Pakistan Endocrine Society

PMOS Awareness Activities 2026

Healthy Women
Stronger Society

Pakistan Endocrine Society

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PMOS Awareness Activities 2026

Patrons

Dr. S. Abbas Raza

Global - Laureate Awards by
the Endocrine Society
Tamgha-i-Imtiaz: Past - President - ISE
(International Society of Endocrinology)
CEO : MED Consultant –
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Past President and Founder Vice-President:
South Asian Federation of Endocrine Societies - SAFES
Lifetime Achievement Award:
Pakistan Endocrine Society

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Consultant Endocrinologist,
The Aga Khan University, Karachi
Immediate-Past President,
Pakistan Endocrine Society

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Consultant Endocrinologist &
Divisional Head
Post Graduate Medical Institute,
Lady Reading Hospital, Peshawar
Past President,
Pakistan Endocrine Society

Director

Dr. Amena Moazzam

Associate Professor Endocrinology
Allama Iqbal Medical College, Lahore
Executive Member,
Pakistan Endocrine Society

President, PES

Dr. Ali Asghar

Consultant Endocrinologist
Liaquat National Hospital,
Karachi

Director

Dr. Saba Hafeez

Consultant Endocrinologist
Shifa International Hospitals Ltd.
Islamabad
Executive Member,
Pakistan Endocrine Society

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PMOS Awareness Activities 2026

PES - PMOS Team 2026

Prof. Arshad Hussain

Consultant Endocrinologist
Northwest General Hospital & Research Centre, Peshawer
Executive Member,
Pakistan Endocrine Society

Dr. Azra Rizwan

Consultant Endocrinologist
Aga Khan University Hospital, Karachi
Executive Member,
Pakistan Endocrine Society

Dr. Fahim Ullah

Consultant Endocrinologist
Rehman Medical Institute (RMI), Peshawer
Executive Member,
Pakistan Endocrine Society

Dr. Fatima Zahra

Associate Professor
Jinnah Sindh Medical University (JPMC), Karachi
Executive Member,
Pakistan Endocrine Society

Dr. Hafiza Ammarah Sadiq

Consultant Endocrinologist
Gulab Devi Teaching Hospital/AAMC Lahore
Executive Member,
Pakistan Endocrine Society

Dr. Hafeeza Naz

Assistant Professor Endocrinology &
Head of Sakina Institute of Diabetes and Endocrinology Research (SiDER)
Shalamar Hospital Lahore
Executive Member,
Pakistan Endocrine Society

Dr. Kaleem Ullah Badini

Consultant Endocrinologist
ARIA Institute of Medical Sciences, Quetta
Executive Member,
Pakistan Endocrine Society

Dr. M. Yaqoob Khan

Assistant Professor and
Consultant Endocrinologist,
Saidu Group of Teaching Hospital, Mingora, Swat
Executive Member,
Pakistan Endocrine Society

Dr. M. Naeem Khan Durrani

Consultant Endocrinologist
ARIA Institute of Medical Sciences, Quetta
General Secretary,
Pakistan Endocrine Society

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Dr. Sadia Salman

Consultant Endocrinologist
Sir Ganga Ram Hospital, Lahore
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Pakistan Endocrine Society

Dr. Saira Furqan

Assistant Professor and
Program Director Endocrinology
Aga Khan University Hospital, Karachi
Executive Member,
Pakistan Endocrine Society

Dr. Saima Askari

Consultant Endocrinologist &
Assistant Professor
Baqai Institute of Diabetes & Endocrinology
Baqai Medical University, Karachi
Executive Member,
Pakistan Endocrine Society

Dr. Shaista Kanwal

Assistant Professor
Department of Endocrinology
and Metabolic Diseases
Hayatabad Medical Complex, Peshawar
Executive Member,
Pakistan Endocrine Society

Prof. Sobia Sabir Ali

Consultant Endocrinologist
Khyber Medical University Hospital &
Research Centre (KMU-RC),
Hayatabad, Peshawar
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Dr. Sumerah Jabeen

Consultant Endocrinologist
Indus Hospital, Karachi
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Dr. Suresh Kumar

Consultant Physician &
Endocrinologist
Sandeman Provincial Hospital,Quetta
Vice President (Balochistan),
Pakistan Endocrine Society

Dr. Tahir Ghaffar

Consultant Endocrinologist
Hayatabad Medical Complex,Peshawar
Vice President (KP),
Pakistan Endocrine Society

Dr. Urooj Lal Rehman

Assistant Professor (Endocrinology)
JPMC, Karachi
Executive Member,
Pakistan Endocrine Society

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PMOS Awareness Activities 2026

PES - PMOS Team 2026

Prof. Uzma Malik

Consultant Endocrinologist and Diabetologist
Cancer Care Hospital, Lahore
Executive Member,
Pakistan Endocrine Society

Dr. Uneeba Syed

Consultant Endocrinologist
Allama Iqbal Medical College, Lahore
Vice President (Punjab),
Pakistan Endocrine Society

Dr. Zareen Kiran

Consultant Endocrinologist
DOW University of Health Sciences, Karachi
Executive Member,
Pakistan Endocrine Society

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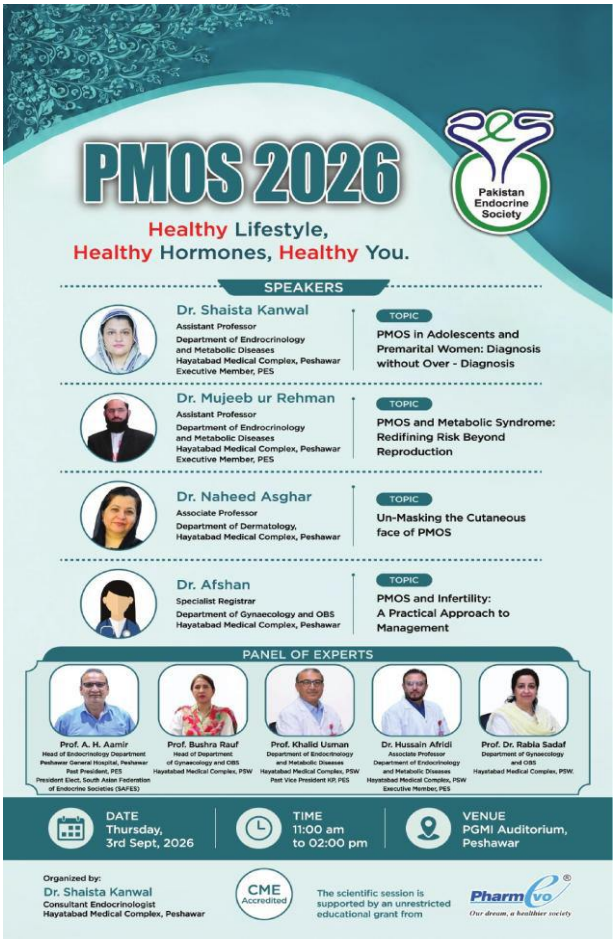
PMOS Awareness Activities 2026

September 2026 marked a major nationwide awareness drive by the Pakistan Endocrine Society (PES) to introduce and strengthen understanding of Polyendocrine Metabolic Ovarian Syndrome (PMOS) across Pakistan. Under the theme of healthy women and a stronger society, the campaign brought together endocrinologists, gynaecologists, dermatologists, healthcare professionals, students and the wider community to highlight that PMOS extends far beyond reproductive health, encompassing metabolic, endocrine, dermatological and psychological dimensions. Activities were organized across Karachi, Lahore, Islamabad, Multan, Quetta and other parts of the country, taking the PMOS conversation beyond the clinic and into hospitals, educational institutions, communities and digital platforms

Venue: PGMI Auditorium, Peshawar	Thursday, 3rd Sept, 2026



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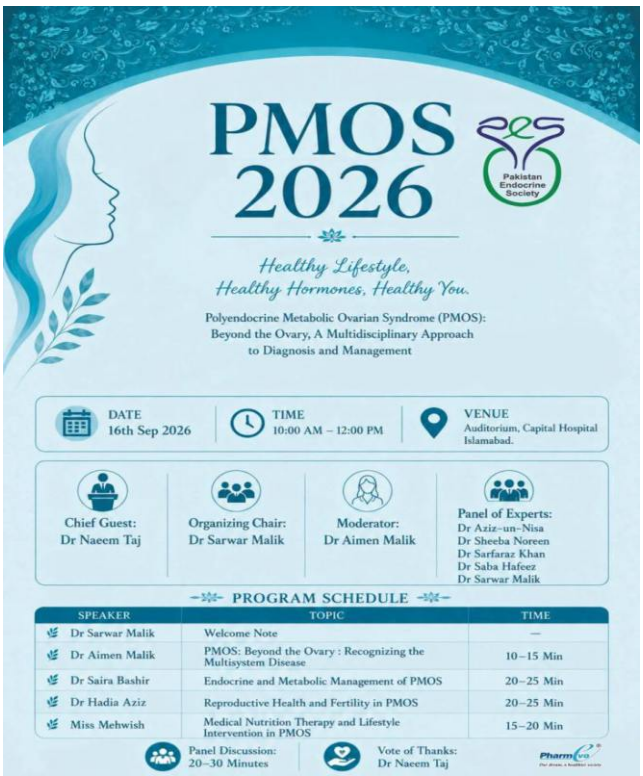
PMOS Awareness Activities 2026

Venue: Swat Medical Complex, Mingora, Swat	Thursday, 10th Sept, 2026

Venue: Capital Hospital CDA, Islamabad.	Thursday, 16 Sept , 2026



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PMOS Awareness Activities 2026

Venue: Shalimar Hall, Faletti's Hotel, Lahore	Thursday, 24th Sept, 2026

Venue: Fehmi Health Care Center, Gulberg, Karachi	Friday, 25th Sept, 2026

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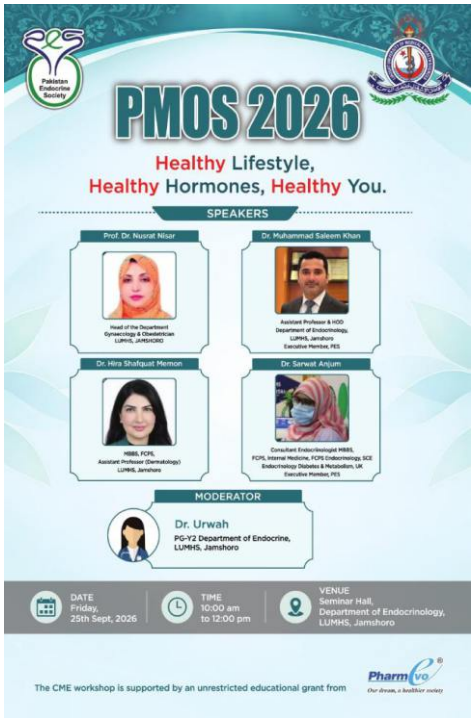
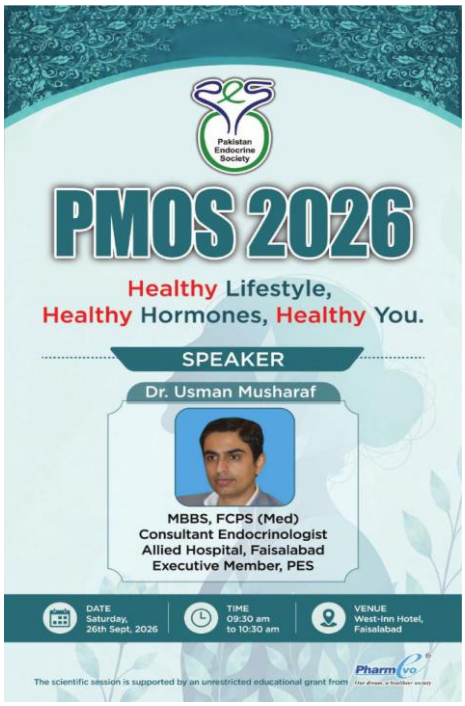
PMOS Awareness Activities 2026

Venue: Department of Endocrine, LUMHS, Jamshoro	Friday, 25th Sept, 2026



Venue: West-Inn Hotel, Faisalabad	Saturday, 26th Sept, 2026



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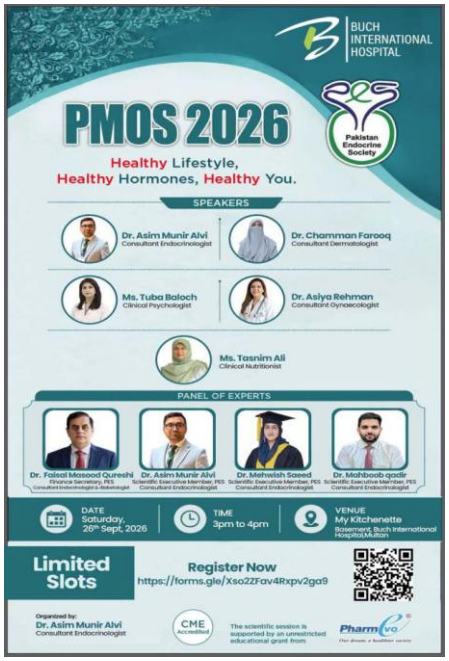
PMOS Awareness Activities 2026

Venue: JSMU Lecture Hall, Ground Floor, Karachi	Saturday, 26th Sept, 2026

Venue: Buch International Hospital, Multan	Saturday, 26th Sept, 2026



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PMOS Awareness Activities 2026

Movenpick Hotel, Karachi	Thursday, Sept 24, 2026

MEDICELL INSTITUTE OF DIABETES,ENDOCRINOLOGY & METABOLISM
IN COLLABORATION WITH THE PAKISTAN ENDOCRINE SOCIETY
FACULTY

TWO-HOUR CLINICAL WORKSHOP

PMOS AWARENESS WORKSHOP

FACULTY PROFILES

Prof. Emerita Tasnim Ahsan
Dean, MIDEM
MRCP (UK) , FRCP (UK), FCPS (PAK), FACE (USA)
Director, Department of Medicine & Endocrinology, OMI Hospital, Karachi

Prof. Sadiah Ahsan Pal
Consultant Obstetrician & Gynaecologist
MRCOG, FRCOG (UK) New Beginnings Healthcare & Concept Fertility IVF Center, Karachi

Dr. Wasfa Aijaz
Assistant Professor , Medicine & Endocrinology
JPMC / JSMU | FCPS (Medicine), FCPS (Endocrinology), MRCP SCE UK (Diabetes & Endocrinology), CHPE (JSMU), AACE (USA)

Dr. Heer Dilawar
Endocrinology Fellow
MBBS , FCPS (Medicine), Fellow (Endorinology) MIDEM

Dr. Fatima Nasir
Endocrine Fellow, MIDEM
MBBS , FCPS (Medicine), Fellow (Endorinology) MIDEM

WORKSHOP THEME

"PMOS: From Recognition to Comprehensive Management — A Practical Approach for PMOs."

ORGANISED BY	IN COLLABORATION WITH	VENUE
MIDEM	Pakistan Endocrine Society & BF BIO	Mövenpick Hotel, Karachi

MEDICELL INSTITUTE OF DIABETES & ENDOCRINOLOGY
IN COLLABORATION WITH THE PAKISTAN ENDOCRINE SOCIETY
PROGRAMME

FROM RECOGNITION TO COMPREHENSIVE MANAGEMENT

PMOS AWARENESS WORKSHOP

DURATION	HOURS	CHARACTER
Two hours	02:00 - 04:10 pm	Non-promotional scientific exchange

TIME	ACTIVITY	SPEAKER	MINS
02:00-02:05	Welcome & Introduction	Dr. Fatima Nasir	5
02:05-02:30	Diagnosis and Clinical Spectrum	Dr. Heer Dilawar	25
02:35-03:00	Metabolic Management: From Lifestyle to Pharmacotherapy	Dr. Wasfa Aijaz	25
03:05-03:30	Reproductive Health and Fertility Management	Prof. Sadiah Ahsan Pal	25
03:35-04:00	Case-Based Interactive Session: "Putting PMOS Management into Practice"	Prof. Emerita Tasnim Ahsan	25
04:00-04:10	Key Take-Home Messages, Q&A & Closing	Dr. Fatima Nasir	10

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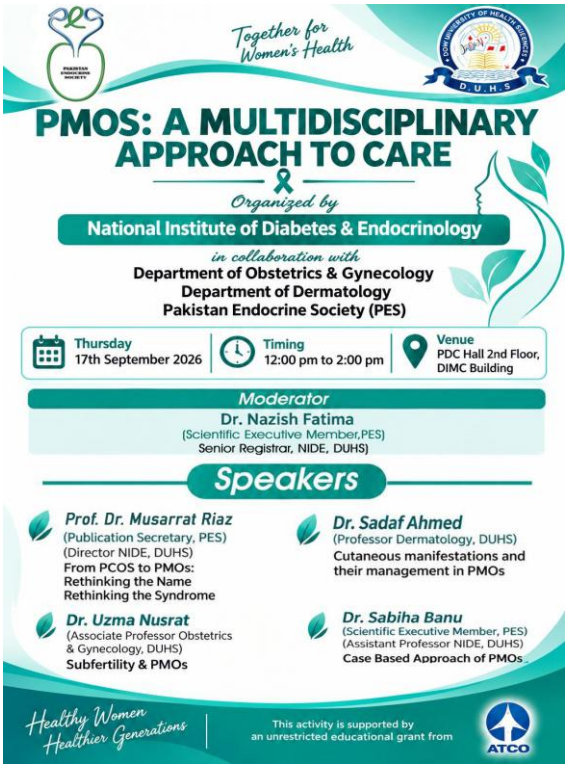
PMOS Awareness Activities 2026

PDC Hall, DIMC Building, Karachi	Thursday Sept. 17, 2026



Quetta	Wednesday Sept. 30, 2026

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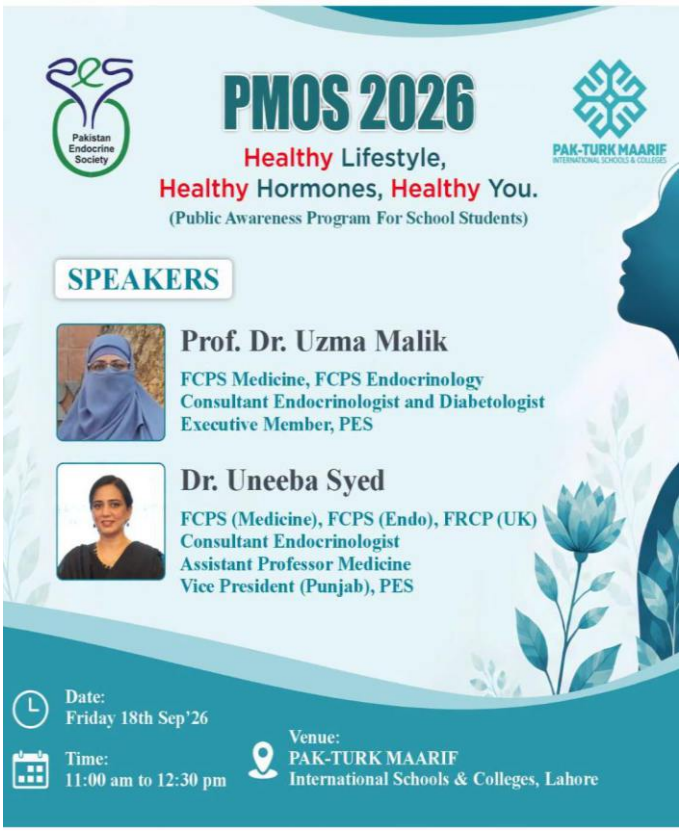
PMOS Awareness Activities 2026

A Truly Nationwide PMOS Movement

As part of the nationwide PMOS Awareness Campaign, PES extended awareness beyond healthcare settings to reach young people and adolescents, encouraging early recognition of symptoms, healthier lifestyles, and greater understanding of PMOS and its long-term hormonal and metabolic implications.

Pak-Turk Maarif International School, Lahore	Friday, Sept 18, 2026



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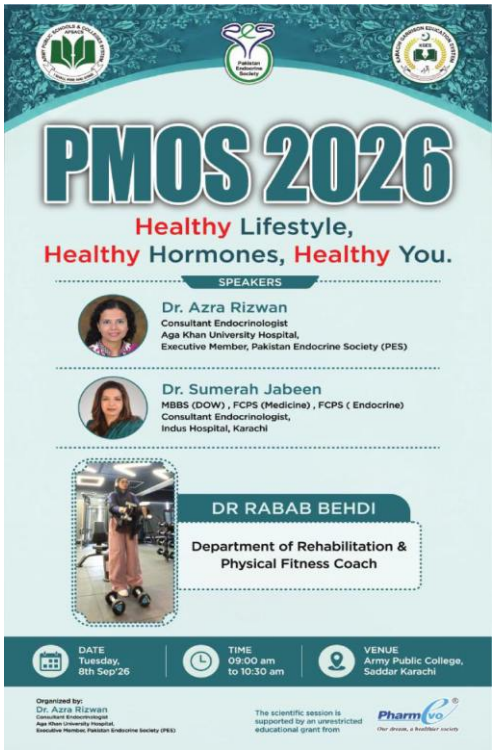
PMOS Awareness Activities 2026

Venue: Army Public College, Saddar, Karachi	Tuesday, 8th Sept, 2026



Beacon House School, Islamabad	Tuesday, Sept 29, 2026

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PMOS Awareness Activities 2026

Inauguration of two dedicated PMOs /PCOS clinic at FJMU and Allama Iqbal medical College

The Pakistan Endocrine Society proudly supports the establishment of specialized PMOS clinics across the country to improve access to quality care in the management of PMOS. We sincerely appreciate Fatima Jinnah Medical University (FJMU) and Allama Iqbal Medical College for taking this important initiative by inaugurating specialized PMOS clinics to better serve patients. These efforts mark a significant step toward strengthening endocrine healthcare services and improving patient outcomes across Pakistan.

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PMOS Awareness Activities 2026

Facebook & Youtube Live Public Awareness Sessions

PES conducted a series of four Facebook and YouTube Live public awareness sessions during September, taking expert guidance directly to the public. The sessions addressed key themes including Understanding PMOS, Living Well with PMOS—Nutrition, Exercise & Mental Well-being, PMOS and Fertility, and Beyond PMOS—Protecting Your Health for Life. These interactive programmes provided accessible, expert-led information and helped broaden the conversation beyond conventional reproductive concerns.

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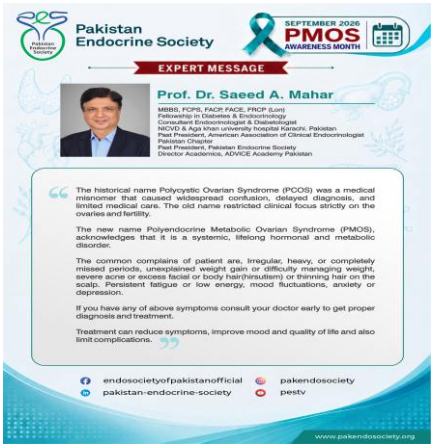
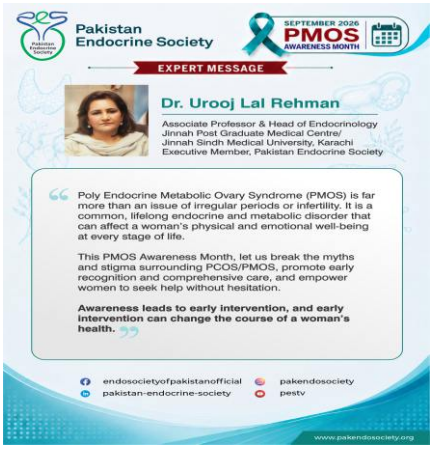
PMOS Awareness Activities 2026

PMOS Experts Social Media Awareness Messages

Leading endocrine experts from across Pakistan contributed PMOS Expert Messages for social media throughout the month. These short, evidence-based messages emphasized different aspects of PMOS, including its metabolic burden, reproductive implications, hormonal health, lifestyle, early recognition and the importance of comprehensive care. The initiative brought together voices from different regions and specialties, reinforcing the national character of the campaign.





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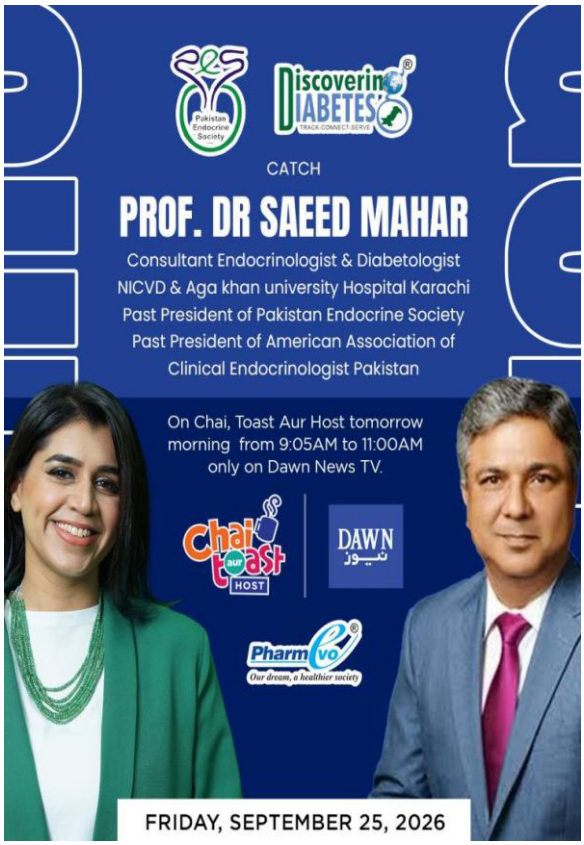
PMOS Awareness Activities 2026

Television Outreach: PMOS on National and Regional Media

PES experts took PMOS awareness to mainstream television through appearances on leading regional channels. Awareness programmes included City42 in Lahore on 10 September, Khyber News on 18 September, and Dawn News on 25 September 2026. These appearances helped bring the PMOS message into homes across different regions and provided an opportunity to address public misconceptions through expert discussion.

MORNING SHOW AT DAWN NEWS – HOST:RIJA SALEEM	Friday, Sept 25, 2026



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PMOS Awareness Activities 2026

MORNING SHOW CITY42 NEWS – HOST : ANA YOUSAF	Friday, Sept 10, 2026

MORNING SHOW AT KHYBER NEWS - HOST : MENA SHAMS	Friday, Sept 18, 2026

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PMOS Awareness Activities 2026

PMOS Awareness Videos - Taking the Message Further

A series of PMOS Awareness Videos featuring experts from different parts of Pakistan was developed and disseminated through digital platforms. The videos delivered concise messages around PMOS recognition, women's health, metabolic risk and the importance of a broader understanding of the syndrome.

This format allowed the campaign to reach audiences beyond traditional medical and academic settings.

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PMOS Awareness Activities 2026

PMOS PODCASTS

The campaign also entered the podcast space through PMOS podcasts from Karachi and Lahore. These expert-led conversations provided a more informal and accessible platform for discussing PMOS, its changing terminology and its reproductive, metabolic and endocrine dimensions. The podcasts complemented the shorter social-media content by allowing deeper conversations around women's hormonal health.

PMOS PODCAST - KHI

PMOS PODCAST - LHE

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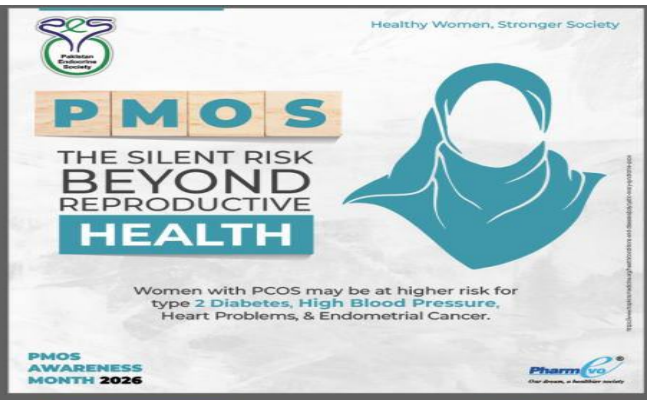
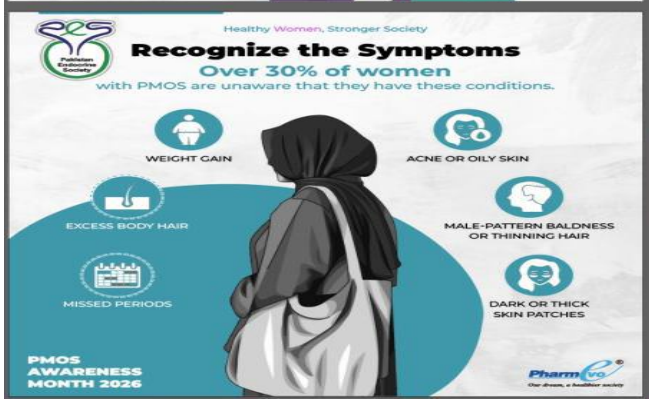
PMOS Awareness Activities 2026

Collaterals





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PMOS Awareness Activities 2026

Monash University & MCHRI Initiative
Official Urdu Version of PMOS Awareness

The International Society of Endocrinology (ISE) and the Pakistan Endocrine Society (PES) are pleased to announce the release of the official Urdu version of the PMOS Awareness Resource, originally developed by Monash University and the Monash Centre for Health Research and Implementation (MCHRI).

This important resource aims to improve awareness and understanding of PMOS (Previously Known as PCOS) by providing accessible, evidence-based information in Urdu. It highlights the evolving terminology from PCOS to PMOS and provides key insights into diagnosis and understanding of the condition.

By making these healthcare resources available in Urdu, the initiative supports greater public awareness and helps ensure that accurate, meaningful health information is accessible to a wider audience.

To access these resources, kindly visit Pakistan Endocrine Society's social media pages.

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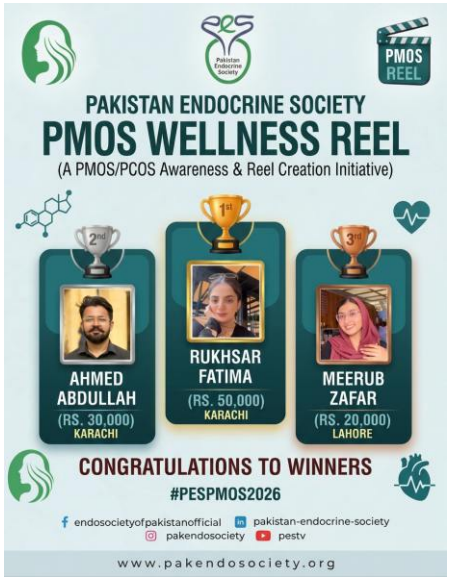
PMOS Awareness Activities 2026

PMOS Wellness Awareness Reels Competition

The Pakistan Endocrine Society's PMOS Wellness Awareness Reels Competition received an incredibly enthusiastic response from undergraduate medical students all over Pakistan, with students coming forward to use their creativity and voices to spread awareness about PMOS/PCOS and women's hormonal health.

This initiative is all about engaging the younger generation, encouraging meaningful conversations, breaking myths, and making health awareness more relatable and accessible through social media. A big shout out to all the enthusiastic participants who made this initiative a success!!



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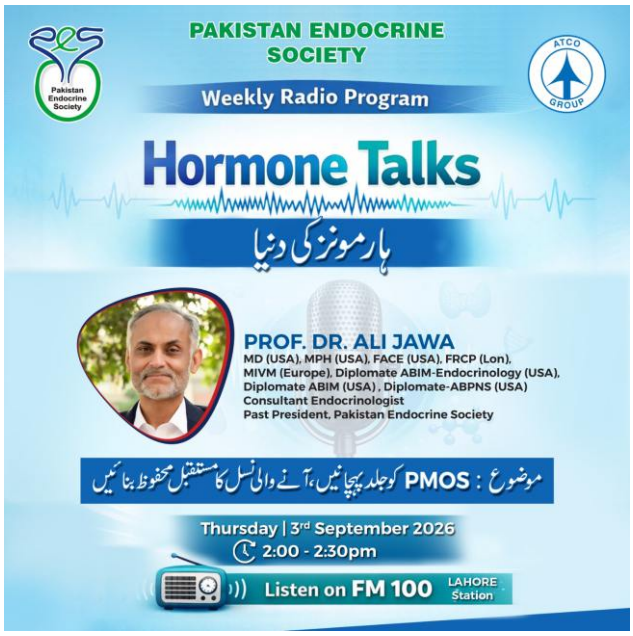
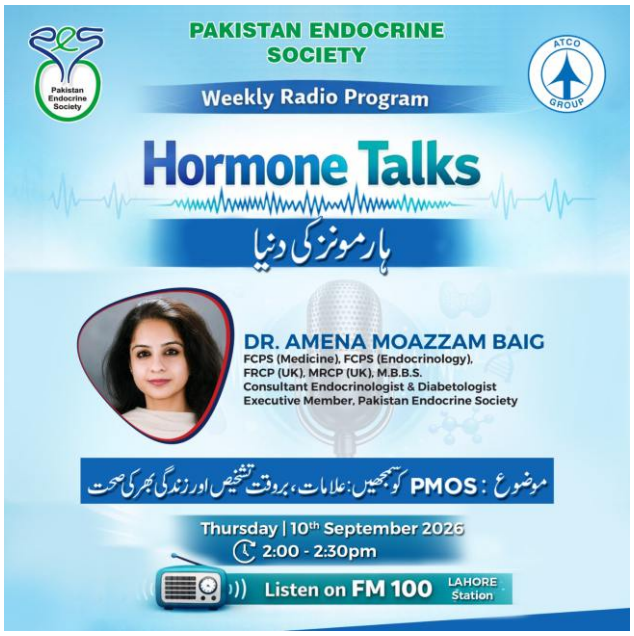
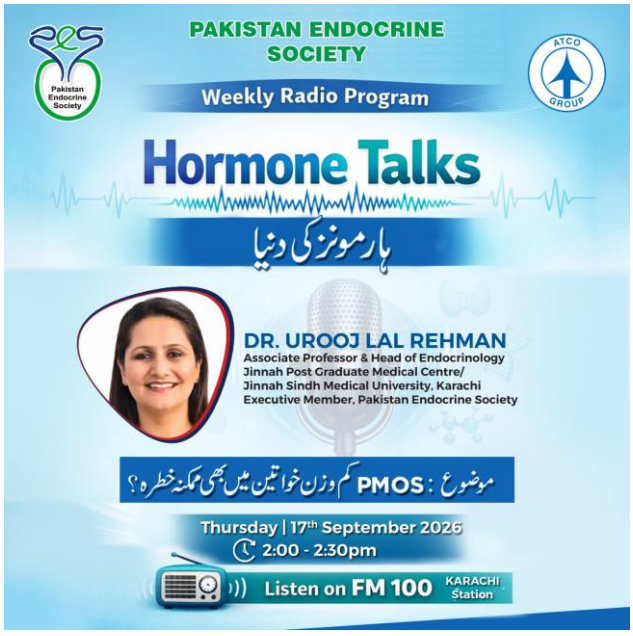
PMOS Awareness Activities 2026

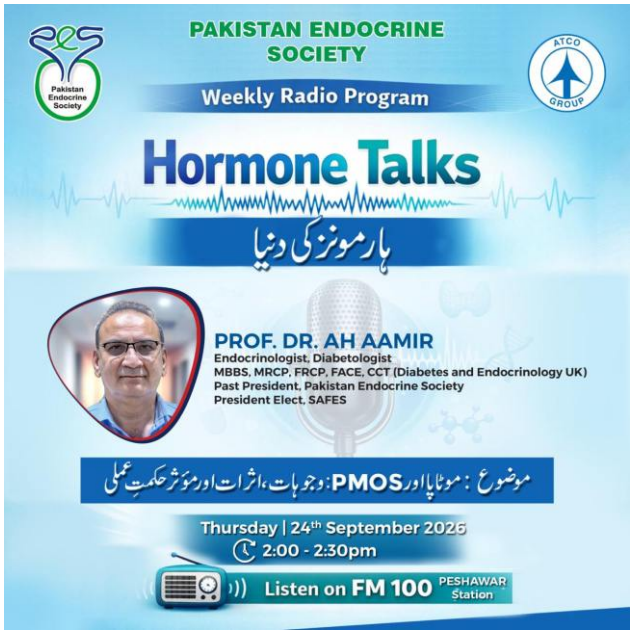
Raising Public Awareness About PMOS Through FM 100 Radio Programmes

FM 100 radio programmes were also conducted to raise public awareness about PMOS. These programmes served as an effective platform to disseminate important information, educate the general public, and promote a better understanding of PMOS. Through radio discussions and awareness messages, efforts were made to reach a wider audience and encourage greater public engagement with the initiative.









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