healthywomen

30+ Years of Educating, Engaging and Inspiring Women to Make Informed Health Decisions

ANNUAL REPORT 2021
Letter From the CEO

Dear Friends of HealthyWomen,

These last few years have been challenging, to say the least, as the Covid-19 pandemic has moved from being a complete shock to a continuing reality we're slowly learning to live with. As we turned the corner into 2021, the promise of vaccines and the rise of variants led to some confusing times, so it's been essential to have a trusted source to turn to — a place to find answers to your questions so you can make educated health decisions.

And, because we're living all of this alongside you, we know that your lives outside of the pandemic did not suddenly stop. That's why we've been so hard at work bringing you critical content not just about Covid but about all the other health concerns making women wonder or worry. We've covered topics like health disparities, chronic illness, vaccines, sexual and mental health — and everything in between.

In addition to our extensive online content, we've written op-eds and hosted Facebook and Instagram Lives, virtual policy briefings, webinars, and roundtable discussions to provide timely information on a wide variety of topics. We created You and Your Brain, a webinar series on brain health that covers subjects like perimenopause and menopause, aging, dementia, and advances in brain medicine and technologies.

And, we were honored and grateful to have been recognized for our groundbreaking work with Your Healthy Breasts as a recipient of a Sharecare Award for Women's Health.

Finally, to identify and fill in the gaps in midlife women's healthcare, we convened more than 13 advocacy organizations to create “Aging Smart, Aging Well: A National Action Plan”. With this benchmark survey, we're now on our way to understanding the full blueprint of gaps that lie in women's midlife healthcare and the ways we can bridge them. Our goal is to ensure midlife women have the tools and education they need to age smart, to age well, to age informed, to age empowered, to age protected and to age with the dignity and vitality that they deserve.

I'm sharing the following updated annual report with gratitude for the role each of you has played. It is only with your partnership and continued support that these achievements are possible.

All the best,

[Signature]

RN-C, CEO of HealthyWomen
“2021 was a huge growth year for HealthyWomen. I’m proud and honored to lead this booming organization toward a future where women continue to be empowered to make informed health decisions and advocate for themselves in a healthcare setting.”

—Elizabeth Battaglino, RN-C, HealthyWomen CEO
Areas of Focus

EDUCATION
We provide scientifically reviewed, evidence-based information that educates women on health topics so they are empowered to take a proactive role in their health.

SCIENCE & INNOVATION
We convene information exchanges that aim to advance and elevate conversations around unmet needs in women’s health — and inform our areas of focus.

POLICY
We support and promote policy issues that are of importance to women’s health with a focus on access, affordability, safety and the inclusion of women in science and research.
What Sets Us Apart

TRUSTED & CREDIBLE
All content is written by a network of professional journalists and health educators and medically reviewed for accuracy. Certified by Health On the Net Foundation

TIMELY & INCLUSIVE
Our content is representative of diverse communities and developed in partnership with renowned experts. We give voice to women through our Real Women, Real Stories.

LEGACY & LEADERSHIP
We have been the nation’s leading independent nonprofit health information resource for women for more than 30 years. We are run by women for women.

Birth control options aren’t one-size-fits-all. Ask our chatbot, Adria, for recommendations on which contraceptive is right for you.

NEW EPISODE!
REAL WOMEN REAL STORIES: BREAST CANCER AWARENESS WITH CHERRID PATE, KRISTEN ZARFOS AND MISSY PETERS. Brought to you by healthywomen with support from British Gypsum and Novartis.

15 Minutes
With Jessica Malaty Rivera

LIFE INTERRUPTED:
Personal Stories and Perspectives on the Impact of aTTP
September 17, 2021 at 1:00 p.m. ET

healthywomen

10 Things the Men in Your Life Need to Know About Menopause
We’re putting the men in menopause. It’s about time they understood what we go through.

healthywomen

Genomics, Mutations and Treatment Options for Head and Neck Cancer

healthywomen

Where do bone breaks and fractures from osteoporosis happen most often?

healthywomen

In the spine, hip, or wrist? Bones that cause pain and affect your ability to stand up straight.
Audience Engagement

website users
6.8M
Up from 6.7M in 2020

Mobile Users
80%
Desktop Users
20%

16M
pageviews
Up from 11.4M in 2020
Audience Growth
From 2020 to 2021

13.4% 10.7% 7.1% 5% 59.5%

Facebook: 39,976 followers
Twitter: 18,924 followers
Instagram: 13,932 followers
Pinterest: 83,746 followers
LinkedIn: 1,750 followers

# of overall impressions: 10,327,055
Average engagement rate: 6.65%
Compared to the average benchmark engagement rate of 1%-2%

Increased Facebook engagement by 357%
A Trusted Source

More than 320 million media impressions in 2021 including top newspapers, podcasts, magazines and radio programs, including media partnerships with Prevention Magazine, Great Girlfriends Guide and Practical Pain Management.

Over 320 million media impressions in 2021

Prevention

Learn Directly From the Best Brain Health Experts
How to take part in You & Your Brain, Prevention’s webinar series with HealthyWomen and the Women’s Alzheimer’s Movement

The Washington Post

Black women’s health problems during menopause haven’t been a focus of medicine. Experts and activists want to change that.
By Sarah Vander Schaaff
March 6, 2021 at 1:00 p.m. EST

The Great Girlfriends

The Great Girlfriends

FDA needs better data to treat women and chronic pain
By Monica Mallampalli and Martha Nolan, Opinion Contributors - 04/12/21 5:00 PM ET
The views expressed by contributors are their own and not the view of THE HILL

yahoo!life
Advancing the Conversation

Menopause

Menopause affects half of the population but still has stigma attached. One of HealthyWomen’s main priorities is to help women overcome the stigma and make menopause a topic they feel comfortable with and knowledgeable about. In our ongoing efforts to inform women about this natural part of aging, we addressed the topic in “A Conversation About Menopause,” part of our You and Your Brain webinar series, and launched our “Menopause Matters: Facts, Tips and Tidbits for Aging Well” hub, which has more than 30 pieces of content.

Reclaim Your Wellness: Living With Obesity

The rate of obesity in the United States has risen from 12% in 1991 to 33.9% today. Women with obesity have a higher chance of developing serious health conditions and diseases, including being at a higher risk for Covid-19. People living with obesity also experience high levels of shame and stigma. In partnership with the Black Women’s Health Imperative, HealthyWomen launched the multifaceted “Reclaim Your Wellness” campaign to raise awareness of obesity as a disease and national health crisis, without stigma, judgment and bias.

Cost of Cancer

A new cancer diagnosis strikes nearly 2 million Americans each year. Although cancer remains the second-leading cause of death in the United States, screening, prevention and treatments have improved, and mortality rates from many types of cancer have dropped. But, as the survival rates for cancer increase, so do the price tags for treatment. In collaboration with CancerCare, HealthyWomen sought to understand the impact of cancer-related costs on post-treatment survivors, caregivers and those living with cancer. In collaboration with CancerCare, we fielded a nationally representative survey of more than 1,000 patients and caregivers, produced a report detailing the findings, and hosted “The Cost of Cancer” webinar, offering solutions that help caregivers and those living with cancer reduce financial stress.
**Vaccines**

In early 2021, HealthyWomen launched an in-depth vaccine education series to explore the importance of getting vaccines, how vaccines work, shared decision-making around vaccines and more. It’s no secret that vaccines aren’t always easy to access and pay for — especially when you don’t have health insurance or when coverage falls short. Articles covered how to prioritize your vaccines and where to find affordable ones. We explained the FDA vaccine approval process in an easy-to-understand animated video, *The FDA Vaccine Approval Process*, and one woman who was vaccine-hesitant shared her story and concerns about vaccines.

**Back-to-School Ready**

As families headed into another school year shaped by the pandemic and many children returned to school after 18 months of social isolation, HealthyWomen provided parents with ways to help their kids be physically and mentally prepared. Those who missed their yearly checkups because of the pandemic may also have missed routine vaccines. HealthyWomen compiled information on which vaccines children need before starting school, what herd immunity means for children, how to help kids cope with Covid-19 anxiety, resources on nutrition and wellness, information about normalizing the period conversation and how to advocate for access to menstrual products. The program included a colorful and engaging video about the importance of childhood vaccines.

**Antimicrobial Resistance (AMR)**

Each year, more than 2.8 million antibiotic-resistant infections occur in the United States alone, and more than 35,000 people die because of AMR. The situation has become so serious that the World Health Organization declared AMR a top global health threat facing humanity. HealthyWomen launched an education program to share facts about AMR and questions to ask your healthcare provider about AMR. The program continued into 2022 and included engaging graphics, videos and articles educating people on what they should know.
trusted partner in health and wellness education

we are a trusted and credible voice in the women’s health sphere, providing fact-based information to women through educational programs, some of which are created with the support of industry partners.

throughout 2021, our multifaceted awareness campaigns and educational health and wellness programs focused on a number of areas that are relevant across the lifespan, including breast health, covid-19, oncology, menopause, urinary health, heart disease, menstrual health and vaccines.

financials

as part of our commitment to transparency, we’re sharing these numbers below. our funding supports our mission of educating women through high-quality programs to help them in their health journeys.

2021 total support

$3,056,400

83% educational programs
11% contributions
6% events

2021 program support

with donor restrictions $1,737,000
without donor restrictions $333,500
total $2,070,500
2021 AT A GLANCE

ABOUT HEALTHYWOMEN
We are the nation's leading nonprofit, educating and empowering women to make decisions about their healthcare.

WHY WE MATTER
We are on a mission to educate women ages 35 to 64 to make informed health choices.

OUR HEALTH POLICY PRIORITIES
Access to Care
Affordability
Safety

SELECTED EDUCATIONAL PROGRAMS
Alzheimer's Disease
Antimicrobial Resistance
Atopic Dermatitis
Bladder Cancer
Bleeding Disorders
Breast Cancer
Cardiovascular Disease
Cervical Cancer
Contraception
Head & Neck Cancer
HIV
Inflammatory Bowel Disease
Iron Deficiency Anemia
Liver Disease
Meningitis B
Menopause
Menstrual Health
Multiple Sclerosis
Obesity
Osteoporosis
Pain Management
Psoriatic Arthritis
Vaccines

HEALTHYWOMEN MEDIA REACH

20MM reached through traditional media
Impressions: 320,632,356

HEALTHYWOMEN FRIENDS & FAMILY
HW collaborates with over 80 national, state and local allies and partners on topics that matter most to the women and families in their communities.

INCREASED FACEBOOK ENGAGEMENT BY 357%

SOCIAL MEDIA CHANNELS
10,327,055
# of overall impressions
6.65%
average engagement rate compared to the average benchmark engagement rate of 1% - 2%

TYPES OF CONTENT
Real Women, Real Stories
Infographics
Webinars
Surveys
Expert Interviews
Animated Videos

Follow us: healthywomen.org

healthywomen
HealthyWomen’s Health Trust

People are our most important resource — impacting our ability to grow, innovate and shape the future of women’s health. From our innovative staff to our expert Women’s Health Advisory Council and knowledgeable board members, we benefit from a range of perspectives and skill sets that support our commitment to being a premiere health resource for women ages 35 to 64.

Thank you for your generous support, continued commitment and steadfast partnership with HealthyWomen during 2021 and in the future.

LIST OF FUNDERS

AbbVie, Inc.
ACLA
Amgen
Astellas Pharma US, Inc.
AstraZeneca
BD
Bristol-Myers Squibb
Centers for Disease Control and Prevention (CDC)
Daiichi Sankyo, Inc.
Eisai
EvoFem
Ferring
GSK
H4B Chelsea
Health Monitor Network
Hologic, Inc.
Medtronic
Merck & Co., Inc.
Mycovia
Myovant Sciences
National Hemophilia Foundation
Novartis
Novo Nordisk
Oglivy
Organon
Pacira
Pfizer, Inc.
Sage
Sanofi Genzyme
Viatris

CORPORATE ADVISORY COUNCIL

HealthyWomen is proud to convene some of the most influential healthcare companies, key allies and national organizations around our active Corporate Advisory Council table. It is through these valuable partnerships and enriching conversations that HealthyWomen can create and broadly disseminate timely health resources to millions of women and their families.

AbbVie, Inc.
Amgen
Astellas Pharma US, Inc.
Biotechnology Innovation Organization (BIO)
Bristol-Myers Squibb
Covis
Eli Lilly and Company
Esperion
Hologic, Inc.
Myovant Sciences
Pfizer, Inc.
Pharmaceutical Research and Manufacturers of America (PhRMA)
**WOMEN’S HEALTH ADVISORY COUNCIL**

<table>
<thead>
<tr>
<th>Name</th>
<th>Profession</th>
<th>Other Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>DaCarla Albright, MD</td>
<td>Obstetrics &amp; Gynecology</td>
<td>OB-GYN &amp; Associate Professor, University of Pennsylvania</td>
</tr>
<tr>
<td>Ivy M. Alexander, PhD, APRN, ANP-BC, FAANP, FAAN</td>
<td>Adult-Gerontological Primary Care Professor, University of Connecticut</td>
<td></td>
</tr>
<tr>
<td>Sharon Allison-Ottey, MD</td>
<td>Internal Medicine</td>
<td>CEO, CARLDEN and Beautiful Woman Inside and Out, Executive Director, the COSHAR Foundation</td>
</tr>
<tr>
<td>Heather Bartos, MD, OB-GYN</td>
<td>Obstetrics &amp; Gynecology, Sexual Health</td>
<td>OB-GYN &amp; Founder, Badass Woman</td>
</tr>
<tr>
<td>Nancy R. Berman, MSN, ANP-BC, NCMP, FAANP</td>
<td>Obstetrics &amp; Gynecology</td>
<td>Nurse Practitioner, Michigan Healthcare Professionals, Clinical Instructor, Wayne State University School of Medicine</td>
</tr>
<tr>
<td>Seema Bonney, MD</td>
<td>Prevention &amp; Wellness</td>
<td>Founder and Medical Director, Anti-Aging &amp; Longevity Center of Philadelphia</td>
</tr>
<tr>
<td>Emily A. Callahan, MPH, RDN</td>
<td>Nutrition</td>
<td>Owner and Founder, EAC Health and Nutrition, LLC</td>
</tr>
<tr>
<td>Christina Y. Chen, MD</td>
<td>Internal Medicine &amp; Geriatric Medicine</td>
<td>Assistant Professor of Medicine, Consultant at Mayo Clinic</td>
</tr>
<tr>
<td>Linda D. Dahl, MD</td>
<td>Otolaryngologist, Voice Doctor, Breastfeeding Specialist</td>
<td>Lenox Hill Hospital, Manhattan Eye, Ear and Throat Hospital, Weill Cornell Hospital</td>
</tr>
<tr>
<td>Barbara Dehn, RN, MS, NP, FAANP, NCMP</td>
<td>Women's Health &amp; Menopause</td>
<td>Nurse Practitioner, OB-GYN, El Camino Women's Medical Group</td>
</tr>
<tr>
<td>Barb DePree, MD, NCMP, MMM</td>
<td>Menopause &amp; Sexual Health</td>
<td>Director, The Women's Midlife Services, Holland Hospital</td>
</tr>
<tr>
<td>Gayatri Devi, MD, MS, FAAN, FACP</td>
<td>Neurology, Cognition in Menopause</td>
<td>Park Avenue Neurology, Clinical Professor of Neurology, Downstate Medical Center; Lenox Hill Hospital/Northwell Health</td>
</tr>
<tr>
<td>Cindy M.P. Duke, MD, PhD, FACOG</td>
<td>Obstetrics &amp; Gynecology, Reproductive Endocrinology &amp; Infertility, Telemedicine, Virology</td>
<td>Clinical Assistant Professor, University of Nevada, Founder, Nevada Fertility Institute</td>
</tr>
<tr>
<td>Daihnia Dunkley, PhD, RN</td>
<td>Obstetrics &amp; Black/Minority Maternal Health Disparities</td>
<td>Lecturer, Yale School of Nursing</td>
</tr>
<tr>
<td>Marissa D. Epstein, RDN, MBA</td>
<td>Nutrition</td>
<td>Director, The University of Texas Nutrition Institute</td>
</tr>
<tr>
<td>Robyn B. Faye, MD, FACOG, NCMP, IF, CSC</td>
<td>Obstetrics &amp; Gynecology, Sexual Health &amp; Pelvic Health</td>
<td>Abington Health Physicians</td>
</tr>
<tr>
<td>Rena Ferguson, MD, PC</td>
<td>Psychiatry &amp; Neuromodulation</td>
<td>Adjunct Professor, Stony Brook University</td>
</tr>
<tr>
<td>Deborah I. Friedman, MD, MPH, FAAN</td>
<td>Neurology, Neurotherapeutics, Ophthalmology</td>
<td>Professor, University of Texas Southwestern Medical Center</td>
</tr>
<tr>
<td>Debra Furr-Holden, PhD</td>
<td>Public Health/Epidemiology</td>
<td>Associate Dean for Public Health Integration, Michigan State University College of Human Medicine</td>
</tr>
<tr>
<td>Patricia Geraghty, MSN, FNP-BC, WHNP</td>
<td>Nurse Practitioner, Women's Health</td>
<td>Medical Director, Each Woman's Health</td>
</tr>
</tbody>
</table>
Nieca Goldberg, MD  
Cardiology  
Medical Director, Atria New York City  
Clinical Associate Professor, Grossman NYU School of Medicine

Heather Hirsch, MD, MS, NCMP  
Internal Medicine  
Menopause & Midlife Clinic, Brigham and Women’s Hospital

Cheryl B. Iglesia, MD, FACOG  
Gynecology  
Director, Section of Female Pelvic Medicine and Reconstructive Surgery, MedStar Washington Hospital Center  
Professor, Departments of OB-GYN & Urology, Georgetown University School of Medicine

Saundra Jain, MA, PsyD, LPC  
Psychology, Mental Health  
Adjunct Clinical Affiliate, The University of Texas at Austin

Emily Jamea, PhD, LMFT, LPC, AASECT  
Sexual Health & Relationships  
Certified Sex Therapist, REVIVE Therapy and Healing

Laurie S. Jeffers, DNP, FNP-BC  
Women’s Health & Menopause  
Clinical Assistant Professor, Rory Meyers College of Nursing at New York University

Sheryl Kingsberg, PhD  
Psychology  
Professor, Reproductive Biology and Psychiatry, Case Western Reserve University  
Chief of Division of Behavioral Medicine, MacDonald Women’s Hospital/University Hospitals, Cleveland Medical Center

Joyce Knesrick, PhD, FNP-BC, FAANP  
Family Medicine  
Associate Professor, Georgetown University School of Nursing and Health Studies

Rashmi Kudesia, MD, MSc, FACOG  
Obstetrics & Gynecology, Reproductive Endocrinology & Infertility  
Site Director, CCRM Fertility Houston — Sugar Land  
Director of Patient Education & Assistant Clinical Professor of Obstetrics & Gynecology, Houston Methodist Hospital

Lisa Larkin, MD, FACP, NCMP, IF  
Internal Medicine, Women’s Health & Menopause  
Founder and CEO, Ms. Medicine

Ayanna E. Lewis, MD  
Gastroenterology, Hepatology, Inflammatory Bowel Disease  
Mount Sinai South Nassau

Allison E. Lied, MD  
Plastic Surgery  
Holzapfel and Lied Plastic Surgery

Elizabeth A. Liotta, MD  
Dermatology  
Forefront Dermatology

Holly F. Lofton, MD  
Obesity Medicine  
Clinical Associate Professor, Surgery and Medicine  
Director, Medical Weight Management Program  
Fellowship Director, Clinical Obesity Medicine Fellowship  
Lead, Clinical Access and Education Programs, Comprehensive Program on Obesity, NYU Langone Weight Management Program

Jessica Matthews, DBH, MS, NBC-HWC  
Behavioral Medicine, Integrative Health  
Director, Master of Kinesiology in Integrative Wellness, Point Loma Nazarene University  
Director, Integrative Health Coaching in the Centers for Integrative Health, UC San Diego

Mary Jane Minkin, MD  
Obstetrics & Gynecology, Menopause  
Clinical Professor, Yale University School of Medicine

Shawana S. Moore, DNP, MSN, CRNP, WHNP-BC  
Women’s Health  
Associate Professor & Director of Doctor of Nursing Practice Program, Nell Hodgson Woodruff School of Nursing, Emory University
**Board of Directors**

**2021 EXECUTIVE COMMITTEE**

**CHAIR**
Christine Verini, RPh
Chief Operating Officer
CancerCare
New York, NY

**VICE CHAIR**
Julia M Amadio
Chief Product Officer
TherapeuticsMD, Inc.
Boca Raton, FL

**TREASURER**
Sheila Carnicelli
Financial Consultant
West Palm Beach, Florida

**SECRETARY**
Michael Capaldi
Senior Advisor
Penn Quarter Partners
Washington, D.C.

**IMMEDIATE PAST CHAIR**
Tamar R. Thompson
Vice President, Government Affairs and Policy
Alexion Pharmaceuticals, Inc.
Washington, D.C.

**Jarrad Aguirre**
Head of Corporate Strategy and Advocacy
Myovant Sciences
San Francisco, CA

**Sarah Butler**
Head of Client Services
Avalere Health
Washington, D.C.

**Amber Bynum**
Senior Director
Walmart Health Operations
Bentonville, AR

**Kristin Cahill**
President, North America
GCI Health
New York, NY

**Sheila Carnicelli**
Financial Consultant
Delray Beach, FL

**Maneesha Ghiya**
FemHealth Ventures LLC
Short Hills, NJ

**Nancy Glick (Director Emeritus)**
NLG Strategies
Washington, D.C.

**Dr. Nieca Goldberg, MD**
NYU–Grossman School of Medicine
New York, NY

**Anita Gupta**
Anesthesiology and Critical Care Medicine
Johns Hopkins School of Medicine
Baltimore, MD

**Marsha B. Henderson**
Assistant Commissioner for Women's Health, retired
U.S. Food and Drug Administration, retired
Washington, D.C.

**Alissa Kaplan**
Chief Client Officer
WPP Health Practice
New York, NY

**Elisabeth Ritz**
President/Founder
Ritz Communications LLC
Chicago, IL

**Synim Rivers**
Director of Communications, Government and Public Affairs
Horizon Therapeutics
Washington, D.C.

**Lynn A. Taylor**
Senior Vice President
Head of Global Healthcare, Government and Public Affairs
Merck KGaA
Washington, D.C.

**2021 BOARD COMMITTEES**

**Nominating Committee**
Kristin Cahill (Chair)
Nancy Glick
Tamar Thompson

**Audit and Financial Policies Committee**
Lynn Taylor (Chair)
Sheila Carnicelli (Treasurer)
Alissa Kaplan
Brian O'Connor
Anita Gupta

**Governance Policies Committee**
Elisabeth Ritz (Chair)
Marsha Henderson
Sarah Donovan
Maneesha Ghiya
Jarrad Aguirre
Amber Bynam