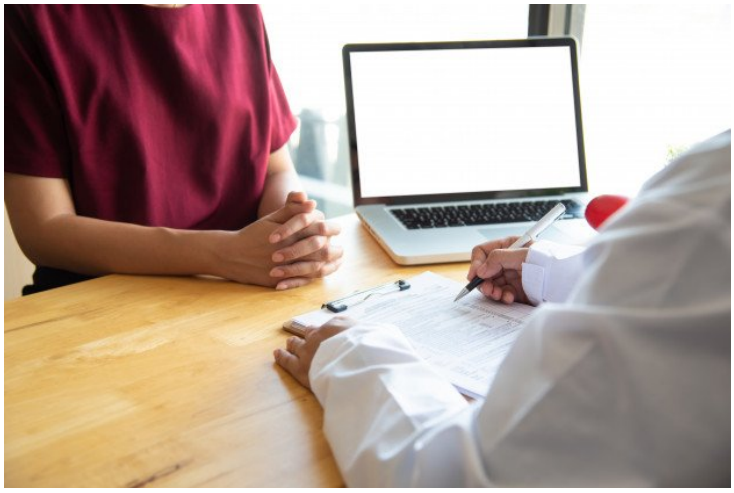
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ASIA EDITION

Bayer unveils guideline for diagnosis and early management for Endometriosis in Asia

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Aims to assist healthcare professionals to navigate clinical diagnosis and early medical therapy to mark "Endometriosis Awareness Month"



In the lead-up to Endometriosis Awareness Month, Bayer, together with clinical experts across the region, has unveiled a new consensus guideline, **"Clinical Diagnosis and Early Medical Management for Endometriosis: Consensus for Asia"**. The first-of-its-kind consensus aims to help healthcare professionals navigate clinical diagnosis and early medical therapy for the treatment of endometriosis to deliver the best patient outcomes.

The consensus aligns with the latest 2022 guidelines published by European Society of Human Reproduction and Embryology (ESHRE), which details the best practices of caring for women with endometriosis. Both works emphasize the importance of non-invasive procedures in early diagnosis and treatment to allow for patient-centered care. For instance, symptom recognition is recommended before utilising laparoscopy for diagnosis, and medical treatments are recommended for the management of pain post-surgery.

"With up to 10% of women of reproductive age worldwide affected by endometriosis, it continues to pose a serious burden globally and in our region. Asia Consensus guidelines allow us to help healthcare professionals tackle the endometriosis burden by improving diagnosis and treatment standards of the condition in Asia, enabling them to create the best outcomes for their patients," said Catherine Donovan, Vice President Head of Medical Affairs Asia-Pacific, Bayer Pharmaceuticals Asia-Pacific.

Bayer spearheaded the #DontLiveWithPain campaign to address the information gap associated with this condition by encouraging women to seek early treatment.

Themed "Don't Live With Pain. Period.", the #DontLiveWithPain campaign is an initiative championed by Bayer to create awareness, educate and help modern-day women understand what endometriosis is, and how they can manage the condition.

Using **Consensus Guidelines** experts evaluate evidence, international guidelines and consensus reports around the clinical diagnosis and early medical management of endometriosis in Asia.

Key Messages:

- **Endometriosis imposes a negative burden on the economy, and on women's personal health and livelihood as they battle with the condition.**
- Yet, there is a delay in women seeking early diagnosis and treatment due to different misconceptions associated with the condition. For instance, women may dismiss pelvic pain as part and parcel of their menstrual cycle, while others believe that endometriosis will cause infertility. **Due to the information gap associated with this condition, Bayer aims to address these concerns and encourage women to seek the treatment they need early, instead of suffering the debilitating pain in silence with the misconception that it is normal.**
- This campaign sheds light on the debilitating impact endometriosis has on women's social and personal lives, addresses the misconceptions that women may have about the condition, and **highlights the common symptoms that women can look out for to assess if they are at risk of endometriosis.**