

EmpowHer's Mission

For strong women, seeking tools to advance their inherent role as Chief Health Officer of their families and among friends, unwilling to accept the status quo of the healthcare industry; we provide one-stop fingertip access to health care expertise transforming their ability to advocate before health care providers.

Background

Michelle King Robson is the founder and Chairman of EmpowHer.com and is committed to helping American women have access to the most current, leading edge health information they need to make the wisest choices for their health and the health of their families. The national outreach program on the agenda for the company will be one of the most ambitious and creative efforts ever seen in the United States.

HerStory

Following a complete hysterectomy, Michelle was transformed from a highly active woman to being unable to function. She saw multiple doctors and took 9 different medications before finally getting the help she needed. The lack of information and resources on women's health led Michelle to create www.EmpowHer.com, an innovative social networking web site for women focused on health.

Another way is by providing women with the most up-to-date and reliable health information on the Web, including:

- Breaking news and articles related to women's health from around the world
- Updated information on lawsuits and clinical trials pertaining to women
- The first video medical encyclopedia for women on the Internet, featuring the nation's top doctors and women sharing their stories
- Network of shows featuring expert doctors in women's health
- Health Events: The first and only national calendar of FREE and low-cost health events in the U.S., and
- The most comprehensive online library of women's health information from around the world on the Internet

The site was launched in February 2008 and has already received over 654,000 page views with readers in over 142 countries. EmpowHer.com videos have been played over 80,000 times and our site was recently selected as one of Google News' elite news sites covering women's health, an honor given only to a handful of women's health news departments.