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NPWH Unveils New Brand and Campaign
Naming Reproductive Health, Maternal Health, and Peri/Menopause as Priority Areas for 2023-2024

Washington, DC - Today, the National Association of Nurse Practitioners in Women's Health (NPWH) proudly announces the launch of its new brand, symbolizing its steadfast commitment to women's and gender-related healthcare while addressing the evolving needs of patients and providers. The brand encompasses a refreshed logo and new Priority Issues Areas for 2023-2024: perimenopause and menopause, reproductive health, and maternal health. NPWH aims to make a lasting impact and advance the quality of care in these critical and timely areas of women's healthcare.

"It's hard to recall a time when women's and gender-related healthcare has been as relevant and important as it is today," said Heather L. Maurer, CAE, MA, CEO of NPWH. "Women deserve healthcare providers who are experts in their unique needs and leaders for a just, healthy, and equitable world. That's who the WHNP is, and that's the provider we support. It is crucial to us that our brand reflects this commitment."

NPWH's new logo features a stylized "W," emphasizing the specialization's focus on women at a time when women's healthcare is subject to politicization and attacks in the U.S. The "W" pays homage to the organization's original "flower" motif while incorporating three petals of diverse sizes, shapes, and colors. These symbolize the diversity of NPWH members and the patients they serve, the different phases of patients' lifespans, and the wide range of professional expertise WHNPs hold.

"Our profession is undergoing transformative changes. We are more diverse, and the care we provide is at the forefront of health and well-being," said Dr. Shawana Moore, DNP, MSN, CRNP, WHNP-BC, PNP, President of the NPWH Board of Directors. "This year, we shine a spotlight on three critical topics in women's and gender-related healthcare. We respond to what our members witness in their exam rooms and communities."

The new priority issue areas reflect the organization's commitment to addressing the most pressing needs of its members and patients. Through provider and industry expert conversations, member listening sessions, and surveys, NPWH has identified three areas where new resources, education, and advocacy are required to support providers and patients effectively. New priorities will be identified every two years.
For 2023-2024, the priorities are:

**Peri/Menopause** - The current generation of women entering perimenopause and menopause demand more from their healthcare providers than those who came before them. The number of American women aged 65 and older tripled between 2005 and 2015 and is projected to double again by 2030.

**Reproductive Health** - Sexual and reproductive healthcare has faced unprecedented attacks in the last several years. The rapidly changing laws and policies surrounding reproductive healthcare have caused harm and confusion among providers and patients.

**Maternal Health** - Women in America experience higher rates of pregnancy-related deaths compared to any other developed nation. The recent release of updated numbers by the CDC highlights the severity of the maternal health crisis, with 1,205 pregnancy-related deaths reported in 2021. Black women in America are three times more likely to die from pregnancy-related complications than white women.

“No matter where our members work – clinics, hospitals, schools, military facilities, or in research or public health – we are all striving for the best outcomes and the highest quality of care. We are excited to introduce new programs and resources to our members and the wider women's healthcare community,” said Dr. Komkwuan P. Paruchabutr, DNP, FNP-BC, WHNP-BC, CNM, FACNM, FACNM, President-elect of the NPWH Board of Directors.

NPWH remains committed to making a difference by focusing on these urgent topics. The organization is investing in new programs and partnerships to provide educational resources, clinical guidance, and patient education materials.

For more information on NPWH's initiatives in these areas, please visit the [new birthday landing page](#).

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NPWH serves as the professional association for Women's Health Nurse Practitioners (WHNPs) and all APRNs who deliver comprehensive and complex women's and gender-related care. With over 12,000 WHNPs nationwide, NPWH is the leading voice for healthcare providers dedicated to women's health and well-being. The association establishes and upholds national education and practice standards, ensuring that WHNPs deliver high-quality, gender-inclusive care.