

# Empower Her: Nurturing Women's Health and Wellbeing



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President & CEO, Society for Women's Health Research



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VP of Strategic Partnerships, The Lactation Network



**Somi Javid, MD**  
Founder & CMO, HerMD



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# PBGH Goals

1. Redirect existing health care spend to high-quality, equitable and evidence-based care while holding total cost flat.
2. Redirect purchasing to support whole-person health and create accountability for health and well-being outcomes.
3. Eliminate disparities in care delivery and in health outcomes.

**If these goals are achieved, a natural outgrowth will be meaningful improvements in health outcomes, health care affordability and health equity.**

# Member Priorities Around Women and Women's Health

- Ensuring optimal maternal outcomes, birth equity
- Ensuring women have access to affordable and equitable care and benefits regardless of where they live (reproductive health and gender affirming care)
- Providing cutting edge benefits for fertility including trans care, mid-life health, caregiver support, mental health and well-being
- Providing access to women's health care in OB/Gyn deserts
- Attracting and retaining women across their entire life journey

# Empower Her: Nurturing Women's Health and Wellbeing



**Kathryn Schubert**

President & CEO, Society for Women's Health Research

# Understanding the Gender Health Gap

- Women were not included in clinical research until 1993
- Sex differences were not required to be considered in research until 2016
- Data collection efforts are a challenge
- Women are the majority of caregivers: Chief Medical Officers of the family
- Medical gas lighting
- Diagnostic delays and facing a lengthy diagnosis



## DIFFERENCES IN DISEASE

- 78% of the 40 million Americans with autoimmune disease are women
- Anxiety and depression are 2x as common in women than men
- 60% of rheumatoid arthritis patients are women - many leave the workforce early
- 66% of Alzheimer's patients are female, and most Alzheimer's caregivers are female
- Lupus is 9x more common women



## WHAM REPORT

- Investing in research targeted to women's health has a higher ROI than general research affecting both sexes.
- Investing \$350 million generates \$14 billion to our economy.
- Investing \$26 million in women's health adds back nearly 40,000 years of full-time employment for women and men.



# Deloitte Report: Hiding in plain sight: The health care gender toll

**Deloitte.**

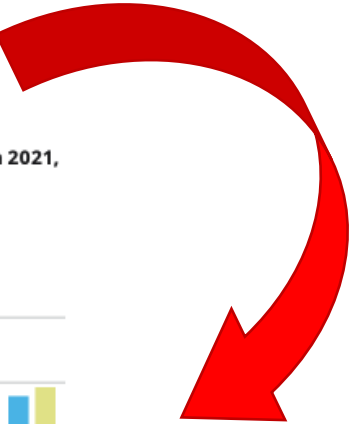
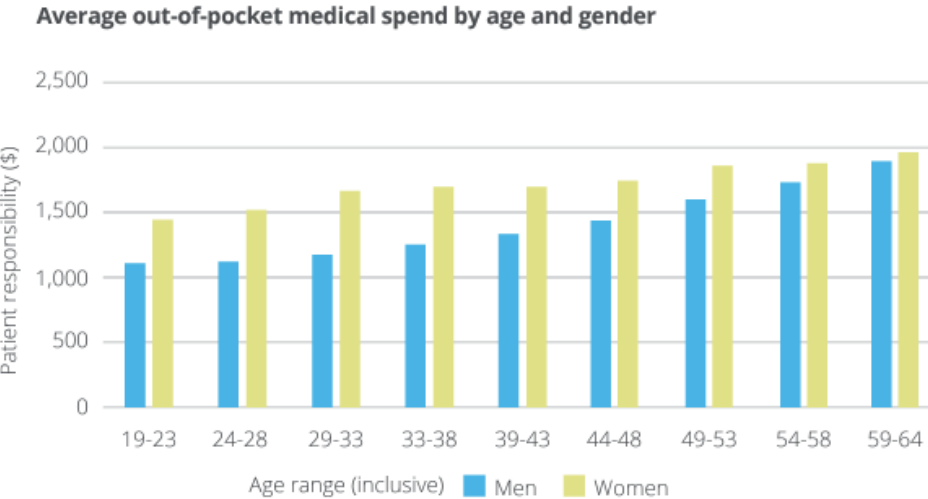


Hiding in plain sight:  
The health care  
gender toll

Out-of-pocket cost for health care is estimated to be \$15B more per year

- Out of Pocket costs for health care is estimated to be \$15B more per year for employed women than employed men
- EVEN WHEN ADJUST FOR PREGNANCY, still higher
- "PINK TAX"

Figure 1: Employer-sponsored coverage: Average out-of-pocket medical expenditures in 2021, excluding maternity claims



# Deloitte Report: Hiding in plain sight: The health care gender toll

Deloitte.



Hiding in plain sight:  
The health care  
gender toll

Out-of-pocket cost for health care is estimated to be \$12 more per year

- Women seek more health care and treatment than men
- Benefits consistently lower for women across all age groups except between 30 and 51
- “Women pay more dollars out-of-pocket than men and tend to get less coverage or every premium dollar spent.”
- The actuarial value of US employer-sponsored coverage for women in \$1.34 billion less than coverage for men of the same age (19-64). To cover this actuarial value gap, it would generally cost employers less than \$12 per employee per year



# SWHR Women in the Workplace Menopause Study



**Supervisors who were more familiar with menopause were more likely to have participated in open conversations about menopause at work. A majority of supervisors also indicated that menopause-related training and workshops would be a valuable use of company resources.**

**Almost half of respondents reported an absence of menopause-specific policies or resources**

About 20% of women did not pursue a leadership opportunity due to menopause; 17.29% reduced their workload due to menopause; 25.76% are considering finding a new job or working for themselves; and 21.36% are considering leaving the workforce altogether.

About 31% of employees surveyed were post-menopause; 30% were peri-menopausal; 34% of **employers** were peri-menopausal and 28%% were post-menopause.

Of employers surveyed, about 46% said their workplaces **do not have policies or resources in place**. But close to 60% **said training or workshops would be valuable**—more women (60%) than men (48%) believed trainings or workshops would be valuable.



**SHAPE THE FUTURE OF WORKPLACES**



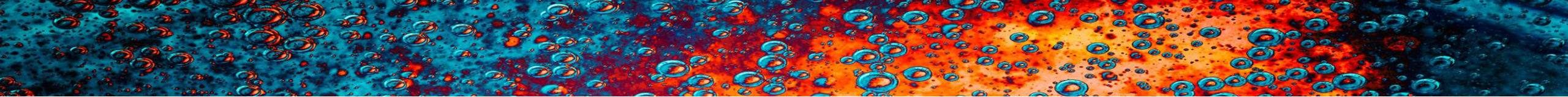


# Empower Her: Nurturing Women's Health and Wellbeing



**Kimberly Kozney**

VP of Strategic Partnerships, The Lactation Network



## Introducing The Lactation Network

With over 2,000 clinicians practicing in all 50 states, The Lactation Network (TLN) is the largest network of International Board-Certified Lactation Consultants in the Nation.

**20,000**

patients seen every month

+

**8M+**

lives Covered  
In-Network

**88%**

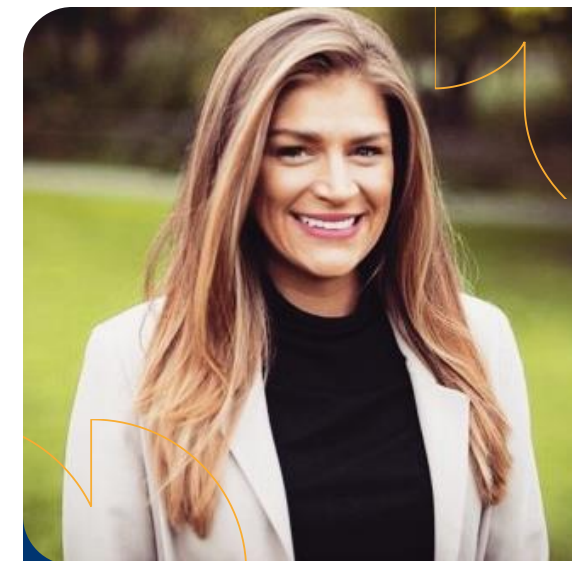
of patients seen  
in-person

**95%**

TLN moms return-  
to-work rate after  
maternity leave

**97%**

NPS  
score



**Kim Kozeny**

VP, Strategic Partnerships

[kkozeny@tlm.care](mailto:kkozeny@tlm.care) | [lactationnetwork.com](http://lactationnetwork.com)

# The Benefits of Breastfeeding are Numerous



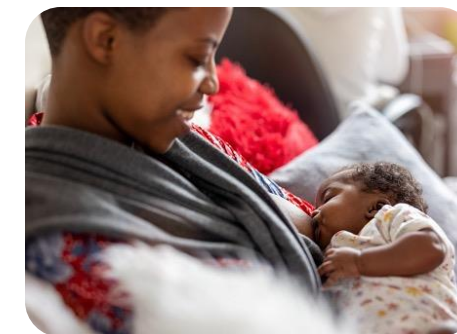
Exclusively breastfeeding **reduces the risk of SIDS** by 50%<sup>1</sup>



Long-term breastfeeding is associated with protections against **diabetes, high blood pressure** and **cancers** of the breast and ovaries<sup>2</sup>



Work absences to care for sick children occur **more than twice as often** for parents of formula-fed infants vs. breastfed infants<sup>3</sup>

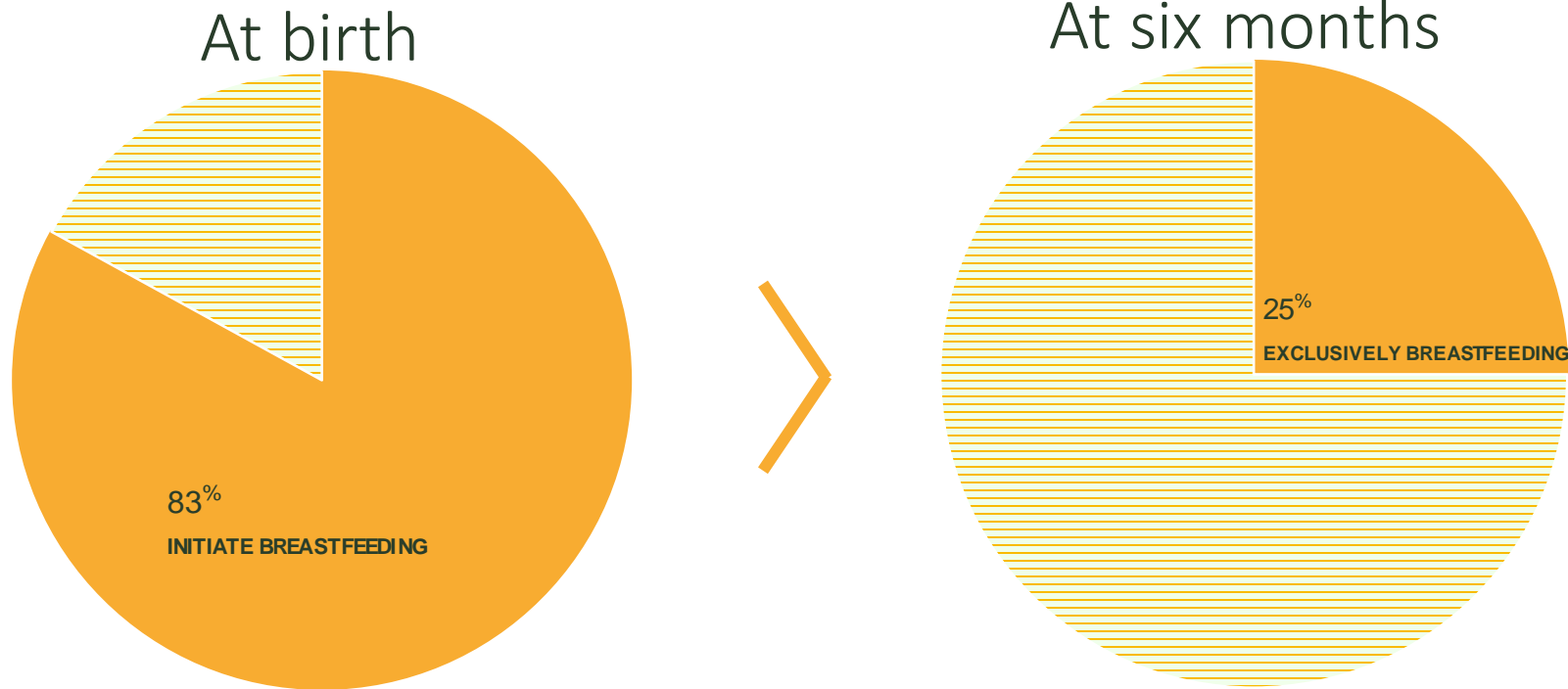


Women who exclusively breastfeed had **89% lower odds** of PPD<sup>4</sup>



# Increasing breastfeeding rates is a national priority due to the well-documented health and economic benefits for families and society.

EXCLUSIVE  
BREASTFEEDING  
RATES





## While the ACA expanded coverage for breastfeeding support...

The Affordable Care Act (ACA) of 2010 was the first national legislation to increase access to breastfeeding supplies, counseling, and support among insured parents.<sup>7</sup>

Subsequent amendments have created additional requirements to improve such access that apply to most private healthcare insurance plans and non-grandfathered plans.





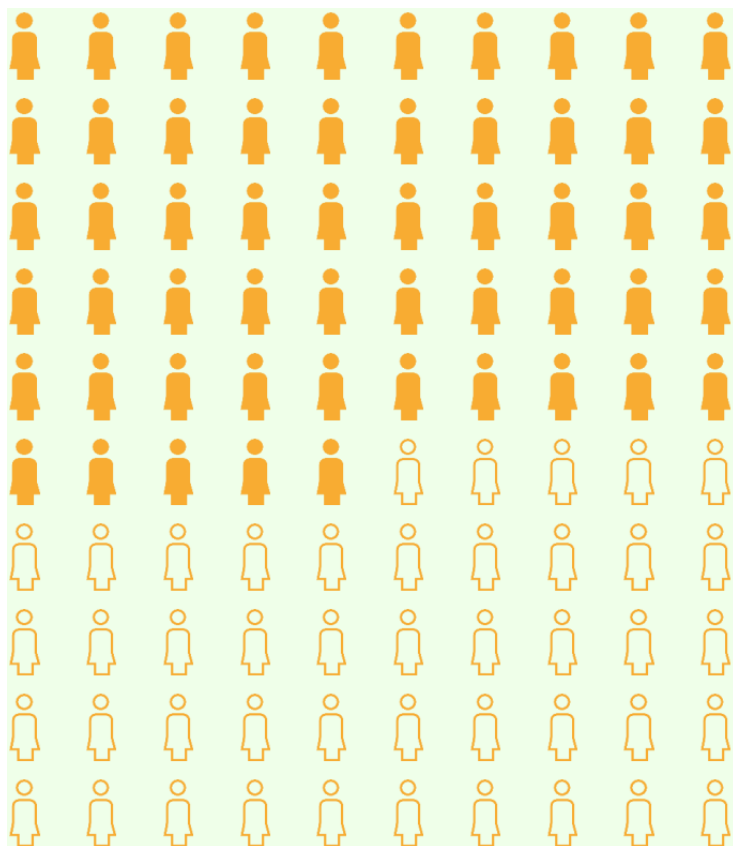
## **...many insurance companies have not established adequate networks of lactation providers.**

... and to work with out-of-network providers, families pay out-of-pocket for consultations and submit out-of-network claims with no reimbursement guarantee. These practices effectively shift more costs to families.

Some parents—especially those with limited income, in geographically underserved areas, or for those who may be taking unpaid family leave—cannot afford the cost of lactation counseling and will not get the care they need.



# This gap in care is prominent in employer-sponsored plans.



Many employers aren't aware that their postpartum benefits aren't meeting the coverage needs of their employees.

...and when only 55% of women are returning to the workforce post childbirth, we know there is vast room for improvement.



# Empower Her: Nurturing Women's Health and Wellbeing



**Somi Javaid, MD**  
Founder & CMO, HerMD



While I will use conventional terms and pronouns consistent with describing the cisgender woman in this presentation, I recognize the health needs of all genders and gender-nonconforming persons are important.

At HerMD, we adopt an intersectional framework, one that examines the interplay of how factors such as race, culture, ability, gender, age, and economic status shape the health journey. Doing so promotes a de-stigmatized environment and safe space, one where you can feel included and have all of your needs addressed, no matter how personal. We strive to empower and educate all communities and persons, notably the underserved in healthcare.

#NatAllForum



## The Current State of Menopause Care: Neglected & Underserved

- By 2025, it is estimated that approximately 1.1 billion people worldwide will be in menopause.
- Due to increased life expectancy, it is estimated that many women will spend up to 40% of their lives in the postmenopausal years.
- Yet, menopause is a largely stigmatized, ignored, and underserved market:
  - Healthcare professionals lack specialized menopause training and education
  - Patients don't receive proper menopause education, rendering gaps in their knowledge about what to expect & the appropriate treatment options
  - Culturally, we have deemed menopause a “taboo” topic
  - Gender inequality prevails in menopause care
  - The women's healthcare ecosystem lacks funding & research investments

HerMD

# Our Healthcare System is Failing 50M+ Women In Menopause

79%

of women report **not knowing** the exact definition of menopause.

31%

of OBGYN residency program directors report menopause education as being included as part of their residency curricula (2023 survey).

88%

of women report being unaware of how early menopause symptoms start.

93%

of medical residents **feel unprepared** to manage menopause patients.

69%

of women initially **mistook their menopause symptoms** for something else.

73%

of women report experiencing, but **not receiving treatment** for, their menopause symptoms.

HerMD

# Women Are Being Sidelined at Work Due to Menopause Symptoms & It's Costing Companies \$1.8B Annually



- The New York Times highlighted a recent Mayo Clinic study reporting \$1.8B in work losses annually due to menopause symptoms.

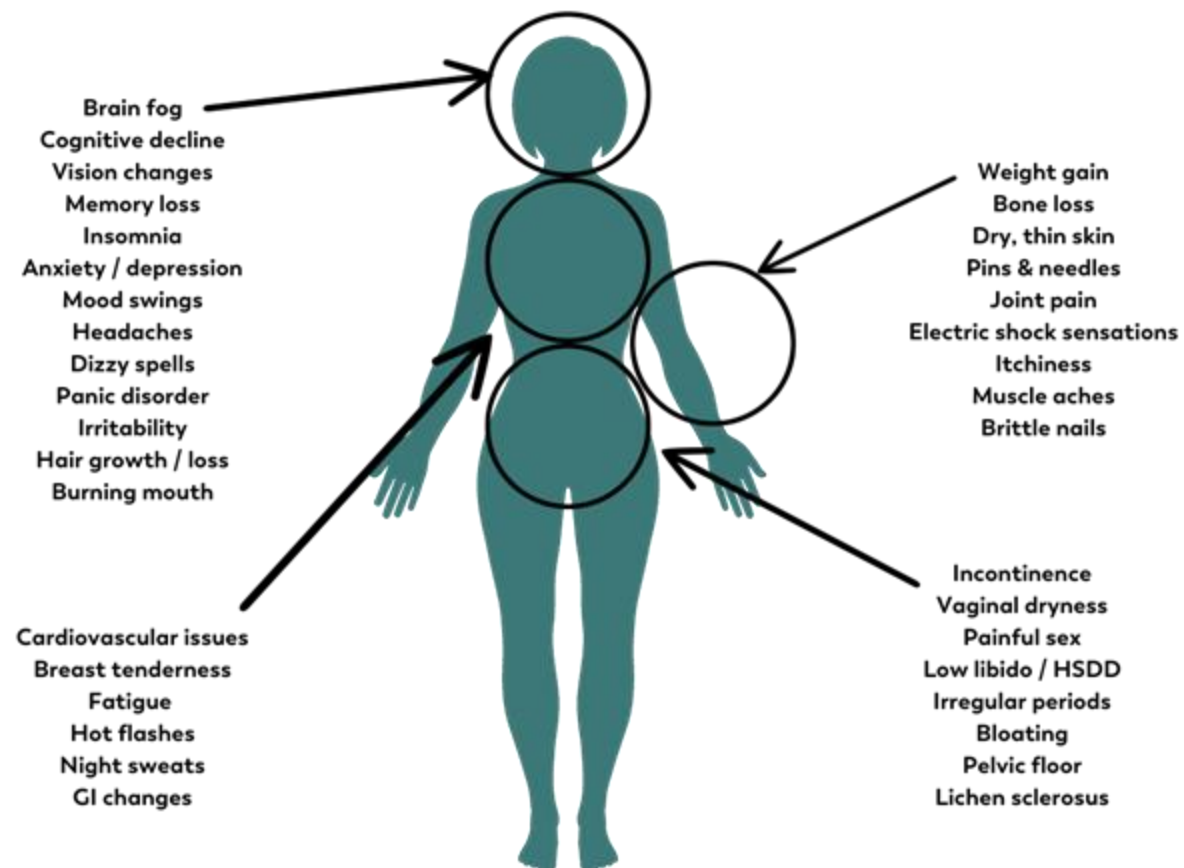


In 2019, it was estimated 900,000 women left the UK workforce due to menopause-related symptoms!

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## And The Truth Is...Menopause Can Be Debilitating & Impact QOL

- Women will spend more than 1/3 of their lives in menopause, and during this period, up to 85% of women will experience menopause symptoms that interfere with their quality of life:



HerMD



## Menopause Can Also Have A Profound Impact On Sexual Function

- 43% of women suffer from some kind of female sexual disorder.
- The most frequently reported sexual health symptoms in menopause include:
  - Low sexual desire (40-55%)
  - Poor lubrication (25-30%)
  - Painful intercourse (12-45%)
- It is estimated that up to 70% of patients do not feel comfortable discussing these concerns with a healthcare provider.
  - However healthcare professionals can seamlessly obtain insight into an woman's sexual function using the Female Sexual Function Index (FSFI)
    - Evaluated domains include: desire, arousal, lubrication, orgasm, satisfaction, pain

HerMD



## And The Data Is Telling Us Everyone Wants Solutions...

- More menopause training & education for healthcare professionals
  - Approximately 94% of residents believe it is important or very important to be trained in menopause care
- Increased patient education
  - 79% of women believe the best way to manage menopause is through self-education
- Access to comprehensive treatment options
  - 65% of women who found a solution for their menopause symptoms wish they found solutions earlier
- Longer appointment times and less wait times
  - On average, OBGYNs spend 13-16 minutes with a patient during a visit
  - Average wait times are up 20% from 2017, reported at 31 days
  - 40% of patients have appointment wait times they deem unreasonable

HerMD

# Now Is The Time to Deliver These Life-Altering Solutions For Women In Menopause

A screenshot of a Forbes article. At the top left is the Forbes logo. Below it is a photograph of an older woman with her hands clasped under her chin, looking upwards with a thoughtful or distressed expression. Below the photo is the article title and a short summary.

**73% Of Women Don't Treat Their Menopause Symptoms, New Survey Shows**  
Most (73%) women reported that they were not currently treating their menopause, which included hot flashes (16%), weight gain (15%).

## Appointment Wait Times Continue to Rise Amid Concerns of Physician Shortages

— New survey finds that wait times increased by 8% across four specialties since 2017

### *According to Medical Guidelines, Your Doctor Needs a 27-Hour Workday*

Some doctors say that however reasonable guidelines may seem, their cumulative burden causes “constant frustration” to medical practice.

## Long Waits, Short Appointments, Huge Bills: U.S. Health Care Is Causing Patient Burnout

### "Doctors Are Failing Women": A New Approach to Menopause Care

HerMD





## Research Matters

- To continuously improve the care experience & optimize patient health outcomes, continuous research and innovation is necessary.
- At HerMD, a preliminary data pull demonstrates a 95% success rate at treating vasomotor symptoms (hot flashes, night sweats) with treatment and counseling.
- Utilizing advanced & innovative technologies to improve symptoms associated with sexual health and menopause conditions at HerMD has resulted in 95% of patients in select research reporting improvement in their symptoms of the genitourinary syndrome of menopause.

HerMD

# Menopause Does Not Have To Sideline Women

HerMD

Other HCPs\*

96%

75-80%

Resolution of Hot Flashes

Resolution of Hot flashes

5%

43%

Emerging side effects while on HT

Emerging side effects while on HT

0%

28%

Discontinuation

Discontinuation

\*Typical results from large studies

HerMD

# Treating GSM with Novel Approaches

## HerMD

**95%**

improvement in GSM symptoms

**90%**

improvement in stress urinary incontinence

**95%**

improvement in vaginismus

**<1%**

IUD insertion / removal complication rate

## Other HCPs

**75%**

improvement with systemic hormone therapy

**73%**

improvement with oral hormone therapy

**63-75%**

improvement with traditional treatment

**10%**

complication rate of general population

HerMD

# It's Going to Take All of Our Collective Voices to Make a Change



**HerMD Hosts Event on the Future of Women's Health Care**  
Panels focused on menopause and sexual health, equity and legislation, and innovation and investment.



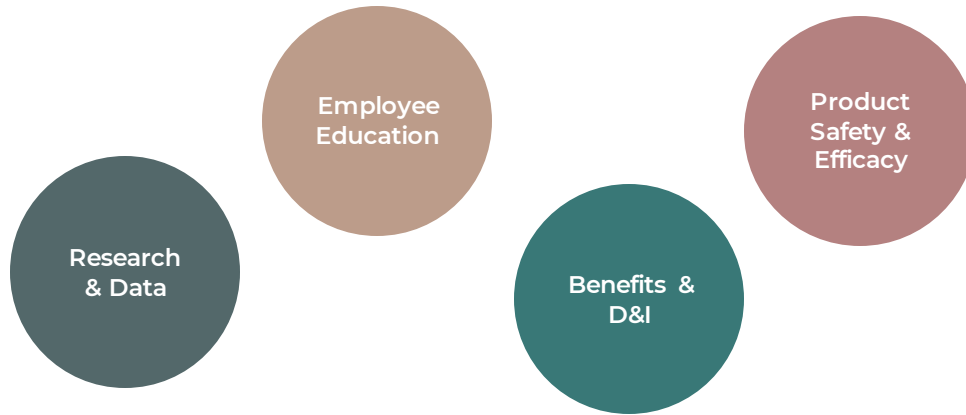
**Making Over Menopause with Stacy London**  
Somi Javaid, founder of HerMD, pelvic health specialist Julie Sarton, and women's health researcher Dr. Deborah Clegg. Work with this team of doctors, health ...



**Naomi Watts, Actress & Entrepreneur Hosts**  
Join award-winning actress and entrepreneur Naomi Watts along with Dr. Suzanne Fenske, Dr. Somi Javaid and author ... Venue: Canoe Place Inn & Cottages.



# What Can Employers Do?



HerMD



# How Your Employees Will Benefit

## COMPREHENSIVE CARE

- gynecology, menopause, and sexual health
- laboratory, ultrasound, surgery & aesthetics
- easy Rx refills
- patient-centric environment and experience
- Myrisk testing - breast cancer
- Discount on Galleri testing - tests for 50+ cancers, most of which do not have any current screening tools

## EDUCATION

- Educational events on menopause, survivorship, gynecological issues, women's health & wellness

## SAVES TIME & MONEY

- same or next day appointments
- extended appointment times
- local access to HerMD healthcare providers

# Empower Her: Nurturing Women's Health and Wellbeing



**Shelley Lanning**  
President and Co-founder,  
Visana Health



# Current State of the Women's Health Ecosystem

- Women are America's most important healthcare customer...*So why is the system designed by men?*
  - Women control 80% of healthcare spending decisions in the U.S.
  - Women incur healthcare expenses that are 80% higher than men
  - The women's health industry is focused on solving specific problems and is difficult to navigate
    - Providers lack the time, training, and access to support patients through their individual health journey
  - Women carry the emotional burden of family health, leaving their wellness on the back burner.
    - Quarterback health of entire extended family
    - Forced to cobble together services from many providers
    - Defer their own care and suffer in silence





# Industry Trends



## Family Building

Development of technology & legislation related to fertility, surrogacy, and adoption.



## Maternity

From conception to return to work, supporting mothers & babies



## D2C Single Point Solutions

Focused on consumerism and not evidence-based medicine.



## Menopause

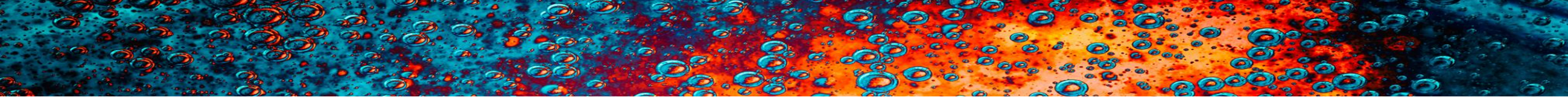
Point solutions that support women through coaching, education, and treatment.



## Innovation - *What Do Women Want?*

- More Integrated & holistic care solutions:
  - Patient journeys that are coordinated, digitally enabled, and personalized
  - Create solutions that help women in *all stages* of their life
- One-stop shopping, digital-forward platforms with integrated *whole person* care
- Services and technologies with far greater reach across a woman's lifetime containing:
  - Easy & convenience – Telemedicine
  - More affordable
  - Greater access
  - Equitable care





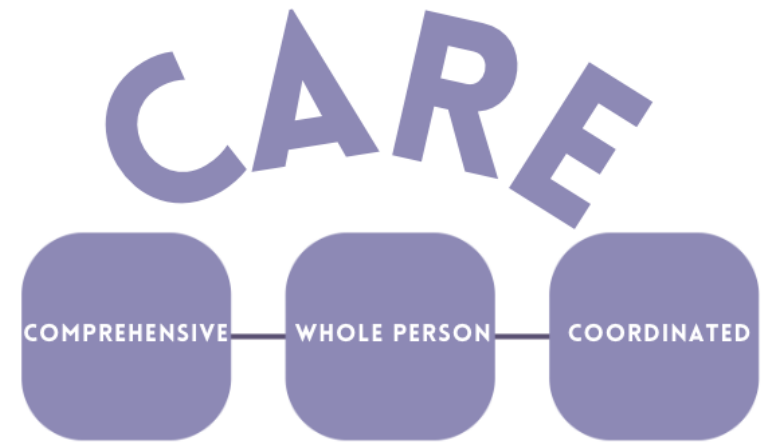
# Innovation - What's Next?

Supportive Business Models - More Integrated & holistic care solutions: patient journeys that are comprehensive, whole person, & coordinated.



## Employer benefits that make a difference.

- Impact more employees, spouses, and dependents
- Make care convenient and affordable
- Incentive high quality, lower cost care - \$0 patient responsibility
- Retain women as they progress in career
- Comprehensive + whole person + coordinated --- not fragmented
- Support multiple modalities --- including virtual
- Measure outcomes --- data matters



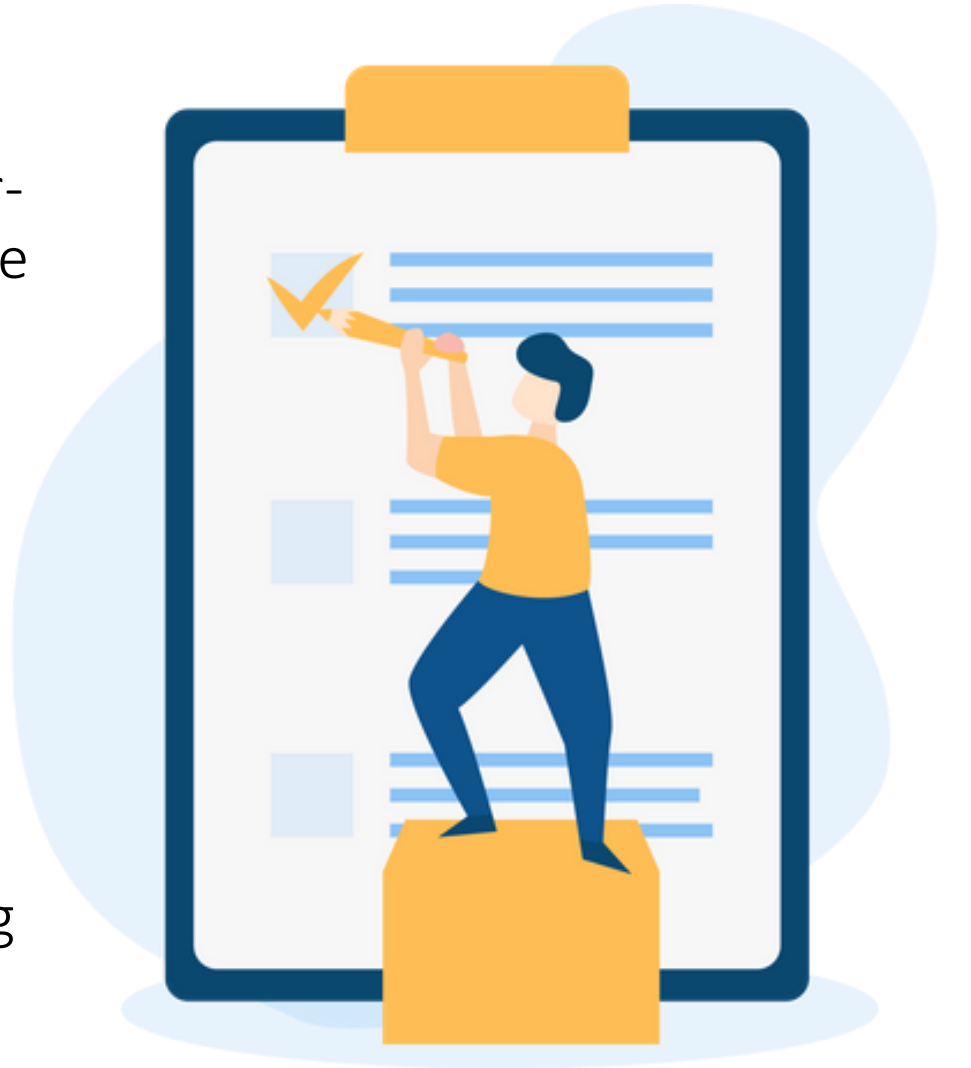
# Breakout Sessions

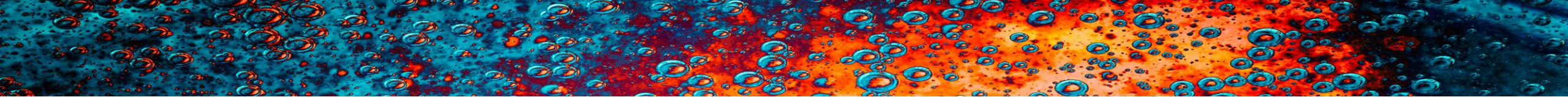


- Please remain at your tables
- Work as a table to identify a name that represents your group
- Identify a table notetaker and one person to report out to the group
- 20 minutes of discussion in breakouts to answer two questions
- 10 minutes of table report of 1-2 ideas by table reporters for each question

## Questions for Roundtable Discussion

- What are the top action items (immediate and longer-term) public and private purchasers can do to advance women's health as it relates to the following (choose one area of focus)?
  - midlife/menopause health
  - maternal health
  - workplace policies
  - benefit design
- What role can the National Alliance play in supporting you?





# *It's Time to Report Out*



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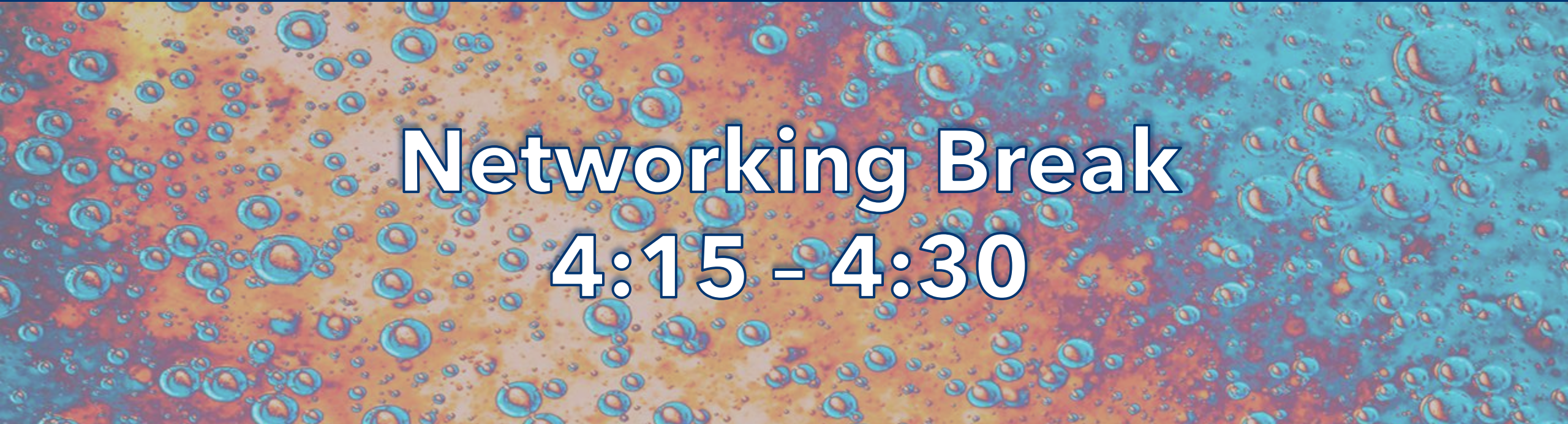
# ANNUAL FORUM

# TEMPERATURE RISING

IGNITING CHANGE FOR A NEW ERA

**NOVEMBER 13-15, 2023**

Crystal Gateway Marriott | 1700 Richmond Highway, Arlington, VA



**Networking Break**  
**4:15 - 4:30**

**#NatAllForum**