

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



Dear Friends of HealthyWomen,

It goes without saying that these are extraordinary times. Just as our hearts go out to everyone affected by Covid-19, we are enormously grateful to our first responders and medical professionals who keep us safe every day. They are the true heroes of this crisis, and their intrepid actions are an inspiration to us all. As always, our first responsibility during these uncertain times is the health and safety of our colleagues and their families, our partners and our broad HealthyWomen community. I'm pleased to see we're starting to turn the corner, and as you read this, I'm sure many of you are on your journey to being vaccinated and having more sense of normalcy.

At HealthyWomen, our audience depends on us to give them health and wellness information and that was more apparent than ever in this past year. Our audience relied on us to guide and educate them through the Covid-19 pandemic and trusted us to help them through the emotional, mental and physical tolls of the virus.

Throughout 2020, we also saw great strides and innovation across many aspects of health and wellness and HealthyWomen was able to position ourselves as the leading, evidence-based, nonprofit women's health organization.

We learned to be nimble and that came through in our first virtual Gala, "Innovation, Evolution and Revelations, The Year of Healthcare Change." And we could not have done it without all of your support and dedication. Thank you!

With all this in mind, I'm pleased to present our 2020 annual report. This report details 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.

It is only with your partnership and continued support that these achievements were possible.

All the best,

A handwritten signature in black ink, appearing to read "Beth".

P.S. Get vaccinated!



“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 ages 35 to 64.”

—Elizabeth Battaglino, RN, CEO

Areas of Focus

EDUCATION & AWARENESS

We provide scientifically reviewed, evidence-based information that allows women to take a proactive role in their health and the health of their families.

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 & ADVOCACY

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 is 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 signature *Real Women, Real Stories* series.

LEGACY & LEADERSHIP

We've been the nation's leading, independent nonprofit health information resource for women for over 30 years.

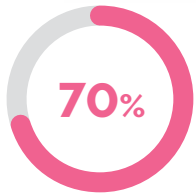
We have an all-female leadership team.



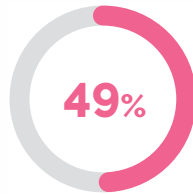
Helping Women Choose Wisely

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.

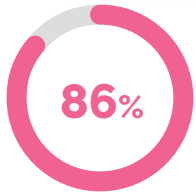
Women find us when they're looking for answers and leave us feeling more informed and empowered.¹



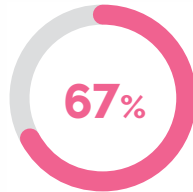
70% of women who come to our site are looking for specific health-related information.



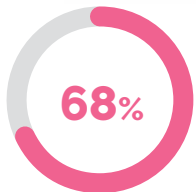
49% of women feel ready to act by visiting a healthcare professional after reading content on our site.



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.

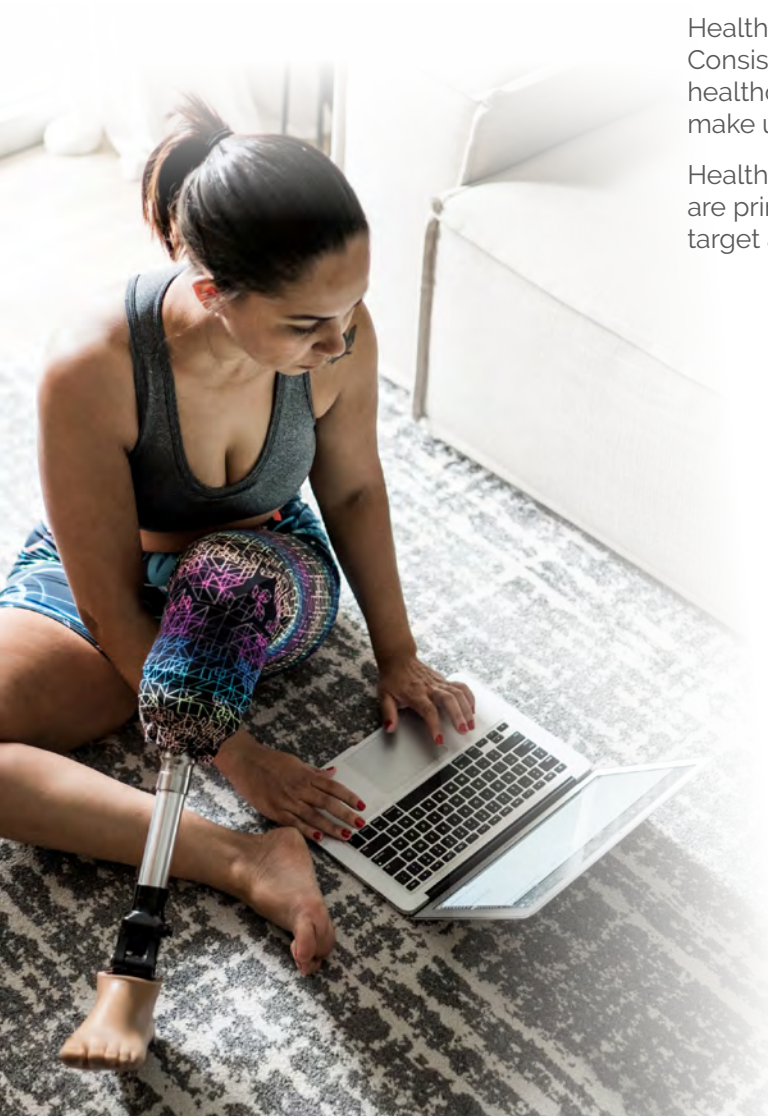


68% of women who visit HealthyWomen.org feel more inspired to change a health-related habit in their life.



¹Review of Research Findings: Outcomes Survey, HealthyWomen.org. November 2019.

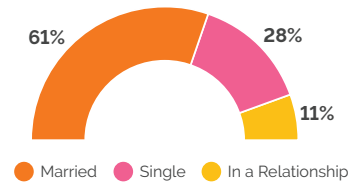
Audience Demographics



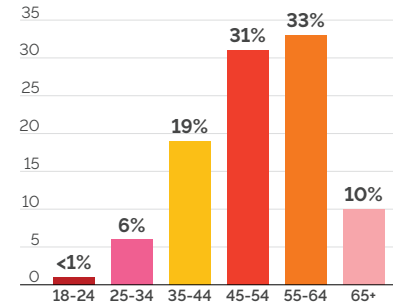
HealthyWomen's audience is composed of more than 6.5 million users a year. Consistent with our mission to engage, empower and educate women about healthcare matters, they are predominantly women — although some men do make up a portion of our audience.

HealthyWomen readers and viewers represent a wide variety of demographics, but are primarily well-educated, either married or in a relationship, and solidly sit in our target audience of women ages 35 to 64.

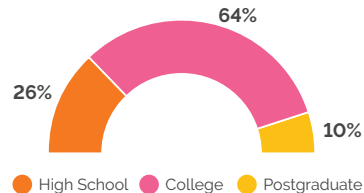
Marital Status



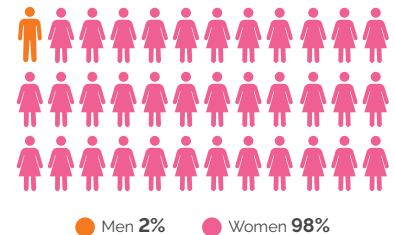
Age



Education Level



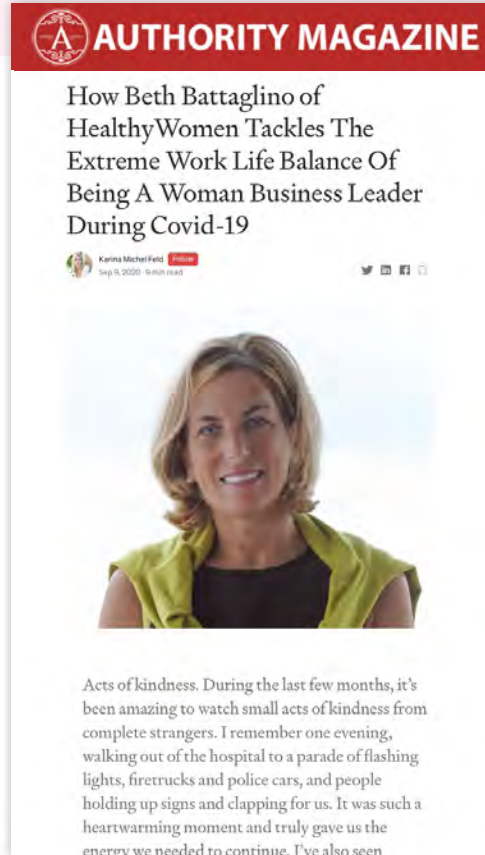
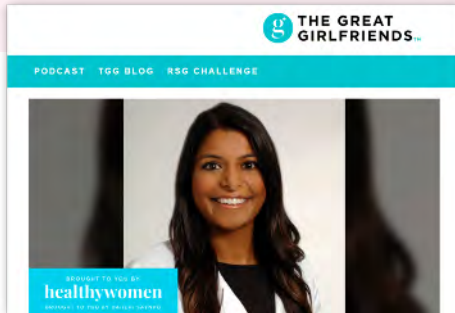
Gender



A Trusted Source

HealthyWomen CEO Beth Battaglino and our Advisory Council members are trusted, sought-after health experts.

Over 20 Million Media Impressions in 2020



Prevention



Advancing the Conversation

As experts in women's health, it's our job to create and disseminate evidence-based and clinically sound health resources tailored to the unique, and often overlooked, health experiences of the midlife woman.

HealthyWomen is a voice that is trusted, credible, timely and inclusive. We assemble information exchanges that advance and elevate conversations around unmet needs and support and promote policy issues that are of importance to women's health. In 2020, we offered extensive information on topics from migraine disease to multiple sclerosis, osteoporosis to Covid-19.



Exploring Women's Emotional and Physical Health Behaviors and Healthcare Decision-Making During and After Covid-19:

Since the onset of the Covid-19 pandemic, there has been a shift in the way Americans, particularly women, consume and proactively seek out health care. As the leading health education resource for women, HealthyWomen sought to truly understand women's emotional and physical health behaviors and healthcare decision-making during the pandemic. HealthyWomen's responsive Covid-19 initiative included a national survey fielded to over 3,000 women, an in-depth survey outcomes report, and an interactive live and on-demand webinar to discuss the survey findings with key experts and allies.



Providing Women With a One-Stop Resource on Breast Health:

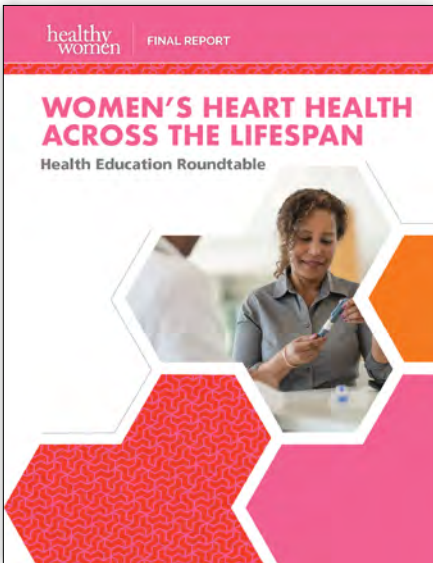
Recognizing the large number of women who put their breast health on hold during the pandemic, HealthyWomen launched a new site, YourHealthyBreasts.org as a vital, access-from-anywhere resource for women of all ages to find extensive evidence-based resources so they can make informed decisions about their breast health.

[YourHealthyBreasts.org](https://www.yourhealthybreasts.org) has in-depth information about breast cancer from breast self-exam tips to common cancer subtypes and targeted treatments, from navigating surgical treatment options such as mastectomies and lumpectomies to breast reconstruction. Beyond breast cancer awareness, the site also provides info on breast size, shape, and density; breast health and aging; screening and genetic testing; and caring for breasts from puberty to menopause.



Destigmatizing the Conversation Around Menopause:

Menopause is a major life event every woman will go through and yet one that is still not openly discussed. Menopause is stigmatized and misunderstood by the women going through it as well as by their families and society as a whole. To meet the needs of women, HealthyWomen launched “No Pause in Menopause,” a series of six online roundtables in October and November 2020. The series included discussions from 17 experts and discussed the realities of perimenopause and menopause, menopause’s effect on the brain, hormonal and nonhormonal methods for symptom management, pelvic health, sexual health and disease risk during this time of transition. Along with a meeting report, numerous resources were provided to women, including podcasts on menopause, links to products, telehealth and support options, hormone therapy facts, and recorded webinars for replay at any time.



Addressing the Risk of Heart Health Across the Lifespan:

It's well understood that gender differences matter when it comes to heart disease, particularly because heart disease is the leading cause of death for women. To better understand how to approach the risk of heart health in women, HealthyWomen hosted a roundtable, **"Women's Heart Health Across the Lifespan,"** to present current data and hear expert opinions on heart disease. The meeting brought together experts in family medicine, cardiology, obstetrics and gynecology, aging, mental health and behavioral health to lay out the top concerns throughout the various ages and stages of a woman's life. Along with an executive summary report, HealthyWomen presented numerous women's stories to highlight the heart issues that can happen at different times in a woman's life. HealthyWomen has used the insights gained from this roundtable to develop effective and timely educational resources for women and healthcare providers to increase awareness about important heart health issues among their patients.



Tackling Diseases and Conditions That Affect Women in Unique Ways:

With a focus on midlife women, HealthyWomen worked to increase awareness regarding prevention, treatment and management of a number of chronic diseases. HealthyWomen sought to address the unique ways women experience these diseases and offer a healthcare provider's viewpoint as well as the perspective of real women living with the conditions. From autoimmune disease, such as rheumatoid arthritis and multiple sclerosis, to areas of pain, including chronic pain and migraine headache, to gastrointestinal, urinary and pelvic health issues such as inflammatory bowel disease, overactive bladder, and heavy uterine bleeding, women can find information on HealthyWomen.org in the form of articles, stories, infographics and animated videos.

Last year, HealthyWomen initiated surveys on topics such as yeast infections, perimenopause, urinary tract infections, heart disease and healthy aging. These surveys enabled HealthyWomen to get a pulse on the concerns and needs of our audience.

Trusted Partner in Health and Wellness Education

As a well-established voice in the women's health sphere, we bring our credibility and evidence-based approach to educating women to unbranded programs. We bring this same approach to our branded programs that are created with the support of industry partners.

Throughout 2020, our multifaceted awareness campaigns and educational health and wellness programs focused on a number of areas across a woman's lifespan, including breast health, Covid-19, oncology, menopause, urinary health, heart disease, menstrual health and vaccines.

42% Increase in YTD total funding

80 Total number of funded grants/sponsorships



Total amount secured through funded grants/sponsorships

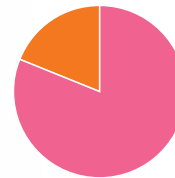
\$2,825,180





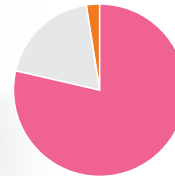
Financials

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.



2020 TOTAL SUPPORT

| | |
|----------------------------|---------------------|
| Corporate | 2,306,300 |
| In-Kind | 0 |
| Individual | 0 |
| Foundation/other nonprofit | 530,345 |
| Total | \$ 2,836,645 |



2020 EXPENSES

| | |
|--------------|---------------------|
| Program | 1,944,404 |
| Management | 467,752 |
| Fundraising | 60,621 |
| Total | \$ 2,472,777 |



2020 PROGRAM SUPPORT (Net Assets)

| | |
|----------------------------|---------------------|
| With donor restrictions | 1,691,050 |
| Without donor restrictions | 1,029,500 |
| Total | \$ 2,720,550 |

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 premier health resource for women ages 35 to 64.

Thank you for your generous support, continued commitment and steadfast partnership with HealthyWomen during 2020 and as we move ahead.

LIST OF FUNDERS

| | | |
|--|-------------------------------|--|
| AbbVie, Inc. | Daiichi Sankyo, Inc. | Myovant Sciences |
| Abiomed | Edwards Lifesciences | Novo Nordisk |
| AdvaMed | Eli Lilly and Company | Patient-Centered Outcomes Research Institute (PCORI) |
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| Centers for Disease Control and Prevention (CDC) | Merck & Co., Inc. | |

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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.

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healthywomen

www.healthywomen.org

