

Sex. Time. Talk.

Three words that don't often fall naturally together. There's plenty for the midlife woman to talk about: vaginal dryness, decreased genital sensitivity, flagging libido, lack of orgasm, and more.

But women are often uncomfortable raising these issues with their health care providers. And practitioners are pressed for the time lengthy explanations require. How can you still address these patients' concerns?

Objective. Reliable. Readable.

Dr. Barb DePree, MD, an OB/GYN for more than 20 years and a menopause care specialist since 2006, faced the same problem. That's why she launched MiddlesexMD.com, which can complement your practice and enrich your patient care.

MiddlesexMD gives midlife women a factual guide to the biological changes that come with menopause and how those changes can alter how they experience sex. The information is current. The advice is straightforward. And the products are purposefully chosen to enhance vaginal comfort, pelvic tone, genital sensation, and emotional intimacy.

The Resource

MiddlesexMD.com is organized around our "recipe" for sexual health: knowledge, vaginal comfort, genital sensation, pelvic tone, and emotional intimacy.

- The home page lists statements Dr. DePree has often heard in her practice, like "Sex is painful" or "I've lost interest." Each links to possible causes and solutions.
- Each of the recipe elements links to actions a woman can take to maintain her sexuality. Vaginal comfort, for example, may lead to lubricant or moisturizer use.
- Each recipe element also links to medically accurate but easy-to-understand conditions that might affect a woman's sexuality.
- Products that support the actions are safe, effective, and well-designed, carefully selected for midlife women. Our communications with customers and shipping are discreet and respectful.
- Our blog publishes regular updates and perspectives from Dr. DePree and other members of our medical advisory board.



Make Us a Part of Your Practice

You can make MiddlesexMD.com a part of your practice to help midlife women sustain their sexuality for life.

- Recommend our website to your patients. We'll provide, free of charge, business cards or brochures that outline the ingredients of our "recipe for sexual health."
- Use our website, blog posts, and printable resource sheets to reinforce and further explain treatment options.
- Have your own online affiliate shop and receive 10 percent of your patients' purchases. Place a text or graphic link on your website, in your newsletters, or email signatures; purchases made through that link will be credited to your practice.
- Offer products through your practice. Dr. DePree finds her patients more likely to comply with recommendations—and to understand the options available—when she's able to demonstrate the products directly and women can immediately have them. MiddlesexMD can work with you for an appropriate product selection, inventory level, and display.

Contact us for more information, to request brochures, or to suggest topics you'd like us to cover or additional resources you'd find helpful.

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