

Paloma Health launches its #ThyroidChecked campaign for January's Thyroid Awareness Month

Despite thyroid disease prevalence, **85% of people do not know how to perform a life-saving thyroid self-check**¹. In honor of January's Thyroid Awareness Month, [Paloma Health](#), a leading online medical practice treating patients with hypothyroidism, launches a campaign to raise awareness for thyroid conditions among women and how simple tests can help change and even save lives.

The importance of the thyroid gland

The thyroid is a butterfly-shaped gland at the base of your neck. It produces hormones that regulate the body's metabolism and virtually every critical function of the body. If the thyroid produces too much, or too little hormones, it can create problems with fatigue, mood, weight, fertility, and other systems.

Here are the facts:²

- Over **20 million Americans have a thyroid condition** and as many as half are unaware.
- Women are up to 8 times more likely to develop a thyroid disorder.
- Undiagnosed thyroid disease creates **a risk for serious conditions**, such as heart disease, osteoporosis, and infertility.
- Thyroid cancer is the **most common cancer in women ages 20 to 34**.

A simple test can change lives

Paloma Health conducted a [nationwide survey](#) of hypothyroid patients. Results found that 1 out of 3 waited more than 3 years to get their diagnosis and **85% don't know how to perform a thyroid self-exam** for potential thyroid lumps or enlargements, which put them at risk for thyroid cancer.

To raise awareness for the importance of checking your thyroid, especially for women, Paloma Health launches its **#ThyroidChecked** campaign with several initiatives throughout the month.

- Paloma Health created a [thyroid hub](#) where women can learn more about thyroid disorders, download thyroid guides and learn how to do an at-home self-exam.
- Paloma Health developed a unique [Instagram filter](#), using butterflies, the international thyroid symbol, to show how easy and important it is to check one's thyroid.
- Paloma Health will donate a free [at-home blood test kit](#) for each kit sold on its website. This test kit provides a clear diagnosis of under or overactive thyroid or Hashimoto's disease.

"Thyroid conditions are a much bigger problem than people realize," said Marina Tarasova, co-founder of Paloma Health, "particularly for women who may experience fatigue, unexplained weight gain or other symptoms and not realize the relation. A simple test and the help of a doctor can help them feel better."

About Paloma Health

Paloma is the first online medical practice providing improved care for hypothyroidism. The company offers at-home access to thyroid doctors, lab tests, nutritional guidance, and prescriptions.

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¹ [Paloma Health's nationwide survey results of hypothyroid sufferers from Dec 2019](#)

² <https://www.thyroid.org/media-main/press-room/>