Unique Marketing Opportunities to reach Women's Health Nurse Practitioners

The National Association of Nurse Practitioners in Women's Health (NPWH) is the professional community, voice, and education hub for the 12,000+ board-certified Women's Health Nurse Practitioners (WHNPs) and other advanced practice clinicians that are focused on providing the best care to women at every stage of their lives.

Our members' passion for the profession sets them apart from other providers. They build strong and trusted relationships with their patients and are able to offer women's health and gender-related healthcare across a person's life span.

Communicate Directly to WHNPs with our Industry Sponsored Email Blast

You can speak directly to our community through our Sponsored Email Blasts. Content can include information on products and new developments or thought leadership insights from your executives. Emails can include links to your events, products, or clinical information. Your sponsored email blast will prominently display your logo, and include camera-ready text with graphics.

*There are only 6 opportunities in 2024 to send email blasts to our community. Content, including graphics, are needed by NPWH two weeks prior to sending. Content is subject to approval by NPWH. Email lists are not for sale.*

Survey Our Providers and Women’s Healthcare Community of 25,000+

If you're interested in gathering quantitative data to evaluate providers' views and their perceptions of patient attitudes and interests, NPWH can work with you to customize a survey on topics ranging from products, pharmaceutical innovations, and medical devices to policy.

*NPWH will review your 15-20 question survey concept and after approval, the survey will be sent as a standalone email two times over a 2-week period to our full community mailing list of ~25,000 contacts. Raw survey data will be provided within 3 weeks of launch of survey.*
Share Your Insights and Innovations with a Industry Symposium

Product Theaters/Industry Symposia provide companies the opportunity to present our members with information on the latest products, policies, and innovations relating to women’s health. NPWH will promote these events through our monthly newsletter, standalone emails, and social media.

We recommend engaging a WHNP for the event. Sponsor will be provided with full registration and attendance lists. If desired, event will be recorded and (following legal approval) posted on our LMS as a non-CE event for 3 months after the program.

Advertisements

Reach Women’ Healthcare Providers Through our Monthly Newsletter

The NPWH monthly newsletter enables you to share information on a new product or program to our mailing list of ~25,000 contacts. Our open rates consistently exceed industry averages. The average open rate was 48% in 2023.

We reach an audience of women’s health nurse practitioners and other advanced practice registered nurses, and members of the women's healthcare community. We offer different ads and prices based on the location in our newsletter:

- **First Tier Ads** appear immediately below the heading.
- **Second Tier Ads** appear halfway through the newsletter.
- **Third Tier Ads** appear immediately above the footer.

Video ads are available and can be up to 3 minutes in length.

**First Tier:** $2,500  
**Second Tier:** $1,500  
**Third Tier:** $1,000  
**Video:** $3,000

*Hyperlink banner ad to a location of your choice. Spaces are limited and will be accepted on a first come, first-served basis. Banner ads must be formatted 728x90, in .jpeg or png format. Ads need to be approved by NPWH. Ads must be received on the 1st of the month that the ad is to appear.*
Reach Providers via Our Snail Mail List

Our US postal mailing list of nearly 25,000 names is an additional way to reach women's health providers at their homes or offices. You can tailor messages to the list by segmenting by zip code, state and providers’ credentials. It is available for purchase for one-time use.

*All mailings must be approved prior to mailing and must be conducted with a third party mailing house of the purchasers choice.*

Well Woman App

Support Providers in the Exam Room with Our Well Woman App

Our free NPWH Well Woman App (for Apple and Android) is specifically designed for healthcare providers to be a helpful tool for the well-woman visit and beyond. The app compiles the most-used clinical guidelines about care across the life span from multiple sources into a single tool and places them at the clinician’s finger tips. The app has been downloaded 26,000 times and 66 percent of the downloads are from WHNPs.

*This is an unbranded opportunity. If you have a topic you would like to make more accessible to providers, contact Heather L. Maurer, NPWH CEO to discuss via hmaurer@npwh.org.*

Have an Idea you don’t see and want to explore?

We want to talk with you about ideas you have to reach WHNPs and APRNs who provide women’s healthcare.

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Submit completed form via Email to Carol Wiley (cwiley@npwh.org) to be invoiced or for direct deposit information. Payments less than $10,000 may be paid with credit card. All payments due within 30 days of receipt of invoice. Submit application to secure sponsorship.