



# STATE OF HER HEALTH REPORT

# INTRODUCING GSG'S STATE OF HER HEALTH REPORT

Global Strategy Group's State of Her Health research brings together honest conversations, real data, and the truth about how women experience and manage their health and health care. Through this work we strive to elevate women's voices and pair them with rigorous research, to spark dialogue, inform decisionmakers, and drive meaningful improvements across the health ecosystem.

# WHAT SHE SAID

The inaugural report reveals deep gaps in trust, awareness, and accessibility that shape women's engagement with their health care providers. Too often, women feel dismissed and misunderstood when discussing symptoms, leading to delayed care and self-doubt. This, in part, drives them to seek health information from family, friends and social media. Meanwhile, awareness of core women's health experiences, specifically perimenopause and menopause symptoms, remains strikingly low.

There are generational differences. Women – especially younger women – are leading the way in normalizing conversations about women's health. They increasingly seek advice outside the medical system, turning to friends, family, and online sources, which underscores the urgent need for accessible, trusted, and proactive health information.



# MISS UNDERSTOOD

Feeling Misunderstood is a Common Experience for Women When it Comes to their Health Care. Especially Younger Women.

33%

of women, surveyed reported feeling misunderstood and not heard by their health care providers.

41%

the number this sentiment jumps to with women between the ages of 18-29.

29%

of women ages 18-29 cite that their concerns were not taken seriously, making them the most likely to report this kind of unfair treatment.

“The earlier that a girl feels comfortable and safe discussing anything regarding her natural bodily changes and functions, the more likely she will develop into a woman with a better understanding of her health.”  
- Family Practice Nurse

# IT'S ME, HI...?

Fear Of Dismissal Keeps Many Women From Seeking Care.

45%

of women who report being treated unfairly by a provider say it causes them to doubt their own symptoms. Of women ages 18-29 doubt rose to 64%.

36%

of women between the ages of 18-39 say they have specifically ignored pain or health symptoms related to their sexual or reproductive health.

28%

of women said they have delayed or avoided medical care because they felt their concerns wouldn't be taken seriously, including 43% of women ages 18-29; and 37% of women ages 18-54.

“If there are stigmas around care, people won't seek the care they need, and women especially face stigmas more so than men.

- Former Legislative Aid and Health Policy Expert

“Generally, when a woman says, “I just don't feel like myself,” that shouldn't be dismissed and called crazy. That is a legitimate feeling to have.

- Health Care and Aging Policy Consultant



# IT'S ME, HI...?

Asked What They Thought Caused A Health Care Provider To Treat Them Unfairly, The Top Three Reasons Women Attributed It To Were:

**34%**

AGE

**28%**

WEIGHT

**26%**

GENDER

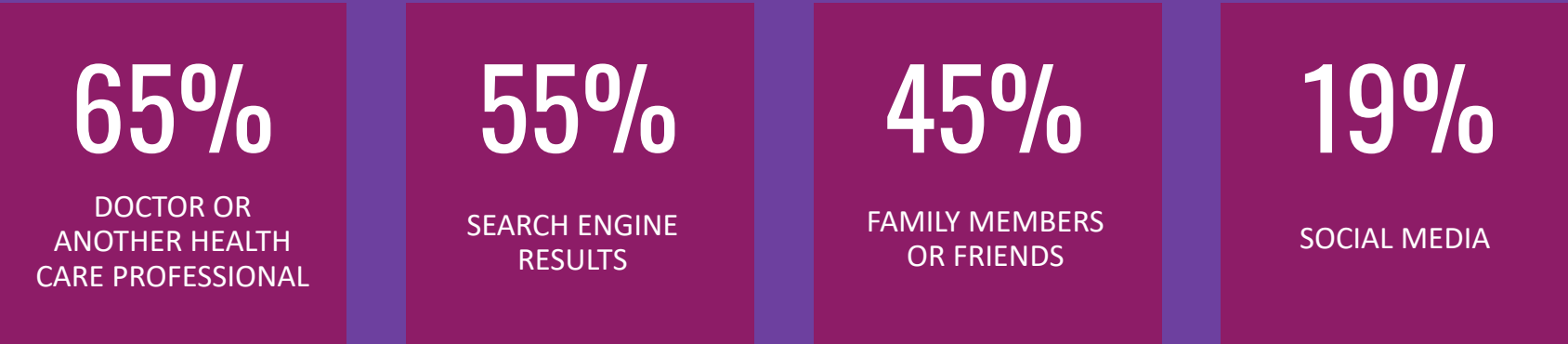


# SHARING IS CARING

Women Of All Ages Rely On One Another To Communicate About Health.  
 Young Women Especially Turn To Friends, Family, And The Internet As Much As Doctors.

**87%** of women say it is Important to share their health care experiences, including 97% of women 18-29.

When asked where they look for health care information, women said:



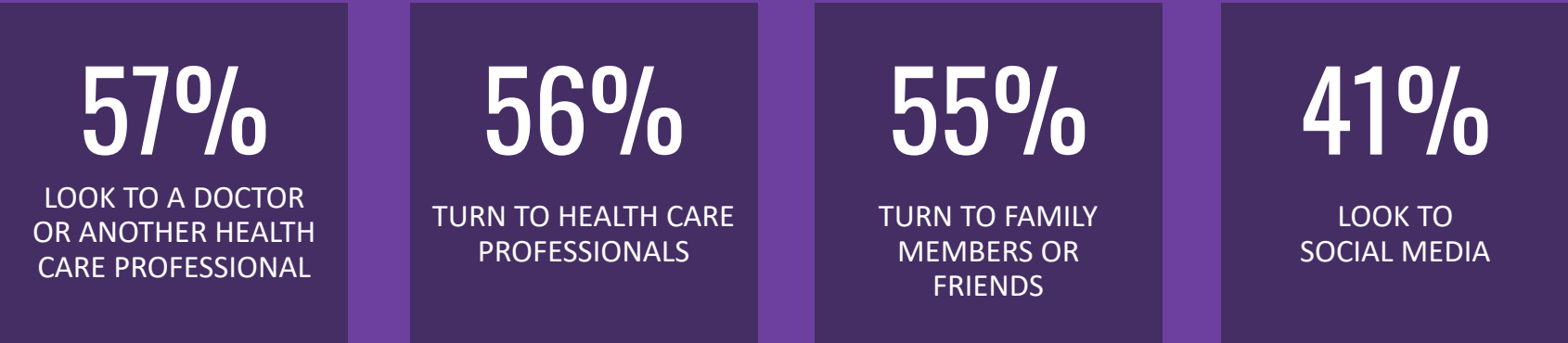
“I'm lucky that my friend group, my peers in a professional sense, we talk about so many other things and put all of our business on the internet. Why aren't we talking about anything related to [women's] reproductive care? It should just be part of the normal conversation

- Former Legislative Aid and Health Policy Expert

# SHARING IS CARING

Despite Valuing Doctors As The Most Trustworthy Source, Younger Women Describe Providers As Less Accessible Than The Internet Or Personal Networks.

Among women ages 18-29:



“

There are so many stigmas and misinformation that impact not just patients, but also doctors. And then finally, you don't have that much time when you're meeting with your doctor. So if you have a list of other issues that are important to you, you may not get to the topic...

- Health Care Policy Expert



# SHARING IS CARING

Access Is Everything.

What we heard from 18-29-year-old Gen-Z men and women:

Search engines and friends/family are viewed as more accessible sources of health information than health care providers themselves.

For many younger men and women, getting health information from social media or AI tools feels nearly as easy as consulting a provider.

In other words, these sources are not necessarily more trusted, but more efficient and available than traditional medical channels – making them the first stop for many.

Taken together, these perceptions show a clear shift: younger adults are increasingly turning to non-medical sources – including search, social, AI, and personal networks – because they provide health information more quickly, with fewer barriers, and on their own terms.

# SPOTLIGHT ON PERIMENOPAUSE AND MENOPAUSE

Menopause and perimenopause are universal stages in every woman's life – roughly 6,000 women enter menopause each day. Yet they remain profoundly misunderstood, siloed, and deprioritized across both the U.S. health care system and society at large. Symptoms can span more than a decade, affect nearly every system in the body, and carry long-term risks such as dementia, cardiovascular disease, and bone loss.

Still, research, clinical training, and public communication fall far short of the need: less than one percent of NIH funding has focused on menopause in the past decade, and only 7% of OB-GYN residents feel prepared to manage it. This gap has created a communication vacuum, one increasingly filled by influencers and commercial products, while outdated federal regulations limit access to evidence-based treatments. Rising media attention, state policy action, FDA reconsideration of longstanding barriers, and private sector investment signal growing recognition that menopause is a major public health and economic issue. Addressing it requires clearer communication, stronger evidence-based guidance, and far more robust support for women.

# YES! PERIMENOPAUSE AND MENOPAUSE ARE HAVING A MOMENT

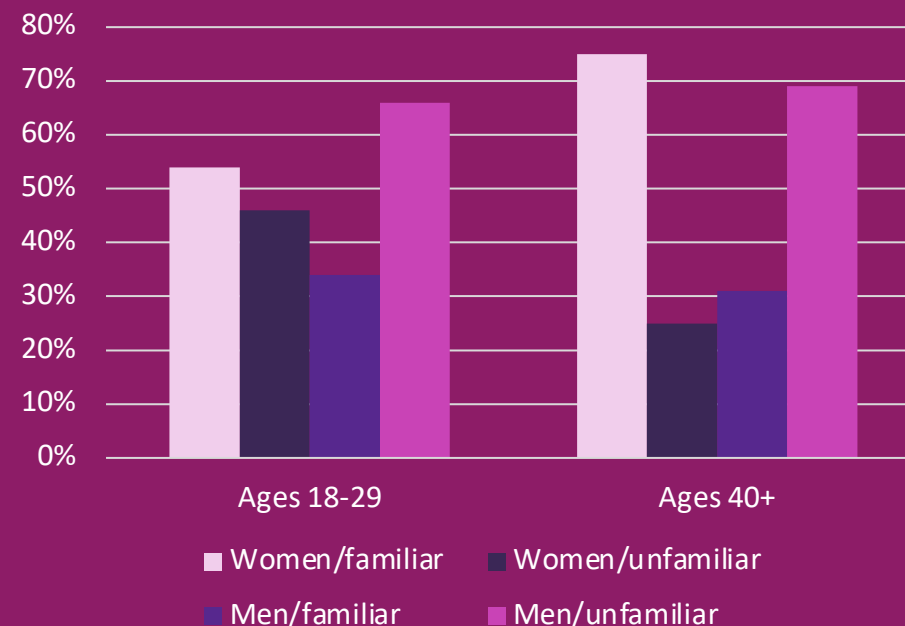
But Awareness Of Both Is Limited – Especially (And Unsurprisingly) Among Men.

52%

Regardless of gender or age, only about half of those surveyed (52%) were familiar with perimenopause (though, voters over 40 are slightly more likely to be familiar with it).

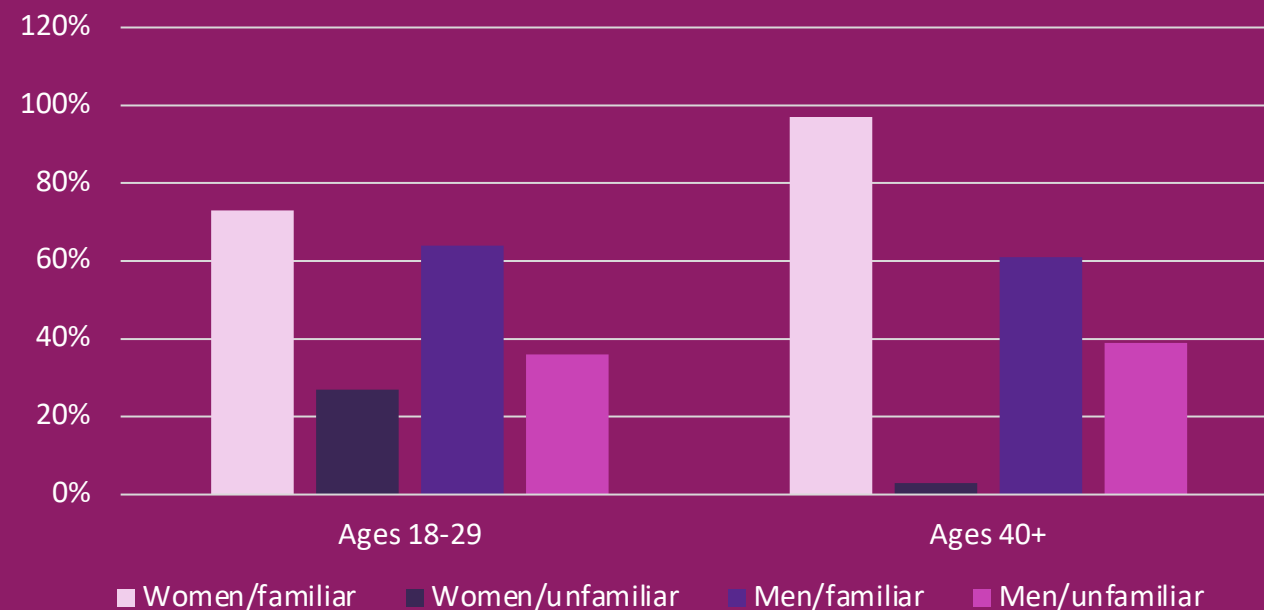
66%

While awareness of perimenopause grows with age for women, more than two-thirds/66% of men age 18 years and over are unfamiliar.



# YES! PERIMENOPAUSE AND MENOPAUSE ARE HAVING A MOMENT

Familiarity With Menopause Is Much Higher Than With Perimenopause, However Men's Knowledge Does Not Increase With Age.

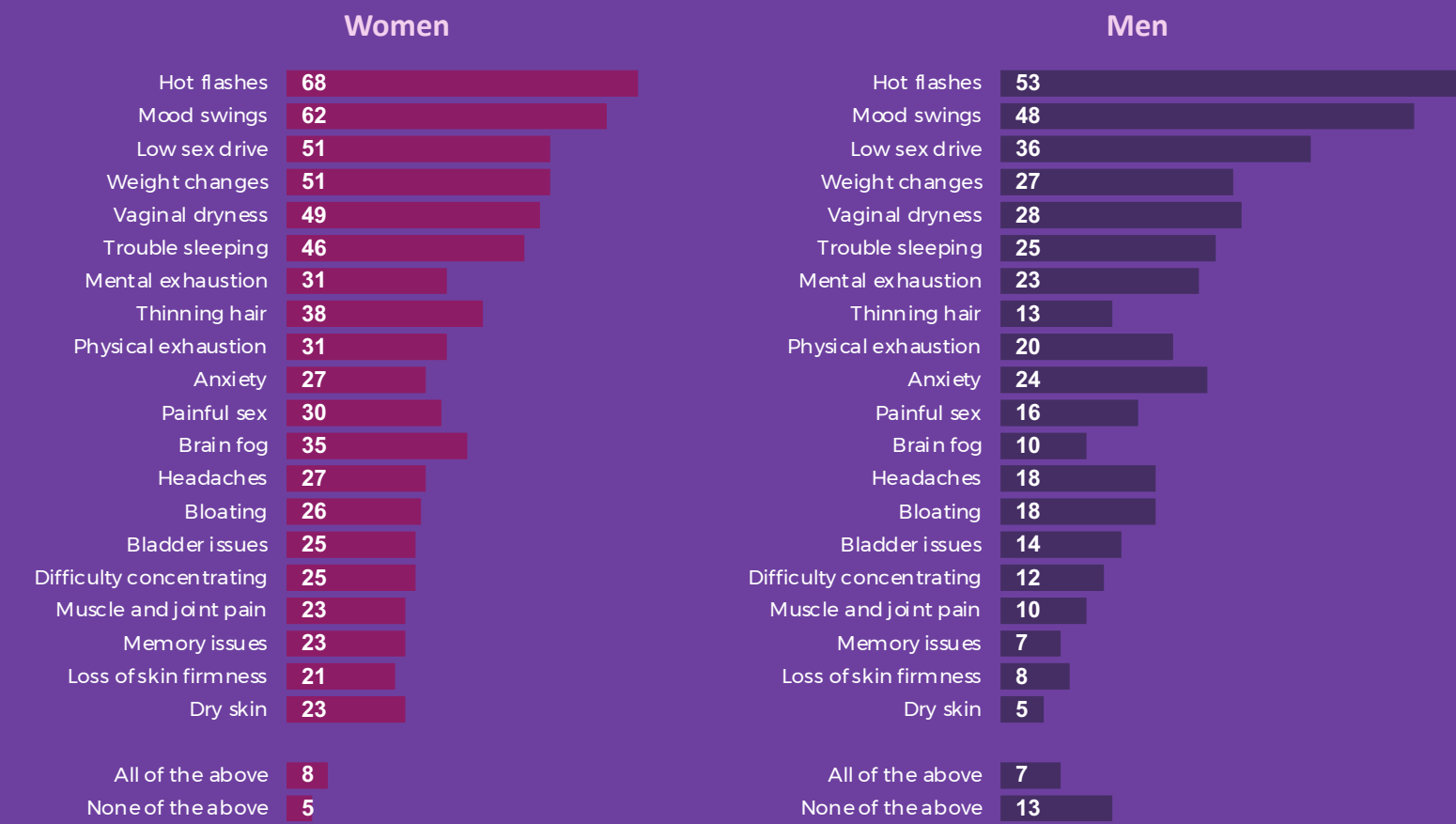


“I wish doctors knew more. I wish doctors were more willing to engage in that conversation, that they had the adequate training to do it in a skilled manner.

- Former Legislative Aid and Health Policy Expert

# WOMAN OR MAN...

Few Recognize the Symptoms of Menopause and Perimenopause.



“I don’t know much, if anything, about perimenopause or menopause and it makes me worried that I won’t be able to support my partner when life changes happen.

- Male, 30-years-old

Here's a list of health-related symptoms. Which of these do you associate with perimenopause and menopause?  
Please select all that apply.

# WOMAN OR MAN...

Hot flashes (68% women; 53% men) and mood swings (62% women; 48% men) are the symptoms most commonly associated with menopause and perimenopause.

## HOT FLASHES

**68%**  
WOMEN

**53%**  
MEN

## MOOD SWINGS

**62%**  
WOMEN

**48%**  
MEN

Only about 1-in-10 respondents correctly identify all of the symptoms of menopause and perimenopause, underscoring a widespread lack of accessible communication.

**1-in-10**

Men associate no symptoms with menopause and perimenopause – highlighting how limited communication around this life stage remain for many.

“I’m not a woman but it seems like it would be important for any patient of any gender to be able to talk about any health issue openly.

- Male, 47-years-old



# WOMAN OR MAN...

Familiarity with Treatment Options is Also Low.

1/4

of men are familiar with treatments for the symptoms of menopause or perimenopause.

Just over 1/2

of women are familiar with treatments for the symptoms of menopause or perimenopause.

Women become more likely to recognize and understand treatment options as they age, suggesting that information often comes too late and is not shared broadly or proactively.

“

There is still a huge culture shift that needs to happen in women’s health care and in that awareness of menopause and perimenopause needs to grow, not just amongst women, but men as well. That starts with speaking freely and not worrying if the topic makes one uncomfortable. Comfort comes with practice.

- Family Practice Nurse

# RECOMMENDATIONS

## Based On The Survey Insights And Broader Trends, GSG Recommends:

- **Training health care providers to recognize bias and improve communications:** Expand provider education on gender- and age-based bias to ensure women are heard and validated in clinical encounters, including integrating communications-focused training to identify dismissive language, practice active listening, and use patient-centered dialogue techniques.
- **Normalizing conversations about perimenopause and menopause:** Launch targeted public awareness campaigns, workplace policies, and culturally sensitive communication strategies to broaden understanding and reduce stigma.
- **Meeting younger women where they are:** Develop digital-first health education initiatives, partner with trusted influencers, and expand peer support networks to reach women outside their providers' office.
- **Integrating real voices:** Incorporate real-world stories from patients, advocates, and providers to give urgency and humanity to the data.

# THANK YOU

## FOR MORE INFORMATION

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## METHODOLOGY

Global Strategy Group conducted a public opinion survey among 1,000 registered voters nationwide between September 2-7, 2025 and has a confidence interval of +/- 3.1%. Margin of error on subgroups is greater. The survey was conducted online, recruiting respondents from a leading opt-in panel vendor.