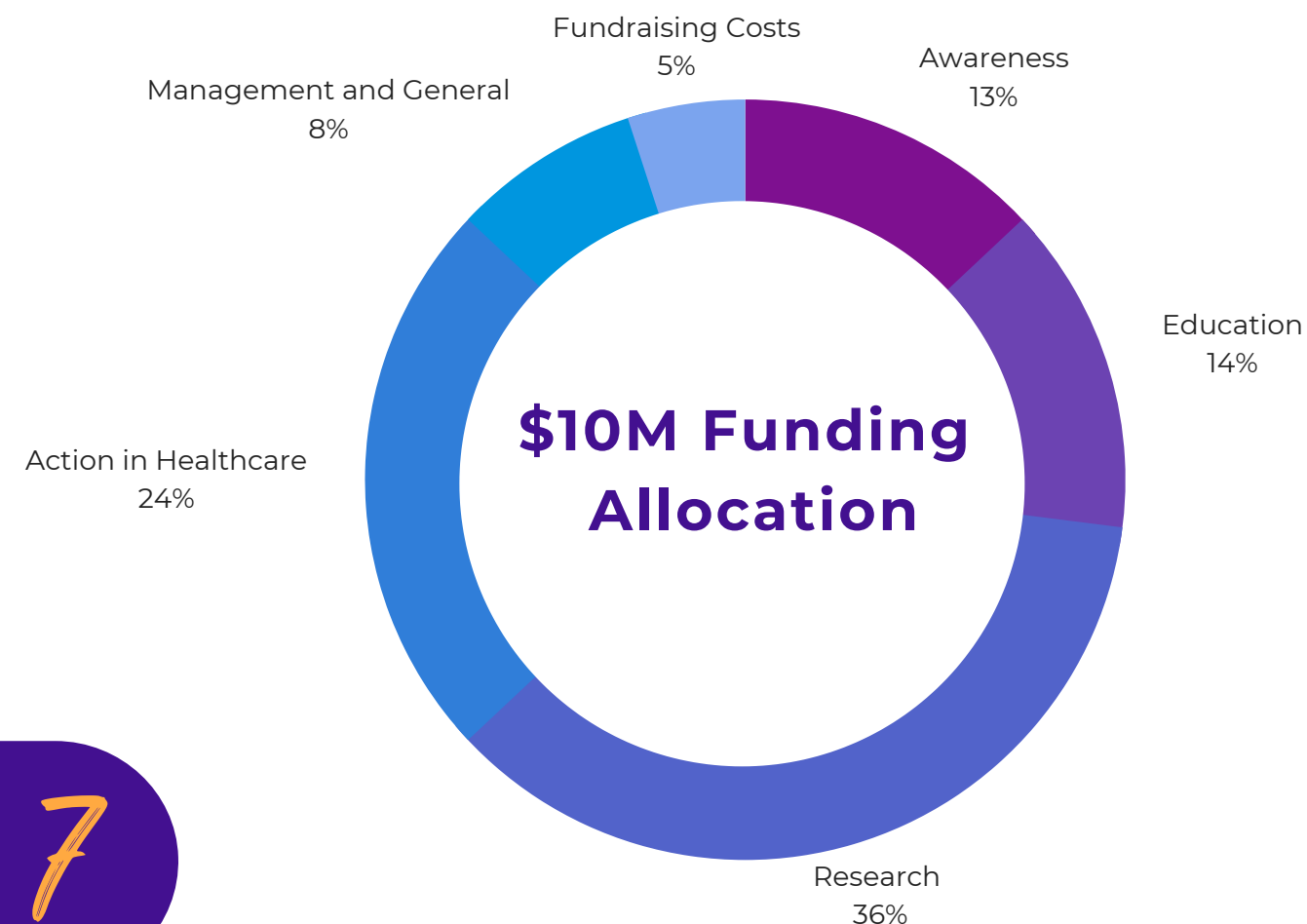
With our collective minds, the partnering of our ideas, and the quality of our work, we are confident we can ensure Pelvic Health is known, available and advancing for a better quality of life for all people, everywhere!

Budgeting

Financial Highlights

Revenues, gains and other support

	2024 (USD)	2023 (USD)	2022 (USD)
Contributions	10,030,000	10,000,000	42,200
Less direct benefits to donors	-	-	-
Non-cash contributions	-	-	-
Investment income, net	-	-	-
Total revenues, gains, and other support	\$10,030,000	\$10,000,000	\$42,200



Expenses

	2024 (USD)	2023 (USD)	2022 (USD)
Programs			
Awareness			
Social Media Management	51,500	50,000	
Podcast	51,500	50,000	
Campaign	1,030,000	1,000,000	
Education			
Subscription	103,000	100,000	
Programing	1,030,000	1,000,000	
Literature	103,000	100,000	
Research			
Study 1	1,030,000	1,000,000	
Study 2	1,030,000	1,000,000	
Study 3	1,030,000	1,000,000	
Action in Healthcare			
Pelvic Health Integration Program (PHIP)	2,060,000	2,000,000	
Total Programs	\$ 7,519,000	\$ 7,300,000	-
Management and General			
Business Fees			
Legal & Accounting	30,900	30,000	20,000
Insurance	10,300	10,000	
Practical Overhead	51,500	50,000	
Marketing			
Branding & Website	20,600	20,000	16,500
Conceptual Plan	5,150	5,000	
Brochures	20,600	20,000	
Videos	5,150	5,000	
Provider Outreach	51,500	50,000	5,700
Salaries			
Staff of 4 (Director.Clinical.Admin Support)	535,600	520,000	
Total Management and General	\$ 731,300	\$ 710,000	\$ 42,200
Fundraising Costs	412,000	400,000	-
Total Expenses	\$ 8,662,300	8,410,000	\$ 42,200
Net Asset Total (End of Year)	\$1,637,700	\$ 1,590,000	-



Ann Margaret Howard, Founder & President

Pioneer in Streaming Media and Content Distribution
Three decades leading Healthcare Technology and Enterprise Implementations; Information Security Expert



Dr. Lora Mize, Chief Education Officer

National and International instructor and lecturer for the APTA's Academy of Pelvic Health Physical Therapy
Faculty member in physical therapy higher education



Linda Boles, VP of Growth

Healthcare & Life Sciences Executive and Industry Advocate
Past Executive Industry Council Board member for American Telemedicine Association; Cytopathologist and golfer



Pete Schoemann Esq. Secretary, Treasurer

A corporate, tax and securities expert, and leader in the Florida Community, recognized for his dedication to protect and advocate for the rights of persons with disabilities



Lisa Smith, Executive Assistant

Project Management for Innovation and Technology
Instructional Educational Systems
Software Engineer, Entrepreneur and Runner



Lourdes Zenteno, Chief Purpose Officer

Ecosystem designer for scalable and sustainable impact
Systems thinker and purpose-driven strategist
Regenerative Engineer, Innovator & Artist



Dr. Cecilia Deidan, Chief Medical Officer

Former Pharma and Biotech Medical Director
Practicing clinical neuropsychologist, an expert in Brain Disorders and Behavioral Health



Dr. Christine Cabelka, Chief Research Officer

Board-Certified Specialist in Women's Health Physical Therapy
Director of Research for the APTA Academy of Pelvic Health Physical Therapy; Faculty in Physical Therapy Higher Education



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THE FLOOR IS YOURS!