

Why EmpowHER?

We all deserve answers, validation & support around our health.

For HER

EmpowHER brings credible health information and women together in a safe, trusted community.

For Health and Wellness Marketers

EmpowHER is your partner for reaching HER - women who are looking for credible health resources along with support from someone like them around specific health topics.



Created From Experience

EmpowHER founder, Michelle King Robson, started the company following her own personal struggle with a debilitating health issue that left her feeling hopeless and alone.

In EmpowHER, Michelle has built a company that provides women with the most comprehensive and up-to-date information available on women's health, as well as a forum for women to connect and share stories of struggle and hope.

"I got sick. I got well, and then... I got mad. I decided to start a company to make sure no other woman would suffer as I had. That is how EmpowHER was born." - *Michelle King Robson*

Visit EmpowHER.com/press/media-kit for our media kit and editorial calendar.

Statistics

- Women 18-65+ are seeking information, answers and peer perspective around their health and wellness.
- Over 135,000 pieces of original videos, articles and user generated content in 700+ health topics.
- Since June 2011, more than 2,300 lives have been improved, changed or saved through the HER Health Meter and EmpowHER's impact on women's lives continues to grow daily.
- Every member receives a response to their health questions within 24 hours, it's our promise.
- Millions of women visit EmpowHER.com every year, making it one of the largest and fastest-growing resources dedicated exclusively to women's health and wellness.

EmpowHER Facts



Improving **Health**. Changing **Lives**.

Founded

March 2007

Launch Date

November 2008

Location

Scottsdale, AZ

Team

6 Employees; 20+ ICs



Our Founder



Michelle King Robson, *Founder, CEO & Chairperson*

Michelle King Robson, Founder and CEO of EmpowHER.com and MKR Media, LLC, is a nationally-recognized women's health and wellness advocate. She has combined a successful track record as a businesswoman and entrepreneur with nearly two decades of civic and community leadership, focusing on her personal passion for improving women's health to lead what is today one of the fastest-growing social health companies.

No stranger to standing in the gap for the women EmpowHER supports, Michelle testified before the FDA and led the second largest write-in campaign in FDA history for drugs and treatments for women's health in June 2010 and testified before the FDA a second time in March 2013. On October 25th 2013, Michelle had the honor of speaking at [TEDxLowerEastSide](#) in New York City under the theme The Hero's Journey.

Michelle currently co-hosts [HER Radio](#), airing on RadioMD.com every Thursday at 2pm EST, to discuss women's greatest lifetime triumphs and challenges, interview top experts and cut through the confusion and share the naked bottom-line truth about all things woman. Michelle is also finishing writing a book around her experience and passion for helping women improve and change their lives.

Michelle continues to fulfill her mission every day to ensure women are educated and have the resources to advocate for their own health and wellness.

Learn More

 EmpowHER.com/Michelle

 [/MKingRobson](https://www.facebook.com/MKingRobson)

 [@MKingRobson](https://twitter.com/MKingRobson)

EmpowHER Facts

Answers. Advocacy. Community.

Medical Advisory Board

Dr. Pamela Peeke, M.D., Chairman

Internationally recognized expert, physician, scientist and author in the fields of nutrition, stress, fitness and public health

Dr. Connie Mariano, M.D.

Career Naval officer, Division Head of General Internal Medicine, founded the Center for Executive Medicine, author

Dr. Archelle Georgiou, M.D.

Director and Chief of Cardiovascular Surgery at The Heart and Lung Institute of St. Joseph's Hospital and Medical Center

Dr. Lishan Aklog, M.D.

Director and Chief of Cardiovascular Surgery at The Heart and Lung Institute of St. Joseph's Hospital and Medical Center

Dr. Theodore Friedman, M.D., Ph.D.

Chairman of Medicine and Chief of the Division of Endocrinology, Molecular Medicine and Metabolism at Charles Drew University

Dr. Irwin Goldstein, M.D.

Director of San Diego Sexual Medicine at Alvarado Hospital

Dr. Gail Gross, Ph.D., Ed.D.

Nationally recognized expert, author and lecturer on juvenile education, behavior and development issues

Dr. Jay Harness, M.D.

Immediate past-President of The American Society of Breast Surgeons, President-Elect of Breast Surgery International, Director of St. Joseph Hospital's Comprehensive Breast Center

Dr. Marty Klein, Ph.D.

Licensed Marriage and Family Therapist and Certified Sex Therapist who has written five books, given over 700 keynote speeches and is frequently interviewed by the media

Dr. Mabelle Seibel, M.D.

Host for PBS and NYC TV episodes, Professor, University of Massachusetts Medical School, Author/editor 14 books, over 200 scientific articles

Dr. Philip M. Sarrel, M.D.

Emeritus Professor of Obstetrics and Gynecology and Psychiatry, Yale University

Dr. Bernadette Melnyk, Ph.D., R.N., CPNP/NPP, FAAN, FNAP

Dean and Distinguished Foundation Professor in Nursing at the Arizona State University College of Nursing & Healthcare Innovation

Dr. Maoshing Ni, Ph.D., D.O.M., L.Ac., A.B.A.A.H.P.

38th generation doctor of Chinese medicine, Licensed Acupuncturist, Diplomat of Chinese Herbology, and Diplomat in Anti-Aging

Dr. Manny Alvarez, M.D.

Manny Alvarez serves as a FOX News Channel (FNC) medical contributor.

Dr. Robert Singer, M.D.

Has been engaged in private practice in the La Jolla area of San Diego since 1976 and is now an internationally recognized plastic surgeon.

Dr. David L. Katz M.D., MPH, FACPM, FACP

Specialist in both Internal Medicine and Preventive Medicine/Public Health, Director and founder of the Integrative Medicine Center at Griffin Hospital (2000) in Derby, CT, founder and president of the non-profit Turn the Tide Foundation

Dr. Julie T. Anné, Ph.D.

Licensed Clinical Psychologist, Founder and Clinical Director of A New Beginning, LLC

Resources to Help and Serve

EmpowHER brings credible health information & women together in a safe trusted community. When you have information, you have the power to change outcomes in your life and every life you touch. Here's a brief overview of features you'll find at EmpowHER

Health in HER Hands - Access our comprehensive library of health condition-specific content and find the information you're looking for.

Credible Content - We comply with the HONcode standard for trustworthy health information to offer you credible original content created daily by our hand-picked HER team, experts and renowned Medical Advisory Board members.

Get Support & Validation - Ask health questions and get the support, validation & answers you need. No one gets left behind, that's why we respond to you within 24 hours or less. We want you to know we care and that *you are not alone*.

Together We'll Make a Difference - Share your insight by contributing health information, useful tips & personal stories to help others.

Talk to Women Like You - Join or start a group & connect with others around health topics that matter to you

Tailor the Conversation to You - By becoming a member, you can easily customize your EmpowHER experience to follow the health topics and activities that matter to you.

Make an Impact - The HER Health Meter measures "life-changing" impact of content and community members on EmpowHER. We want to ensure that our information not only make a difference in your life – but also have the potential to improve, change and even save a life.

Press Coverage

Michelle King Robson and EmpowHER have been featured in the Huffington Post, Minyanville, More Magazine, NBC, ABC, CNN, FOX and CBS among others; and interviews featuring Michelle and EmpowHER have generated more than 10 billion media impressions, and reached nearly 50 million households through more than 250 television stations throughout the U.S.



Learn more about EmpowHER in the News: EmpowHER.com/Press

EmpowHER Facts