



Strategic Plan 2026 – 2030

*Elevating the Profession. Advancing Women's Health.
Building the Future.*



Introduction

As NPWH approaches its 50th anniversary in 2030, the organization stands at a pivotal moment in its history. For nearly five decades, NPWH has advanced the health and well-being of women and gender-diverse individuals by supporting the education, practice, leadership, and advocacy efforts of WHNPs. This anniversary is more than a milestone. It is an opportunity to define NPWH's next era of leadership.

The healthcare landscape is rapidly evolving. Increasing demand for women's healthcare services, growing workforce challenges, changing reimbursement models, expanded attention to reproductive and menopause care, and ongoing legislative and regulatory changes present both opportunities and challenges for the profession.

At the same time, WHNPs remain uniquely qualified to provide comprehensive, evidence-based care across the lifespan. Yet the WHNP role is often underrecognized or inconsistently utilized within healthcare systems.

Recognizing these realities, the NPWH Board of Directors engaged in a strategic planning process to define a bold vision for the future of the organization and the profession it serves. Through board discussion, staff input, environmental analysis, and stakeholder engagement, NPWH identified a clear strategic direction designed to strengthen the visibility, influence, and impact of WHNPs nationwide.

This Strategic Plan serves as a roadmap for the years 2026–2030. It establishes a five-year organizational goal, identifies three strategic priorities, defines key advocacy initiatives, and outlines the foundational work necessary to ensure successful implementation.

Together, these strategies position NPWH to enter its 50th anniversary year as the recognized national leader and authoritative voice for WHNPs and the advancement of women's health.

At its core, this plan is about elevating the WHNP profession, expanding opportunities for current and future practitioners, and ensuring that women across the United States have access to the high-quality care that WHNPs are uniquely prepared to provide.

Our Mission, Vision, & Values

Mission Statement

The National Association of Nurse Practitioners in Women's Health (NPWH) is the professional membership community for Women's Health Nurse Practitioners (WHNPs) and represents WHNPs specializing in comprehensive women's and gender-related care. We set a standard of excellence in women's and gender-related healthcare by generating, translating, and promoting the latest research and evidence-based clinical guidance, providing high-quality continuing education, and advocating for patients, providers, and the WHNP profession. Our members include WHNPs, students, and advanced practice registered nurses practicing in women's and gender-related healthcare. The members we serve ensure women receive expert care tailored to their unique needs while advocating for the advancement of healthcare toward a more just, healthy, and equitable world.

Vision

We envision a world where all women and individuals exercise their right to receive expert comprehensive care tailored to their unique needs within the context of their lived experience and their personal, religious, cultural, and family beliefs.

Values

Our values are the foundation of everything we do at NPWH, guiding our mission and shaping our strategic goals. Rooted in excellence, equity, empowerment, and advocacy, these core principles influence our actions and decision-making at every level. By upholding these values, we ensure that our organization not only delivers high-quality care but also champions the rights of all individuals, particularly those from marginalized communities.

Our values align with the evolving needs and aspirations of certified WHNPs and our broader membership. This steadfast commitment positions us as leaders in transforming women's and gender-related healthcare, driving impactful changes, and championing a more just and equitable healthcare system for all individuals. Through these values, we are shaping a future where equity and justice are foundational components of healthcare delivery.

Our Values

(Continued)

Equity

We strive to eliminate health disparities by ensuring equitable access to healthcare for every individual, regardless of their background or circumstances.

Empowerment

We empower women's and gender-related healthcare professionals by providing the latest knowledge and research, enabling them to make well-informed decisions and deliver optimal care.

Integrity

We conduct our organizational activities with the utmost integrity and transparency, earning the trust and confidence of our members and the communities we serve.

Partnership

We actively seek and nurture partnerships across the healthcare spectrum and related sectors to enhance our impact and drive innovation.

Innovation

We embrace innovative approaches in our programs and initiatives to address the changing healthcare needs of our communities.

Advocacy

We vigorously advocate for healthcare rights, focusing on the vulnerable and underserved.

Community

We foster a supportive community of professionals united in improving women's health, encouraging mutual support and collaboration.

Support

We support the ability of individuals to make personal healthcare decisions regarding their reproductive health, mental well-being, and overall wellness, ensuring they have access to accurate information, compassionate care, and the necessary resources to make informed choices.

2030 Vision

By 2030, as NPWH celebrates its 50th anniversary, the organization will be recognized as the nation's leading authority, advocate, and professional home for WHNPs. NPWH will serve as a trusted voice advancing women's health policy, clinical excellence, workforce development, and healthcare access across the lifespan.

WHNPs and the value of the healthcare they provide will become more visible, valued, and utilized across the wider healthcare system.

Policymakers, healthcare organizations, educators, researchers, and consumers will recognize the unique expertise WHNPs bring to improving health outcomes for women and gender-diverse individuals.

NPWH will be a sought-after partner in national conversations affecting women's health, leading collaborative efforts, shaping policy solutions, advancing evidence-based practice, and supporting the next generation of WHNP leaders.



Strategic Priorities



Priority 1: Advance and Protect the WHNP Profession

NPWH will strengthen recognition of WHNPs as essential providers of comprehensive women's healthcare and will advocate for policies and practices that allow WHNPs to practice to the full extent of their education and preparation.



Priority 2: Equip WHNPs for Excellence in Practice

NPWH will ensure that WHNPs have timely, accessible, and practical information to support excellence in clinical practice, advocacy, leadership, and patient care.



Priority 3: Build the Future Women's Health Workforce

NPWH will invest in the next generation of WHNPs and create stronger pathways for students, early-career practitioners, volunteers, and emerging leaders to engage with the organization and the profession.



Advocacy Priorities

NPWH will focus advocacy efforts on issues that are central to the future of the WHNP profession and to access to high-quality women's healthcare. Priority advocacy agenda items are:



Scope of Practice

NPWH will promote recognition of WHNPs as essential providers of women's healthcare and educate regulatory bodies, healthcare systems, and other decision makers on the quality, scope, and value of WHNP care. This includes efforts related to maternity care designation, full practice authority, and appropriate utilization of WHNP expertise.



Perimenopause and Menopause Care

NPWH will position WHNPs as leaders in perimenopause and menopause care by advancing education, supporting research and funding opportunities, and advocating for policies that improve insurance coverage, workplace accommodations, and access to qualified care.



WHNP Preceptors

NPWH will advocate for greater support for WHNPs who serve as preceptors and for programs that expand clinical education capacity. This includes strengthening the preceptor pipeline and supporting reauthorization or replacement of federal programs that increase access to graduate nursing education opportunities.

National Leadership and Influence

To fulfill this plan, NPWH must continue to build its profile as a national thought leader and trusted professional voice. The organization will be most effective when it is visible, prepared, evidence-based, and able to anticipate emerging issues affecting women's health and the WHNP profession.

Conclusion

The 2026-2030 Strategic Plan positions NPWH to enter its 50th anniversary year with clarity, purpose, and a renewed commitment to the WHNP profession. By elevating the role of WHNPs, strengthening member support, developing future leaders, and expanding national influence, NPWH can help shape the future of women's healthcare and ensure that more patients have access to the comprehensive care WHNPs are uniquely prepared to provide.

This Strategic Plan was approved by the NPWH Board of Directors and is up-to-date as of July 22, 2026.

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