AANP President Dr. Penny Kaye Jensen and AANP Director of Communications & Member Services Nancy McMurrey recently spent the day in New York City visiting media outlets to spread the word about the critical role nurse practitioners (NPs) play in providing healthcare.

The day began with an interview for Jensen on the “It’s Your Health” radio show with Lisa Davis, Health Producer. The program is scheduled to air on public radio in the near future.

A full day of deskside briefing appointments with major magazine publishers followed, beginning with Good Housekeeping. Visits with editors at Seventeen, Health, SELF, Vogue, MORE, Ladies Home Journal and Essence completed a busy day.

Jensen and McMurrey worked to educate the editors and publishing houses about the nature of the NP role and the value of NPs both as healthcare providers and informational resources.

They emphasized several key points about NPs:
- NPs are expert clinicians with advanced training;
- NPs provide a solution to the primary care provider shortage crisis facing the U.S. today;
- NPs focus on the health and well being of the whole person, helping patients make educated healthcare decisions and healthy lifestyle choices.

All the editors were very interested in learning about the services provided by NPs and why their readers should be aware of NPs when choosing a healthcare provider.

Jensen and McMurrey also discussed the important role of AANP as an advocate for the active role of NPs in primary, acute and specialty healthcare.

“It was a day well spent,” said McMurrey. “We educated the media about the critical role NPs play in patient care and the one-on-one visits allowed questions to be answered immediately.”

“Increasing the visibility of NP practice and advocating for the profession will continue to be a priority during my second term of office,” said Jensen. “The editors of these magazines are now aware of the role of the NP and will hopefully call on NPs as content experts in the future when working on health-focused articles.”