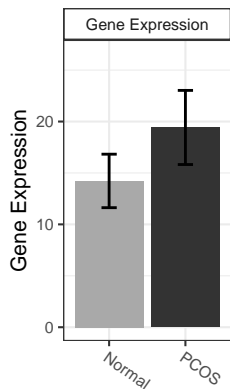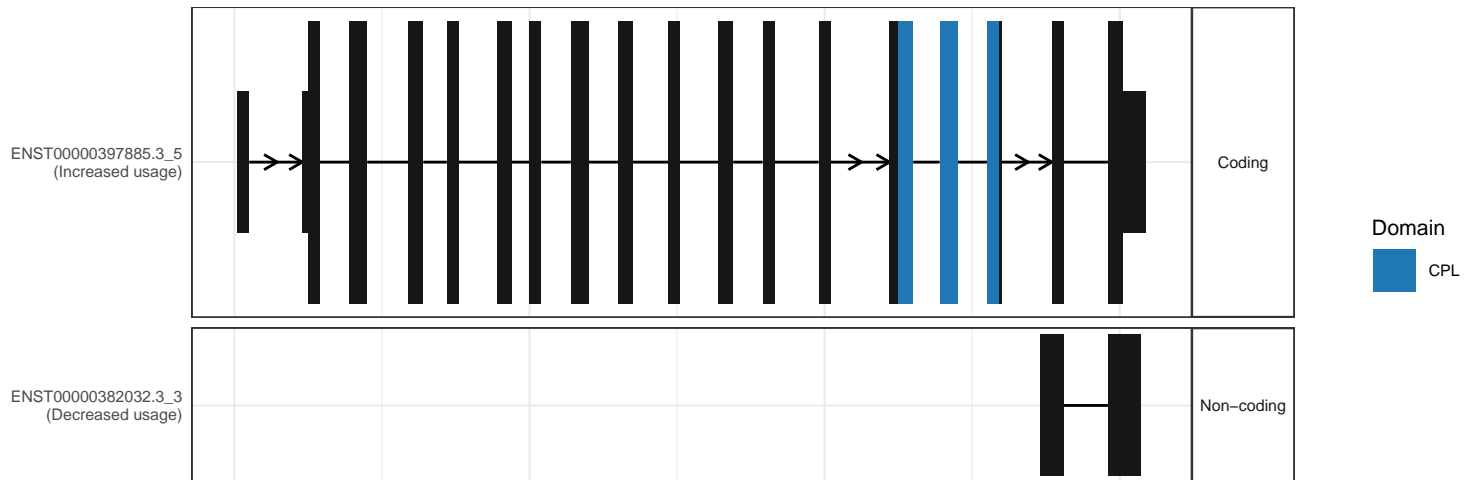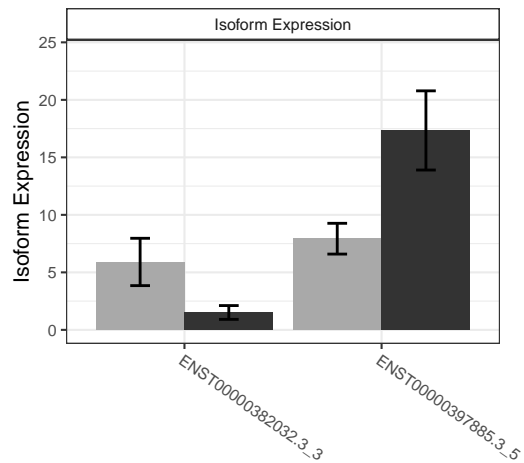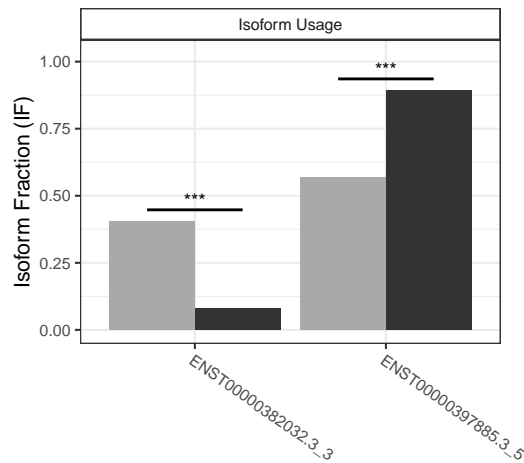The isoform switch in PUM3 (Normal vs PCOS)