

# 2023



Alliance for Women's  
Health & Prevention

## END OF YEAR REPORT

A look back at our first year of raising awareness and advocating for better preventive healthcare for all women and girls in the U.S.

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Empowering Women Through  
Preventive Healthcare

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Establishing AWHP

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Building AWHP's Leadership

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Fostering Strong  
Relationships with  
Stakeholders

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Understanding Women's  
Experiences with Preventive  
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Advocating for Policies that  
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Funding Research that Aligns  
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Raising Awareness and  
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Featuring AWHP In the News

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Establishing A Corporate  
Advisory Board

## EMPOWERING WOMEN THROUGH PREVENTIVE HEALTHCARE

The Alliance for Women's Health & Prevention (AWHP) was established with a clear mission: to ensure that all women and girls have access to affordable, high-quality preventive healthcare services. As we reflect on our inaugural year, I am thrilled to lead an organization that is making an impact.

I am honored to work alongside an exceptional team of healthcare providers, patient advocates, health equity leaders, and policy experts who form AWHP's Board of Directors and Advisory Council. These outstanding individuals empower our organization to prioritize diverse perspectives and guidance on the pressing health issues that women currently face.

Preventive health is the foundation of good healthcare, and understanding why women were not fully embracing preventive care was our earliest charge. In collaboration with our partners at Ipsos, we commissioned a survey that revealed a concerning trend: nearly half of American women (45%) are forgoing preventive care services such as check-ups, screenings, and vaccines. The most common reason cited for skipping this critical care is the inability to afford out-of-pocket costs. This is an issue that demands our attention, and AWHP is committed to bridging this gap.

The core principle of our organization is encapsulated in its very name—the "Alliance." Partnership is at the heart of our strategic vision. Its collaborative nature has opened doors to numerous opportunities for strong partnerships with leaders, organizations, and entities equally committed to improving women's health outcomes.

We engaged with more than 70 stakeholders across a variety of issues ranging from breast cancer, to bone health, to equity in data standards to copay assistance and to funding for the USPSTF. AWHP joined 8 coalitions and spearheaded an effort to urge the Biden Administration to safeguard preventive services available without cost-sharing. These services encompass exams and screenings related to cancer, diabetes, heart disease, HIV medications, and dozens of other preventive health services that faced threats in the *Braidwood Management v. Becerra* case.

AWHP has engaged with policymakers on the Hill to join in calling for accessible and culturally competent maternal care, spoken with stakeholders to advocate for simplified vaccine processes for diseases like meningococcal meningitis and COVID-19, and awarded an inaugural grant to the American Society for Clinical Pathology to examine cervical cancer screening in women from diverse populations, to further advance health equity.

We have had the privilege of connecting with influential leaders in healthcare and policy while establishing new relationships with trailblazers driving innovation in screenings, vaccines, and treatments. Together, we have advocated for better and more comprehensive policies, placing health equity at the forefront of their work.

Thank you for collaborating with and supporting our organization. We eagerly anticipate an exciting and transformative second year!

Blessings,

**Millicent Gorham, PhD (Hon), MBA, FAAN**

*CEO and Board Chair, Alliance for Women's Health & Prevention*

## ESTABLISHING AWHP

Founded in 2022, The Alliance for Women's Health and Prevention (AWHP) is a collaborative 501(c)(4) non-profit organization. We work in partnership with a diverse ensemble of leading women's health-focused organizations to advocate for equitable, accessible, and affordable preventive care.

### OUR MISSION

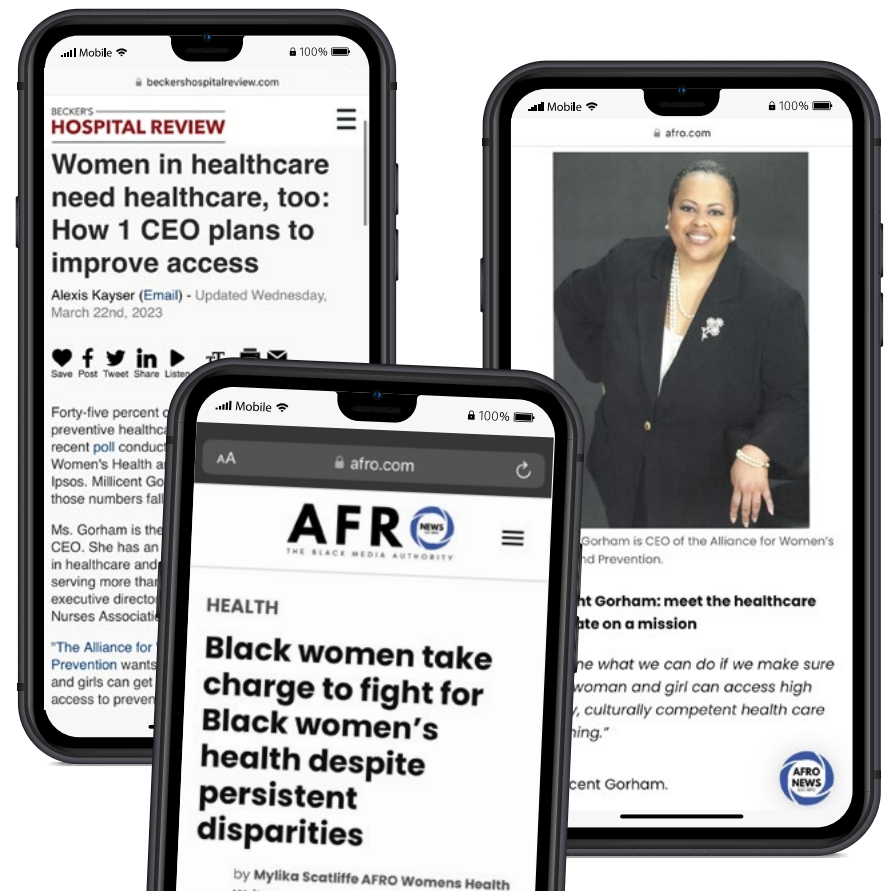
We work to advance policy that drives equitable access and prevents the burden and progression of disease to improve the lives and health of all women and girls.

### OUR VISION

We envision a health system where preventive care is equitable, accessible, and affordable for all.

## MEET MILLICENT GORHAM

Millicent Gorham was named AWHP's inaugural CEO in March 2023, after having been involved with AWHP as the Chair of its Board of Directors since its creation in October 2022. Most recently, Millicent served as the Executive Director of Movement is Life (MIL), a non-profit focused on physical activity and improved mobility, reducing and eliminating health disparities, health equity, and improving health outcomes and quality of life. She also formerly served for 27 years as the Executive Director of National Black Nurses Association, Inc., which represents 308,000 African American nurses in the United States.



# BUILDING AWHP'S LEADERSHIP

## BOARD OF DIRECTORS



### Millicent Gorham

CEO and Chair of Board of Directors, AWHP



### Haywood Brown, MD

Senior Associate Vice President of Academic & Faculty Affairs, USF Health; Vice Dean Of Faculty Affairs, Morsani College of Medicine; Former President, ACOG



### Diana Derige, DrPH

Vice President of Health Equity Strategy & Development, American Medical Association



### Camille Grubbs, CBC

Senior Director of Market Access, Hologic



### Lisa Tate

Director of Partnerships & Strategic Development, American Medical Women's Association; President, Health Futures Consulting; Former CEO, WomenHeart

Our board and advisors are deeply committed to the mission of ensuring that all women and girls have access to the tools, resources, and care they need to lessen the burden and progression of disease and live stronger, healthier lives.

## ADVISORY COUNCIL



### Lisa Cunningham

Director of Digital Communications, Black Women's Health Imperative



### Shonta Chambers, MSW

EVP of Health Equity Initiatives & Community Engagement, Patient Advocate Foundation



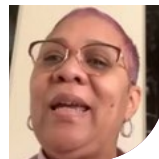
### Yanira Cruz, MPH, DrPH

President and CEO, National Hispanic Council on Aging



### Trish M. D'Antonio, BSPHarm, MS, MBA, BCGP

Vice President of Policy And Professional Affairs, Gerontological Society of America



### Archbishop Marcia Dinkins

Executive Director, Black Women Rising



### Betsy Huber

President, The National Grange



### Cheruba Prabakar, MD

CEO, Lamorinda Gynecology & Surgery



### Tim Putnam, DHA, EMT, FACHE

President, Rural Health Consulting LLC; Faculty Member, Medical University of South Carolina



### Lynette Sappe-Watkins, CFRE

Executive Director, Culmore Clinic



### Lori Weinstein, MA

CEO Emerita, Jewish Women International

Talking Gynecologic Cancer Awareness Month with OB-GYN and Robotic Surgeon Dr. Cheruba Prabakar

Empowering Women in Rural Communities: A Conversation with National Grange President Betsy Huber

Equity & Artistry: How Lisa Cunningham is Highlighting the Health Stories of Black Women and Girls

## ADVISORY COUNCIL BLOG POSTS

## FOSTERING STRONG RELATIONSHIPS WITH STAKEHOLDERS

# Stakeholder Engagement By the Numbers

AHP is a collaborative organization seeking to work with other groups focused on women's health to advocate for equitable, accessible, and affordable preventive care. So far, our efforts have included the following:

**Attending 40+ total events**, including the Congressional Black Caucus Annual Legislative Caucus, Women in Government Leadership and Innovation Summit, and Women's Health Innovation Summit.

**Attending 70+ industry stakeholder meetings**

**Participating in 20+ sign-on letters** addressing measures that seek to uplift women's preventive health.

**Participating in 8+ coalitions** that center the importance of patient care, including the following:

- All Copays Count Coalition
- Alliance for Cancer Care Equity
- Coalition to Strengthen Bone Health
- COVID-19 Vaccine Education & Equity Project
- Data Equity Coalition
- HPV Coalition
- Multicancer Early Detection Consortium
- Obesity Care Advocacy Network



### 2023 EVENTS SNAPSHOT

American Medical Women's Association  
108th Annual Meeting

BlackDoctor.org Top Blacks in  
Healthcare Summit

BlackDoctor.org Women's Health Summit

Women's Congressional Policy Institute  
Gala Reception

Women in Government Leadership and  
Innovation Summit

Women in Government National  
Legislative Conference

American Academy of Nursing Annual Meeting

Aspen Institute Women's Health Policy and  
Practice: Realizing the Promise

Aspen Institute Health Innovators

Black Women's Health Imperative 40th  
Anniversary Health Summit

Brem Foundation Luncheon

Congressional Black Caucus Annual  
Legislative Conference

Congressional Black Caucus Foundation  
Policy for the People Health Summit

HealthyWomen 6th Annual Event:  
The Art of Living Well

National Medical Association Annual  
Convention and Scientific Assembly

National Association of Black Journalists  
Convention & Career Fair

Women's Health Innovation Summit

Milken Institute Future of Health Summit

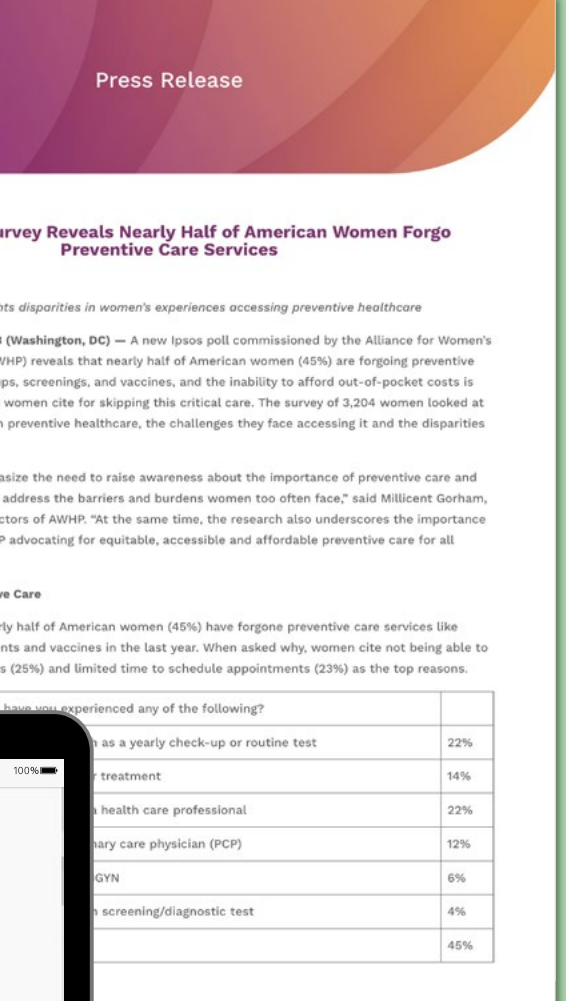
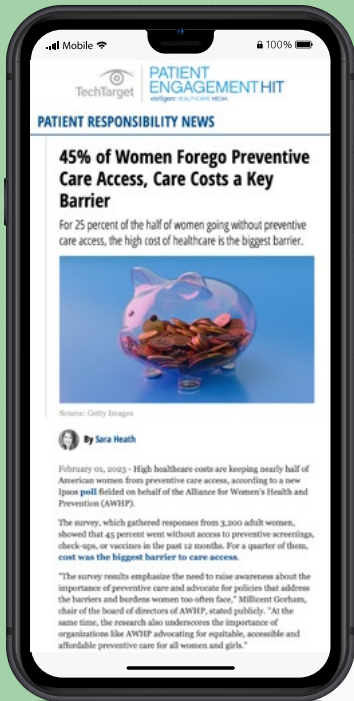
National Consumers League Spring Soiree &  
Trumpeter Awards

National Minority Quality Forum Summit on  
Health Disparities and Spring Health Braintrust

Society for Women's Health Research  
Annual Awards Gala

# UNDERSTANDING WOMEN'S EXPERIENCES WITH PREVENTIVE HEALTHCARE

At the start of this year, AWHP released findings from a survey of 3,204 women that looked at their experiences with preventive healthcare, the challenges they face accessing it, and the disparities that exist. The Ipsos-commissioned poll revealed that nearly half of American women (45%) are forgoing preventive care services like check-ups, screenings, and vaccines, and citing the inability to afford out-of-pocket costs as the most common reason for skipping this critical care.



In the past 12 months have you experienced any of the following?	
as a yearly check-up or routine test	22%
treatment	14%
a health care professional	22%
primary care physician (PCP)	12%
GYN	6%
screening/diagnostic test	4%
	45%

# ADVOCATING FOR POLICIES THAT SUPPORT PREVENTIVE HEALTH



POLICY PRIORITY #1

## Addressing Upstream Environmental and Social Factors

### What does this mean for AWHP?

- Advocating for culturally competent care
- Acknowledging social determinants of health and environmental barriers to care, and providing support for families and caregivers

### AWHP IN ACTION

**Advancing** workplace policies that support preventive health

### Advocating for...

- CARE for Moms Act
- Medicaid Unwinding advocacy in collaboration with UnidosUS
- Data Standards and Equity advocacy in collaboration with NMQF—The Office of Management and Budget (OMB)'s updated Statistical Policy Directive No. 15 (Standards for Maintaining, Collecting, and Presenting Federal Data on Race and Ethnicity)



POLICY PRIORITY #2

## Advancing Access to Care and Treatment

### What does this mean for AWHP?

- Promoting broad access to routine primary care
- Advancing access to specialty care, particularly in public programs
- Utilizing novel care models, such as telehealth and collaborative care teams, to improve access in medically under-served communities

### AWHP IN ACTION

**Responding to** USPSTF obesity draft research plan

### Advocating for...

- Saving Access to Laboratory Services Act (SALSA)
- All Copays Count Coalition (ACCC) / Help Ensure Lower Patient Copays Act (HELP Copays Act)
- Black Maternal Health Momnibus Act
- Treat and Reduce Obesity Act (TROA)
- CMS to update Medicare coding and payment policies to address osteoporotic bone fragility



POLICY PRIORITY #3

## Promoting Early Detection and Diagnosis

### What does this mean for AWHP?

- Supporting screening guidelines that prioritize improved health outcomes
- Supporting broad and affordable access to screenings and diagnostics, particularly in public programs
- Advancing access to primary and specialty care to administer and counsel based on results of screenings and diagnostics

### AWHP IN ACTION

**Supporting** a budget increase for USPSTF

**Responding to** USPSTF's updated breast cancer guidelines

### Advocating for...

- Nancy Gardner Sewell Medicare Multi-Cancer Early Detection Screening Coverage Act
- The Women and Lung Cancer Research and Preventive Services Act



POLICY PRIORITY #4

## Advancing Vaccine Access and Affordability

### What does this mean for AWHP?

- Promoting public health guidance that prioritizes access to improved disease protection
- Supporting broad and affordable access to necessary vaccines, particularly in public programs
- Ensuring appropriate support for healthcare professionals to administer and counsel patients with respect to their vaccines

### AWHP IN ACTION

**Urging** CDC to provide clear guidance for the use of the new COVID-19 vaccines

**Endorsing** a letter calling on President Biden to take concrete action to realize the full benefit of cancer prevention through HPV vaccination

**Advocating for** a simplified vaccination process against meningococcal meningitis

## POLICY SNAPSHOT: BRAIDWOOD MANAGEMENT v. BECERRA

AWHP led a sign-on letter, endorsed by 22 other leading women's health and patient advocacy organizations, urging the White House to protect preventive care in light of the *Braidwood Management v. Becerra* decision. The letter urges the Biden administration to consider all available options to thwart the devastating impacts of this ruling, which, if upheld, would put access to critical preventive services in jeopardy for millions of Americans.



## FUNDING RESEARCH THAT ALIGNS WITH ADVOCACY GOALS



AWHP awarded its inaugural grant, in the amount of \$730,000, to the American Society for Clinical Pathology (ASCP) to analyze recent trends in cervical cancer screening and detection from a diverse population of women who are currently underrepresented in the data used by the U.S. government to set guidelines for screening.

Through the grant, ASCP will work with a geographically diverse set of clinical sites around the country to look at retrospective data from patients to identify how frequently they receive cervical cancer screenings and review the history of their results to ascertain if there is a higher prevalence of cervical cancer in these diverse communities.

ASCP will utilize its established HIPAA-compliant quality registry, the National Pathology Quality Registry (NPQR), to aggregate, standardize, and study historical data on cervical cancer screening and detection, serving as a trusted central hub. The aggregated data will be analyzed to identify recent trends in cervical cancer and precancer detection rates in diverse populations, as well as other relevant clinical and socioeconomic factors available.

## AWHP'S TOOLS FOR ADVOCACY

### Advocacy in Action blog series

Blogs highlighting AWHP's support for ongoing policy initiatives impacting women's preventive health

### Prevention Post

Quarterly newsletters highlighting AWHP's leaders, policy efforts, and other relevant information

### AWHP-led petitions

Sign-on letters led by AWHP to further a policy initiative or change promoting women's preventive health (ex: *Braidwood Management v. Becerra* ruling)



# AWHP Communications Channels



## **X (TWITTER) + LINKEDIN**

AWHP's social channels are used to share updates, launch content about AWHP issue and policy areas, and engage in the broader social dialogue. AWHP regularly shares content that underscores the importance of women's preventive health, and amplifies peers and key stakeholders. Our followers consist of policymakers, policy influencers, healthcare industry leaders, and women's health professionals.



## **BLOG**

AWHP's blog features longer-form articles on women's preventive health and emerging policy initiatives. This channel provides an opportunity for AWHP's Board and Advisory Council to share their expertise regarding preventive health issues. Articles are cross-promoted throughout AWHP's social channels.



## **VIDEO CONTENT**

AWHP recently launched a series of filmed "Fireside Chats" with leaders in women's preventive health. Our interview with Advisory Council member Dr. Prabakar can be found [here](#). AWHP plans to expand our existing video content throughout 2024.



## **PAID MEDIA + ADVERTISEMENTS**

Paid ads were a game-changing driver in delivering new LinkedIn followers for AWHP. Following our public launch, AWHP garnered over 500 LinkedIn followers because of our paid advertising efforts, many of which are key leaders in government and women's health.

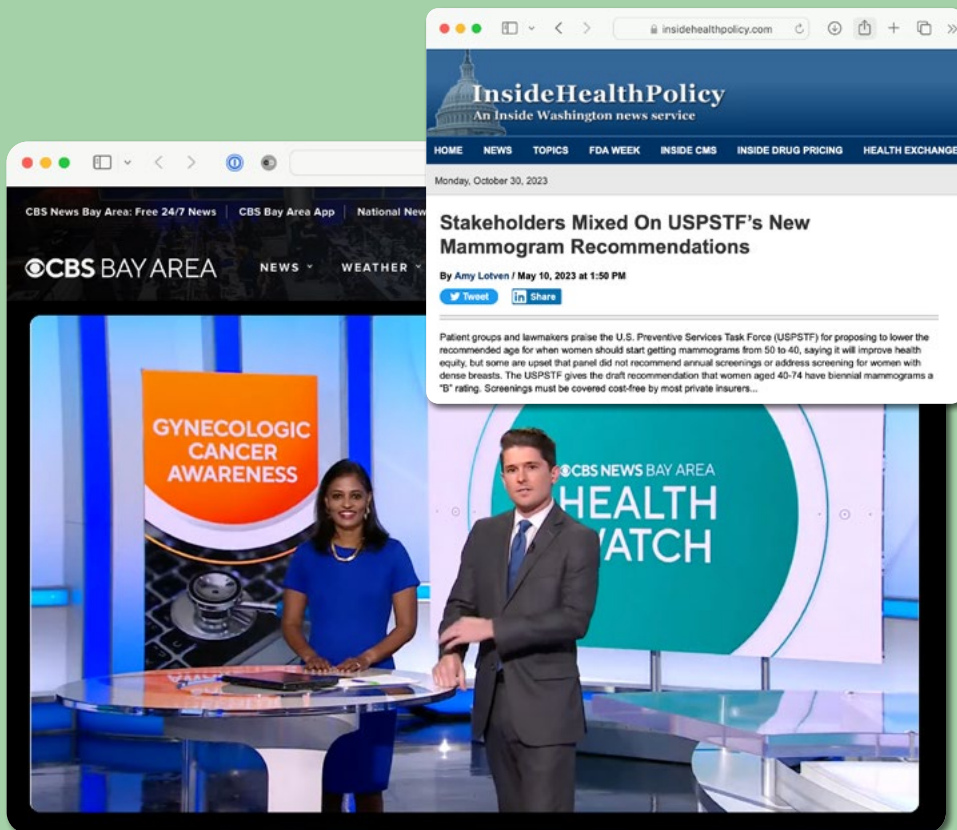


## **PREVENTION POST**

Over the summer, AWHP launched the quarterly Prevention Post newsletter to serve as a way for the AWHP team to communicate all the work we do to advance policies that ensure equitable access to high-quality, affordable preventive care for all women. It will continue to highlight the latest news and impactful legislation that should be on every woman's radar.

## AWHP IN THE NEWS

AWHP leadership frequently engages with the media to further elevate AWHP's mission and visibility across the women's health space. Even further, AWHP Board members and Advisory Council members are often featured in AWHP content, such as blog post features, social media posts, events, and media interviews (as approved by member's employer organization).



## FUNDING RESEARCH THAT ALIGNS WITH ADVOCACY GOALS

AWHP is in the process of establishing a Corporate Roundtable to support our work and engage with companies that share our mission. In our first few months of outreach we have secured participation from the following organizations:



We look forward to officially kicking off the Roundtable in 2024 and working with our corporate partners to advance our vision and mission.



Alliance for Women's  
Health & Prevention

Please contact us at [info@WomensHealthandPrevention.org](mailto:info@WomensHealthandPrevention.org)  
if you are interested in learning more or getting involved with AWHP.

