

Message from the CEO

Wow, time does fly! It has been one year since we launched our new NPWH journal, *Women's Healthcare: A Clinical Journal for NPs*. Since last November, we have distributed the journal to more than 31,000 nurse practitioners, and the journal has experienced sustained growth. The *open rates*—that is, the proportion of NPs to whom the journal is distributed who actually open and read the issue—are well above the industry standard and confirm that our readers are utilizing the journal as an educational resource to help them optimize their patient care.

Along with high open rates, we are seeing incredible *engagement* numbers, with readers spending an average of more than 15 minutes viewing our content at any one time. The journal's companion website, www.NPWomensHealthcare.com, has seen tremendous growth in recent months as thousands of NPs engage with us and utilize our cutting-edge digital platforms. Since the website's launch in November 2013, we have seen a 160% increase in page views and a 250% increase in our monthly unique visitors. Visitors are also spending increased time on the website and interacting with more content—all strong indicators that our editorial focus is resonating with our action-oriented NP community.



Gay Johnson

To top it off, we are receiving a large number of manuscript submissions from NP thought leaders, NPs in clinical practice, and DNP candidates. All of these manuscripts add to the depth and breadth of the content. So, please keep reading our journal and writing for us! In addition, we invite you to provide us with feedback regarding our articles

and departments so that we can continue to provide the highest-quality content for you.

It has definitely been a busy year for NPWH, with many successful new ventures. Among these new ventures are (1) publication of the 7th edition of the WHNP Guidelines for Practice & Education, which can be used to support NPs in practice and ensure that new WHNPs are prepared for practice in today's healthcare environment; (2) development and launch of the first Well Woman Visit Mobile App; (3) presentation of the first Women's Sexual Health Course for NPs; (3) participation in several ACOG committees and task forces; (5) strengthening of our relationships and an increase in our collaboration with a variety of organizations; and (6) implementation of the new NPWH WHNP Student Reporter Program.

We could never have accomplished all these goals without our conscientious and hard-working staff. These individuals include Carol Wiley, our Director of Membership & Office Administrator, who has been a long-time employee of NPWH; Lilly Pinto, our Communications and Outreach Manager; Pam Henry, our Special Projects Coordinator; Vanice Dunn, our Continuing Education Coordinator and Administrative Assistant; Susan Rawlins, our Director of Education; and Sue Kendig, our Director of Policy. I have the privilege of working with these talented and dedicated women every day. I am always gratified by how much work gets done by such a small staff!

NPWH has a lot to be proud of. We hope that you share our pride in this wonderful nurse practitioner organization and visit our [website^A](http://www.npwh.org) regularly. If you are not already a member of NPWH and wish to join us, please [click here^B](#). It has been a terrific year for NPWH and we thank you for all your support!

– Gay Johnson
 Chief Executive Officer, NPWH

Web resources

A. <http://www.npwh.org>

B. <http://www.npwh.org/i4a/ams/public/memberapp2.cfm>