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REDEFINING WOMEN'S HEALTHCARE

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At Women's+ Health Collective, patients are met with something many have struggled to find within traditional healthcare settings: compassionate, judgment-free care designed to help every person feel safe, heard, and empowered.

Founded by Nisha McKenzie, the Grand Rapids practice specializes in gynecological and sexual healthcare while collaborating with mental health professionals, registered dietitians, sex therapists, and other specialty providers to support whole-person wellness.

"Our goal is to create shame-free conversations within evidence-based care," McKenzie shared. "Every person who walks through our doors has the right to be heard."

INDUSTRY INNOVATION >

MEETING A GROWING NEED IN WOMEN'S HEALTH



After years working in primary care and gynecology, McKenzie began recognizing significant gaps in women's healthcare — particularly surrounding sexual health, hormones, chronic pain, trauma, and LGBTQIA+ inclusive care.

"I started hearing patients' trauma stories and watching confusion turn into sadness, frustration, and rage,"

McKenzie said. "Many aspects of women's healthcare have historically lived in the margins of shame."

Those experiences ultimately inspired her to establish Women's+ Health Collective, creating a practice intentionally built around transparency, advocacy, and trauma-informed care.

"We provide gynecological care with multiple collaborating specialties because patients need more than one piece of the puzzle," McKenzie explained.

"There is so much trauma, especially for women, and patients deserve a place where they feel comfortable."

CREATING A SAFE AND COLLABORATIVE PATIENT EXPERIENCE

From the front desk to clinical providers, the team at Women's+ Health Collective works to ensure patients feel supported throughout every step of their healthcare journey.

"everyone has the same impact in different ways on a person," McKenzie said. "We want patients to feel safe from every aspect of their experience here."

The practice encourages open, honest conversations about women's health concerns that have often been minimized or dismissed in traditional care settings.

"Sex is not supposed to hurt," McKenzie shared. "We've normalized female suffering for far too long without helping people realize there are other options."

By fostering transparency and collaborative care, the team helps patients feel empowered to better understand their bodies, advocate for themselves, and participate in healthcare decisions without fear or shame.



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ADVOCACY BEYOND THE EXAM ROOM

In addition to patient care, advocacy and education remain central to McKenzie's mission.

"This subset of medicine is vastly underrecognized and not well addressed in medical education," she said. "Advocacy work is very important to me because you can't make change in the world without being uncomfortable."

McKenzie serves as teaching faculty for the University of Michigan Sexual Health Certificate Program, lectures nationally on women's sexual health and menopause, and participates in organizations focused on advancing inclusive healthcare and sexuality education.

Her work continues to focus on breaking down stigmas surrounding sexuality, gender, hormones, and women's health while helping improve access to evidence-based, compassionate care.

A MISSION ROOTED IN EMPOWERMENT

Since opening, Women's+ Health Collective has grown largely through word-of-mouth referrals and strong relationships within the community — a reflection of the trust patients place in the practice and its mission.

"My whole mission is to show this kind of care is healthcare," McKenzie said. "This should be the norm."

At its core, Women's+ Health Collective is committed to helping every patient feel respected, confident, and supported.

"Social change means making sure everyone feels needed, wanted, and special," McKenzie shared.

"Patients should feel that from every aspect of their care."

