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

2019 ANNUAL REPORT
DEAR FRIENDS OF HEALTHYWOMEN,

At HealthyWomen, our audience depends on us to give them health and wellness information they can use to self-advocate for better health outcomes. Equally important is providing our partners with information on the health and wellness of our organization. As we move into year one of a new three-year strategic plan to differentiate HealthyWomen as a leading, evidence-based, nonprofit women’s health organization, I am pleased to present our annual report. This report details our tremendous growth, along with our breadth of contributions to women’s health and education in partnership with some of the most renowned and committed health experts in their fields.

Having served as the CEO of HealthyWomen since 2006, I’m proud that we have started policy, science and research convenorships, partnered with WebMD on a large study (Aging Smart, Aging Well) and identified the need to focus on women aged 35 to 64. I’m also pleased that we have been able to respond to the current challenges we’re facing from COVID-19. Our underlying business strengths and focus on the long term will continue to benefit us as we move forward.

2019 was a year of growth and learning, in which we reorganized the organization’s internal structure, invested in new technology and demonstrated our commitment to our mission and values. HealthyWomen continued to focus its content on health topics important to women and produced live scientific and health events. Additionally, we built and strengthened relationships with health care professionals, scientific and research experts, other nonprofit organizations and the women’s health community as a whole. I am confident in the direction we are going as we continue to improve our infrastructure and invest in staff so we can better serve midlife women in 2020 and beyond.

I share the following report with gratitude for the role each of you has played. It is only with your partnership and continued support that these achievements were possible.

With thanks,

Beth Battaglino, RN and CEO
MISSION
Educate women ages 35 to 64 to make informed health choices

VALUES
Trust: We educate and engage women by providing scientifically reviewed, evidence-based information that allows them to make informed health choices to live and age well.

Independence: Our reputational value to our stakeholders is in serving as a leading source of women’s health information, which we execute on through transparency in all relationships and collaborations.

Digital Excellence: Every day, we work to serve women by providing access to timely, inspiring and enduring online content.

Thought Leadership: Our ability to grow, innovate and shape the future of women’s health is based on setting the agenda and sharing our knowledge with stakeholders.
HELPING WOMEN CHOOSE WISELY

Every day, HealthyWomen helps women make informed decisions about their health care by providing relevant, original content that meets each woman where she is in her life.

Women find us when they’re looking for answers and leave us feeling more informed and empowered.¹

70% of women who come to our site are looking for specific health-related information.

49% of women feel ready to act by visiting a health care professional after reading content on our site.

86% of women who read content on our platform report feeling more informed and in charge about their own health afterward.

67% of respondents report that the articles on our site are relevant and have the information they need.

68% of women who visit HealthyWomen.org feel more inspired to change a health-related habit in their life.

INTERACTING AND ENGAGING WITH WOMEN

HealthyWomen’s digital presence is the core of our identity and is key to being able to connect with our audience.

With a monthly audience of more than one million, we deliver information to women in a variety of formats to fit their needs and interests, including articles on our website as well as newsletters, articles and posts across multiple social media platforms. Additionally, we offer education programs on a wide range of topics.

In 2019, HealthyWomen saw consistent growth, including increased website visits and significantly increased engagement across our social platforms. This year, we launched our new website, which enhances the presentation and collection of information for future activities.

### 2019 WEBSITE METRICS

<table>
<thead>
<tr>
<th>Metric</th>
<th>2019 Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>+2.9%</td>
</tr>
<tr>
<td>Users</td>
<td>+21.1%</td>
</tr>
<tr>
<td>Sessions</td>
<td>+2.7%</td>
</tr>
</tbody>
</table>

### 2019 SOCIAL MEDIA METRICS

<table>
<thead>
<tr>
<th>Metric</th>
<th>2019 Percentage Change</th>
<th>Platform</th>
<th>2018 Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience Growth</td>
<td>UP 52.4%</td>
<td>Instagram:</td>
<td>UP 385%</td>
</tr>
<tr>
<td>Across 5 Social Platforms</td>
<td></td>
<td>Facebook:</td>
<td>UP 53.3%</td>
</tr>
<tr>
<td>Total Social Media Impressions</td>
<td>UP 185.8%</td>
<td>Instagram:</td>
<td>UP 432%</td>
</tr>
<tr>
<td>Across 5 Platforms</td>
<td></td>
<td>Facebook:</td>
<td>UP 340%</td>
</tr>
<tr>
<td>Total Social Media Engagements</td>
<td>UP 362.9%</td>
<td>Instagram:</td>
<td>UP 263%</td>
</tr>
<tr>
<td>Across 4 Platforms</td>
<td></td>
<td>Facebook:</td>
<td>UP 534%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Twitter:</td>
<td>UP 173%</td>
</tr>
</tbody>
</table>
ADVANCING THE CONVERSATION

As experts in women’s health, it is our job to provide evidence and information that can transform women’s health care experiences for the better. HealthyWomen strives to be a voice that is timely, consistent and open to new perspectives. We also work to build allies and participate in networks and coalitions that share our interests and help us increase our impact.

In 2019, we organized three in-person live events with leading experts. Those events on biosimilars, chronic pain and aging well built upon prior work that included chronic migraines, as well as laid the groundwork for our first 2020 event about women’s heart health across the lifespan. Each initiative allowed us to learn from our female audiences about issues important to them and resulted in publication of related reports that we are able to share with others.

Convening these types of events enables us to examine the latest research, provide a forum for patients to share real-life experiences, and give our audience access to expert perspectives. Through these events we’re building a body of knowledge that women can use in making personal health care decisions.
For more than 30 years, HealthyWomen has remained true to its founding mission. From the start, we’ve been committed to creating and broadly disseminating evidence-based and clinically sound health resources tailored for the unique, and often overlooked, health experiences of women aged 35 to 64. We bring this same approach to our unbranded programs that are sometimes created with the support of industry partners.

Throughout 2019, our multifaceted awareness campaigns and educational health and wellness programs focused on a number of areas, including cervical cancer, osteoporosis, migraine, urinary health, heart disease, menopause, breast health and Aging Smart, Aging Well tools.

Total amount secured through funded grants/sponsorships: $2,757,060
Total number of funded grants/sponsorships: 52
Increase in YTD total funding: 51%
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.

### 2018-2019 TOTAL SUPPORT

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>2,147,146.39</td>
</tr>
<tr>
<td>In-Kind</td>
<td>0.00</td>
</tr>
<tr>
<td>Individual</td>
<td>3,050.01</td>
</tr>
<tr>
<td>Foundation/other nonprofit</td>
<td>577,500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,727,696.40</strong></td>
</tr>
</tbody>
</table>

### 2018-2019 EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>2,277,996.27</td>
</tr>
<tr>
<td>Management</td>
<td>368,460.73</td>
</tr>
<tr>
<td>Fundraising</td>
<td>11,529.52</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,657,986.52</strong></td>
</tr>
</tbody>
</table>

### 2018-2019 PROGRAM SUPPORT (Net Assets)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>With donor restrictions</td>
<td>2,179,560.00</td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td>577,500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,757,060.00</strong></td>
</tr>
</tbody>
</table>
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 aged 35 to 64.

Thank you for your generous support, continued commitment and steadfast partnership with HealthyWomen during 2019 and as we move ahead.

LIST OF FUNDERS

Abiomed
The Allergan Foundation
Allied Against Opioid Abuse
AMAG Pharmaceuticals, Inc.
Amarin Corporation
American Standard
Amgen
Astellas Pharma US, Inc.
Bayer HealthCare LLC
BD Biosciences
BIO
Boehringer Ingelheim/Lilly
Boston Scientific
Bristol-Myers Squibb
Eli Lilly and Company
Finn Partners
Genentech
Health Monitor Network
Hologic Inc.
Infant Nutrition Council of America
Intercept Pharmaceuticals Inc.
Iterum Therapeutics PLC
Jazz Pharmaceuticals
Medtronic
Mylan Inc.
Novartis
Novocure
Pfizer Inc.
Sanofi U.S.
Syneos Health
TherapeuticsMD, Inc.

CORPORATE ADVISORY COUNCIL

HealthyWomen is proud to convene some of the most influential health care 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.

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