



Strategic Plan

2021 – 2024

Pursuing our mission
and vision of a more
just, healthy, and
equitable world



The National Association of Nurse Practitioners in Women's Health is proud to be the trusted champion of, and professional community for, Women's Health Nurse Practitioners and all advanced practice registered nurses who provide women's and gender-related healthcare. We strive to stay on the leading edge of guidance, practice, and education, and provide essential professional resources to our members. To support those goals, we are excited to launch this new strategic plan.

This plan is the result of an intensive and inclusive process that sought perspectives and input from a wide variety of stakeholders. Created by the NPWH Board of Directors, staff, members, and supporters, it sets the course for our organization's future and lays out four overarching priorities that we'll work to accomplish in the next three years:

- Engaged Membership
- Effective Governance
- Program Excellence
- Purposeful Policy

You can learn more about these priorities and their objectives in the pages of this report.

The strategic planning process also offered us an opportunity to revisit our Vision and Mission statements. Our providers are seeing patients in new and innovative ways and working in more settings across more diverse generations than ever before. The care they provide is advancing — from LGBTQ care to genetic screening. We took this opportunity to ensure these foundational commitments of our organization reflect the current and new reality of our specialty and the work women's health nurse practitioners do.

We also identified the need to formalize our commitment to Inclusion, Diversity, and Equity (IDE). We developed an IDE commitment statement, which we are elevating to the same level of importance as our Vision and Mission in order to make this a lens through which we examine all of our work. It articulates our commitment to inclusion, diversity, and equity in our organization, in our membership, and in our profession.

To move this plan forward, we will continue to ask for your participation and support. We will rely on talented, committed providers from diverse backgrounds and will continue to invest in strong partnerships with those who share our vision. We hope you will follow our progress in the coming years, especially as we create new opportunities for you to contribute your passion, creativity, and perspectives to this effort.

Thank you for your continued dedication and collaboration as we work in the advancement of healthcare toward a more just, healthy and equitable world.

In good health,

Diana Drake, DNP, APRN, WHNP, FAAN, FNAP,
Board Chair

Shawana Moore, DNP, MSN, CRNP, WHNP-BC,
Board Chair-Elect

Sandi Tenfelde, PhD, RN, APRN, WHNP-BC,
Board Secretary

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Board Treasurer

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FNP-C, FAANP, Immediate Past Board Chair

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Board Member

Danielle Grimm, MPH, MSN, CNP, WHNP-BC,
Board Member

Allyssa Harris, RN, PhD, WHNP-BC,
Board Member

Kahlil Demonbreun, DNP, RNC-OB, WHNP-BC, ANP-BC, FAANP, FAAN, Board Member

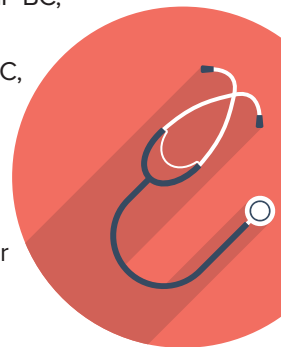
Komkwuan P. Paruchabutr, DNP, FNP-BC, WHNP-BC, CNM, Board Member

Heather Quaile, DNP, WHNP-BC, SANE,
Board Member

Laurie Tompkins, MSN, APRN-BC,
Board Member

Rachel Fidino, DNP, MSN, WHNP-BC, AGN-BC, Board Member

Heather L. Maurer, MA, CAE,
Chief Executive Officer



Vision and Mission



We took the opportunity of this strategic planning process to revisit our Vision and Mission statements and ensure they reflect the reality of our specialty and the work our members do.

We are making the intentional decision to describe that work as “women’s and gender-related healthcare,” which is consistent with the evolution of language we are seeing in some WHNP academic programs and other organizations in our field. To us, this includes recognizing the ways in which the WHNP scope of practice supports all patients, including transgender and gender-nonconforming patients and specific types of care for men.

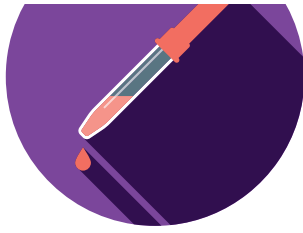
As an organization, we have been supporting providers with education and resources that reflect this inclusive definition of “women’s healthcare” for years. We felt it was important that our guiding statements clearly reflect that.



Vision: The National Association of Nurse Practitioners in Women’s Health is the trusted champion and essential professional resource for Women’s Health Nurse Practitioners and all advanced practice registered nurses who provide women’s and gender-related healthcare. We value collaboration and build strong alliances with like-minded organizations and providers. The providers we serve are known experts in the primary, complex and specialty care of their patients, and are leaders and advocates in the advancement of healthcare toward a more just, healthy, and equitable world.

Mission: NPWH is the professional community for Women’s Health Nurse Practitioners and other advanced practice registered nurses who provide women’s and gender-related healthcare. We set a standard of excellence by 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.





Inclusion, Diversity & Equity

In addition to revisiting our Vision and Mission statements, we identified the need to elevate our commitment to Inclusion, Diversity, and Equity to the same level of organizational importance.

With this Statement of Inclusion, Diversity, and Equity, we recognize our responsibility to our members, the WHNP profession, and the field of healthcare.



NPWH is committed to increasing inclusivity, diversity, and equity in our organization, the WHNP profession, the women's and gender-related healthcare field, and beyond.

Our membership is composed of professionals representing diversity by, but not limited to, specialty area, educational background, race and ethnicity, age, geographic location, socioeconomic status, ability, gender and identity, sexual orientation, and personal beliefs. We actively seek to engage and amplify the voices that have historically been silenced, and ensure they are represented in our staff, leadership and programming.

Our profession recognizes the need to grow in diversity and dismantle racism, discrimination, and other barriers to education and career paths for professionals from underrepresented and marginalized groups. We work together with others to expand opportunities and promote diversity within the WHNP professional community.

Our field understands the health disparities and injustice created by implicit bias, social determinants, and systemic racism. Through self and organizational assessment, education, professional development, and advocacy, we work to counter these forces and work for equity in all aspects of women's and gender-related healthcare.





Strategic Priorities

We identified the following for areas as the organization's strategic priorities for the duration of this strategic plan:



Engaged Membership

NPWH members clearly understand the value of their membership, have an enriching, mutually beneficial connection to the mission, are served by and see themselves reflected in NPWH programs and policy initiatives

Effective Governance

The NPWH Board reflects the diversity of its members. It preserves the mission of the organization and is the steward of its fiscal success and viability. Board members build support for NPWH and WHNPS in advancing women's healthcare

Program Excellence

NPWH maintains the national standard in continuing education for the WHNP profession by delivering high quality, evidence-based programs that serve providers throughout their careers

Purposeful Policy

NPWH champions and/or supports policies, at the local, national, and international levels, that serve the WHNP profession and advocate for women's health for NPWH and WHNPS in advancing women's healthcare



Strategic Plan At-a-Glance

Within each Strategic Priority, we identified several objectives to guide our efforts over the next 1-3 years. This plan is a living document, and objectives will be updated and added as we progress.

Engaged Membership

Within each Strategic Priority, we identified several objectives to guide our efforts over the next 1-3 years. This plan is a living document, and objectives will be updated and added as we progress.

- Gain an understanding of who the membership is, what is important to them, and what they want from their NPWH membership
- Establish forums for meaningful member interaction
- Grow membership across all segments and improve member retention
- Establish an IDE Membership Affinity Group and create channels for members to be involved in organizational activities

Effective Governance

The NPWH Board reflects the diversity of its members. It preserves the mission of the organization and is the steward of its fiscal success and viability. Board members build support for NPWH and WHNPS in advancing women's healthcare.

- Organize the Board to collaboratively develop and support execution of the Strategic Plan
- Ensure alignment and clear accountability for the board's operations and procedures, as codified in the bylaws and the policies and procedures manual
- Identify training and development needs to help board members understand and execute their fiduciary responsibilities and role in promoting NPWH to external stakeholders
- Create IDE policies to guide future board appointments and ensure diverse representation on committees and other efforts

Program Excellence

NPWH maintains the national standard in continuing education for the WHNP profession by delivering high quality, evidence-based programs that serve providers throughout their careers.

- Modernize NPWH's technology (website, online learning systems) to better serve stakeholders
- Create, distribute, and promote continuing education program materials throughout the year to stakeholders
- Create IDE standards to guide education programing and publishing

Purposeful Policy

NPWH champions and/or supports policies, at the local, national, and international levels, that serve the WHNP profession and advocate for women's health.

- Articulate and promote NPWH's policy agenda, annually
- Identify and promote opportunities for member input and engagement in policy and advocacy efforts





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