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

ANNUAL REPORT 2022
Dear Friends of HealthyWomen,

This past year was transformative for HealthyWomen. We invested in scaling for growth so we’d be able to keep up with women’s evolving health needs and identify gaps in healthcare, especially for those in underrepresented groups.

We continued to work hard throughout the year to remain a trusted source for midlife women to find answers to their most pressing health-related questions and concerns — whether that was about Covid-19 and vaccines or other health topics that disproportionately affect women, such as menopause and aging well, sleep disorders, sexual health, and so much more.

We continued doing what worked: publishing the real stories of real women so that your voices remained front and center in our work; writing op-eds to highlight and raise awareness of the most pressing policy issues in women’s health; hosting briefings, webinars and roundtable discussions to provide timely information on a wide variety of topics.

We added new offerings to keep up with your needs: launching our first talk show, WomenTalk, to bring you authentic, engaging and personal stories by women for women. We continued to expand our reach to marginalized groups. We created our Military Health Program to meet the unique healthcare needs of servicewomen and service members with female biology and to educate healthcare providers serving the military.

And last but not least, we launched a national survey of more than 6,000 women across the country between the ages of 35 and 64 to better understand their main health concerns and gaps in care. Based on the results, we created a National Action Plan, a multiyear roadmap to improve midlife women’s access to care and reduce barriers to early intervention, accessible resources, diagnosis and treatment.

I’m sharing the following updated annual report with gratitude for the role each of you has played in our successes over the last year. It is only with your partnership and continued support that these achievements are possible.

All the best,

-Beth

RN-C, CEO of HealthyWomen
“In 2022, we re-imagined our vision to create a world where no woman* feels alone when navigating their health. Looking ahead, we’re most excited about the possibility for a change in narrative from anti-aging to pro-aging, where midlife women have the support and knowledge they need to age smart and age well.”

—Elizabeth Battaglino, RN-C, HealthyWomen CEO

*HealthyWomen believes in inclusivity. We use the words “woman” and “women” to refer to cis women, people with female biology and anyone who identifies as a woman. We recognize that gender is nuanced and are actively exploring ways to fully and authentically reflect everyone’s experiences.
Areas of Focus

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

SCIENCE & INNOVATION
We convene information sharing 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 are the nation’s leading independent nonprofit health information resource for women for more than 30 years.

We are run by women for women.
Audience Engagement

2022 Metrics

- **5.5M** website users in 2022
- **10M** pageviews in 2022
- Mobile Users: 80%
  - Desktop Users: 20%
- Average five-year bounce rate is 59%, with a 13% improvement in 2022 over 2021
Audience Growth
From 2021 to 2022

6.4% 1.8% 21.6% 4% 22.6%

# of overall impressions
10,944,904

average engagement rate
2.6%

compared to the average benchmark engagement rate of 1%-2%

Launched our TikTok platform to reach a wider audience

4,226 video views in less than 5 months of joining TikTok
A Trusted Source

More than 132 million media impressions in 2022, including top newspapers, podcasts, magazines and radio programs, and media partnerships with Prevention Magazine, The Great Girlfriends Show and Practical Pain Management.

Over 132 million media impressions in 2022
Advancing the Conversation

*There was no way to fit all of our amazing 2022 programs so we selected a few that highlight our diverse offerings.

Your Guide to HIV & Aging

Thanks to modern treatments, people are living longer with HIV than ever before. In fact, 379,000 Americans over age 55 are living with HIV. In our education program, we explore HIV and aging, including the health challenges people with HIV face as they get older. Living longer with HIV also means many face hurdles when it comes to getting treatment, stigma around the condition and the high cost of treatment. Reducing these barriers to care can make HIV/AIDS a chronic condition rather than a death sentence.

Beyond the Body: Perspectives from Real Women

More than 93 million Americans are living with obesity. Yet it’s often perceived by society and the healthcare community as the result of poor personal choices, rather than the complex, chronic disease that it is. Because of the stigma, bias and misinformation surrounding this disease, far too many people do not have ongoing access to the care they need. Through the Reclaim Your Wellness Campaign, in partnership with and The Black Women’s Health Imperative and the Obesity Action Coalition, we are giving a voice to women living with obesity. In our videos, meet six women who have opened up about their journeys living with obesity — from growing up with the stigma to adopting body positivity.

Aging Smart. Aging Well. A National Action Plan

One in five women in America is between the ages of 35 and 64. Yet, our health needs often go unmet in spite of our numbers. We conducted a national survey of more than 6,000 women in midlife and found there’s a lot of work to do to support women so they can live their best lives during their midlife chapter. Almost all of the midlife women we surveyed reported trying to stay healthy, whether through proper nutrition, sleep or physical activity, as well as staying up to date on their recommended vaccines. But, despite that, almost half of them (42%) rated their overall health as just OK or worse. We launched Aging Smart. Aging Well. A National Action Plan to change just that.
WomenTalk: HealthyWomen’s Talk Show

We celebrated our first year of WomenTalk! We launched our first talk show to bring healthcare professionals and women together to connect about their health because we recognized that, now more than ever, it is so important to take care of our health. It is also so impactful to share our health journeys. We present current and up-to-date information brought directly to you from guests who are top healthcare providers, researchers, experts and leading professionals in their fields. So far we’ve had more than 20 WomenTalk episodes featuring nearly 40 guests discussing important women’s health topics.

You & Your Brain: A Collaboration of HealthyWomen, Prevention & Women’s Alzheimer’s Movement at Cleveland Clinic

For our “You & Your Brain” webinars, HealthyWomen collaborated with Prevention and Women’s Alzheimer’s Movement at Cleveland Clinic to explore why two out of three brains that develop Alzheimer’s belong to women. The six-part series looked at the powerful gut-brain connection and how what you eat might affect anxiety and mood and increase the risk for Alzheimer’s, and whether you can prevent Alzheimer’s. We also had a conversation about menopause, aging and your brain, navigating a dementia diagnosis and the future of brain health.

The Great Girlfriends Show: A Partnership with HealthyWomen

The Great Girlfriends Show is a podcast created to serve conversations that matter to women, ranging from building an amazing love life or a thriving business to leading a healthy life. Together with HealthyWomen, The Great Girlfriends Show did a series bringing healthcare professionals and women together to connect about their health, ranging in topics from The Vaccines You Need to Stay Healthy During the Holidays, Ways to Help Support a Loved One with Cancer, Helping Women of Color Know Their Risks of Endometrial Cancer, How You Feel About Vaccinations, and Real Women, Real Stories About Breast Cancer.
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 2022, 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.

2022 TOTAL SUPPORT
$3,913,700

- 90% Educational programs
- 8% Contributions
- 2% Events

Total number of funded grants/sponsorships: 64
Increase in YTD total funding in educational programs: 38%
Total amount secured through funded grants/sponsorships: $3,913,700
**About Us**

We are the nation’s leading nonprofit educating and empowering women to make decisions about their healthcare.

**Why We Matter**

We are dedicated to educating women ages 35 to 64 to make informed health decisions, advocate for themselves, and prioritize their health and wellness.

**Our Health Policy Priorities**

Access to Care

Antimicrobial resistance

Autoimmune diseases

Bone health

Brain health

Cancer

Clinical trials

Contraception

Eye health

Gut health

Gynecologic health

Healthy aging

HIV

Menopause

Overweight and obesity

Pain management

Pandemic preparedness

Reproductive health

Screening and prevention

Sexual health

Skin health

Trending and emerging issues in women’s health

Vaccines

**Healthy Topics**

Access to care

Antimicrobial resistance

Autoimmune diseases

Bone health

Brain health

Cancer

Clinical trials

Contraception

Eye health

Gut health

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Pain management

Pandemic preparedness

Reproductive health

Screening and prevention

Sexual health

Skin health

Trending and emerging issues in women’s health

Vaccines

**Media Reach**

- **20MM** reached through print media
- **113MM** online impressions

**Social Media Channels**

- **42,567** followers
- **19,280** followers
- **16,951** followers
- **3,158** followers

**Friends & Family**

HW collaborates with approximately 150 national, state and local allies and partners on topics that matter most to the women and families in their communities.

**Types of Content**

Features

Real Women, Real Stories

Clinically Speaking/Q&As

Downloadable Tip Sheets

Infographics

Reports

Fast Facts

Listicles

Videos

15 Minutes With/Celebrity Interviews

Quizzes/Fact or Fictions

101s

Comic Strips

Comparison Tables

Spanish Content

Surveys

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Thank you to our funders for their generous support, continued commitment and steadfast partnership with HealthyWomen in 2022 and beyond.

**LIST OF FUNDERS**

*Education Program Funders:*
- AbbVie Inc.
- Alora Pharmaceuticals, LLC
- Amgen Inc.
- Astellas Pharma US, Inc.
- AstraZeneca Pharmaceuticals LP
- Becton, Dickinson and Company
- Bristol-Myers Squibb
- CancerCare
- Daiichi Sankyo, Inc.
- EMD Serono Inc.
- Exelixis, Inc.
- Ferring Pharmaceuticals
- FINN Partners
- Gilead Sciences, Inc.
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- Janssen Pharmaceuticals
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- Myovant Sciences
- Novocure
- Novo Nordisk
- Organon
- Partnership to Fight Infectious Disease
- Pfizer Inc.
- Sanofi Regeneron
- Sebela Pharmaceuticals, Inc.
- Takeda Pharmaceutical Company
- Vertex Pharmaceuticals
- Viatris

*Event Funders:*
- Advamed
- Bausch Health Companies Inc.
- Biotechnology Innovation Organization (BIO)
- Bristol-Myers Squibb
- Eli Lilly and Company
- EMD Serono Inc.
- Hologic, Inc.
- Merck & Co., Inc.
- McUlisky Health Force
- Novocure
- Organon
- Pacira BioSciences, Inc.
- Penn Quarters Partners
- Pfizer Inc.
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Salix Pharmaceuticals
- Viatris
WOMEN’S HEALTH ADVISORY COUNCIL (WHAC)

Our WHAC includes a network of medical experts and health professionals who specialize in a range of health conditions pertinent to the women we serve. This group of doctors and specialists lend their expertise to inform our content, and medically review our resources for accuracy. Meet our 2022 WHAC members:

DaCarla Albright, MD  
Obstetrics & Gynecology  
OB-GYN & Associate Professor, University of Pennsylvania

Ivy M. Alexander, PhD, APRN, ANP-BC, FAAN, FAAN  
Adult-Gerontological Primary Care  
Professor, University of Connecticut

Sharon Allison-Ottey, MD  
Internal Medicine  
CEO, CARLDEN and Beautiful Woman Inside and Out  
Executive Director, the The COSHAR Foundation

Heather Bartos, MD, OB-GYN  
Obstetrics & Gynecology, Sexual Health  
OB-GYN & Founder, Badass Woman

Nancy R. Berman, MSN, ANP-BC, NCMP, FAANP  
Obstetrics & Gynecology  
Nurse Practitioner, Michigan Healthcare Professionals  
Clinical Instructor, Wayne State University School of Medicine

Seema Bonney, MD  
Prevention & Wellness  
Founder and Medical Director, Anti-Aging & Longevity Center of Philadelphia
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 Knestrick, 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  
Director, Medical Weight Management Program, NYU Langone School of Medicine

Monica Mallampalli, PhD  
Women's Health  
Founder and President, Institute for Women's Health Strategies  
CEO, Alliance of Sleep Apnea Partners

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

Maureen A. Moriarty, DNP, ANP-BC, FAHS, FAANP  
Headache Medicine  
Nurse Practitioner, Moriarty Associates: A Comprehensive Headache Center  
Associate Professor, Marymount University, Malek School of Nursing Professions

Melissa Nassaney, DPT, PT, MS  
Pelvic Health  
Physical Therapist, Full Circle Pelvic Health

Connie B. Newman, MD, FACP, FAHA, FAMWA  
Endocrinology  
Adjunct Professor of Medicine, NYU Langone School of Medicine

Roshani Patel, M.D., FACS  
Breast Surgical Oncologist  
Medical Director, Breast Surgery  
Hackensack Meridian Jersey Shore University Medical Center

Smita Patel, DO  
Sleep Medicine  
Director, Center for Brain Health, Northshore University Health System  
Founder, iNeuro Institute

Jennifer L. Payne, MD  
Psychiatry, Mood Disorders  
Professor & Vice Chair of Research, Psychiatry Department, University of Virginia
JoAnn V. Pinkerton, MD  
Obstetrics & Gynecology  
Medical Director, Midlife Health Center  
Professor, University of Virginia

Alisha Reed, PharmD, MBA  
Pharmacist  
Founder, FLY with Alisha Reed

Tomeka Roberts, MD  
Obstetrics & Gynecology  
Ascension St. Vincent’s

Lauri Romanzi, MD, MScPH, FACOG, FPMRS  
Urogynecology  
EngenderHealth

Sabrina Sahni, MD, NCMP  
Menopause & Women’s Health, Obstetrics and Gynecology & Reproductive Biology  
Clinical Assistant Professor, Cleveland Clinic Lerner College of Medicine

Puja Shah, MD  
Anesthesiology, Pain Management, Wellness  
DISC Sports & Spine Center  
Chief Physician of Pain Management, VA Long Beach VA Healthcare System

Jessica Shepherd, MD, MBA, FACOG  
Minimally Invasive Gynecology/Menopause/Sexual Dysfunction  
Baylor University Medical Center  
Founder, Her Viewpoint

Rashmi B. Halker Singh, MD, FAHS, FAAN  
Neurology, Headache Medicine  
Associate Professor of Neurology & Headache Medicine Fellowship Program  
Director, Mayo Clinic Arizona  
Co-Director, Mayo Clinic Headache Symposium

Isabel Smith, MS, RD, CDN  
Nutrition  
Registered Dietitian, Isabel Smith Nutrition, Inc.

Alexandra Sowa, MD, MA  
Metabolic Health  
Clinical Instructor of Medicine, NYU Langone  
Founder, SoWell Health

Susan Kellogg Spadt, PhD, CRNP, IF, CST  
Pelvic Pain, Sexual Dysfunction  
Professor of OB-GYN, Drexel University College of Medicine  
Professor, Human Sexuality, Widener University  
Assistant Professor, Rutgers Robert Wood Johnson Medical School

Rachel Sufczynski, MSES, CEP  
Exercise, Nutrition, Self-Care Behaviors & Behavior Change  
Clinical Exercise Physiologist, Anthem, Inc.

Kim Templeton, MD  
Orthopedic Oncology  
Professor of Orthopedic Surgery, University of Kansas, American Medical Women’s Association

Deborah Winters, LCSW  
Mental Health, Sleep, Parenting, ADHD  
Parent Educator and Therapist

Sophia Yen, MD, MPH  
Reproductive Health  
Clinical Associate Professor of Pediatrics, Stanford Medical School  
CEO and Co-Founder, Pandia Health

Kristen A. Zarfos, MD, FACS  
Breast Health  
Breast Surgeon & Medical Director, Karl C. Krakep Comprehensive Women’s Health Center at St. Francis Hospital  
Clinical Associate Professor of Surgery, University of Connecticut School of Medicine
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IMMEDIATE PAST CHAIR
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Vice President, Head of Corporate Affairs, Alexion, AstraZeneca Rare Disease

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Amber Bynum
Vice President, Walmart, Health & Wellness Sourcing

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Nancy Glick
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Medical Director, Atria New York City; Clinical Associate Professor of Medicine, NYU Grossman School of Medicine

Anita Gupta, DO, MPP, PharmD
Johns Hopkins Medicine
Anesthesiology & Pain

Marsha B. Henderson, MCRP
Former Associate Commissioner for Women’s Health, U.S. Food and Drug Administration

Alissa Kaplan
Chief Client Officer, Pfizer, WPP Health

Brian O’Connor
Chief People Officer & Chief of Staff, AdvaMed

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Founder & President, Ritz Communications

Synim N. Rivers, MPH, CHES
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Tamar R. Thompson
Vice President, Head of Corporate Affairs, Alexion, AstraZeneca Rare Disease

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Nieca Goldberg, MD
Alissa Kaplan
Tamar Thompson

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