

Speaker / Bio:**Coral S. May, RN, BSN, CME**

President & Founder
e3 Communication

May is a nationally recognized expert on women's health issues and is credentialed as a Certified Menopause Educator. She is an Honors Graduate of the University of the Incarnate Word School of Nursing. Her professional experience encompasses healthcare consulting, professional speaking, managed care, management and marketing.

In 2003, May founded e3 Communication, a premier provider of health resources for women, to assist health related organizations (hospital systems, managed care plans and pharmaceutical companies) in their efforts to reach women 40+ and create brand loyalty.

Drawing on her passion and belief that information empowers women to make informed health choices, May developed a proprietary web-based tool designed to help women make informed health choices in the post-childbearing to postmenopause years. The HIPAA compliant tool, using logic algorithms, queries topics such as pertinent medical history, health preference/value information, symptom constellation, physical changes, stress assessment, depression screening, risk factors for heart disease and osteoporosis. The end result is "mass customized" education based on her individual preferences (i.e. how she chooses to approach her health). Additionally, the tool creates a rich database of aggregate information useful for research purposes.

In 2002, May co-founded a first-of-kind clinic in San Antonio caring exclusively for perimenopausal and menopausal women.

May has been engaged throughout the United States by clients in the pharmaceutical, healthcare provider and large employer sectors to make presentations in the areas of women's health, menopause, disease management, healthcare coaching, and educational program design.

Topics:

- Menopause: What's New & What's True
- What Every Woman over 35 MUST Know about Menopause
- Perimenopause – Are There Really 44 Different Symptoms?
- Women and Heart Disease – Are You at Risk?
- Boning Up on Osteoporosis
- Husbands Surviving Menopause
- Hormone Therapy in the Post-Women's Health Initiative Era
- All Herbs are NOT Created Equal
- Healthy Living for Women: Life after 40
- Depression: The Blues & All that Jazz
- Hot Sex... Good Sex... No Sex?
- Weight Gain: Why Me and Why Now
- Take Charge! Creating Your Path to Optimal Health
- Everyone Needs Stress – Are you Getting Enough?
- Educating Patients to Facilitate Behavior Change
- Creating a Disease Management Program Focused on Changing Patient Behavior