

Accelerating FemTech: East Midlands

Tuesday 20 June 2023



Housekeeping

- If you have not already done so, please make yourself known to a member of staff if you do not wish to be included in photographs
- Please turn your phones off or onto silent
- Locations of fire exits and toilets
- Wifi: Jayplas Guest Password: jayplaswifi123
- If you're on Twitter, please tweet about today using the hashtag: #AcceleratingFemTechEM
- Digital delegate packs – scan the QR code to access





Scan here for
our digital
delegate pack

Welcome and introduction

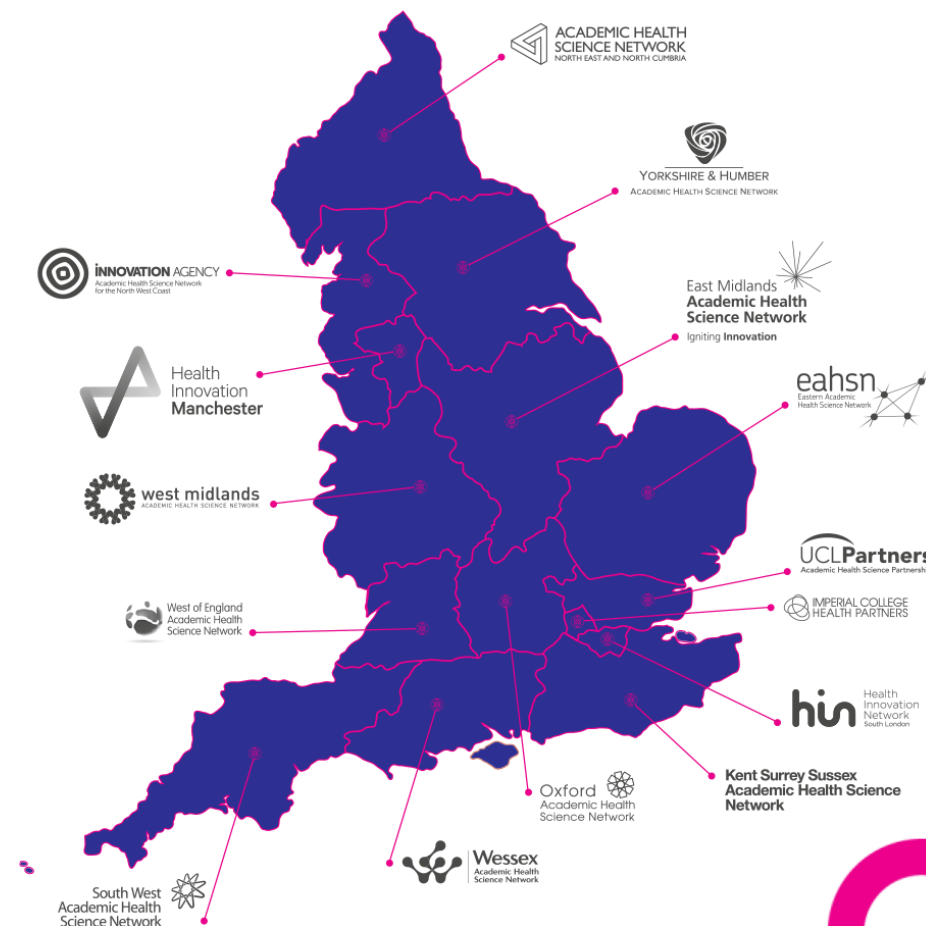
Nicole McGlennon

Managing Director, East Midlands AHSN

**Accelerating
FemTech**

EMAHSN our support and expertise

- The 15 AHSNs across England operate as the 'Innovation Arms' of the NHS.
- With 10 years expertise at adoption of transformative technologies & pathways, via their national innovation pipeline they help health and care organisations identify and import solutions to their challenges.
- AHSNs also offer advice to commercial innovators – support is provided across the whole pathway of innovation from having an idea to successful launch.



England's 15 AHSNs - combined impacts

530,000

Benefited from AHSN-led programmes during 2022-23

7,000

Number of innovations that AHSNs have provided bespoke support for since 2018

£1.3bn

Contribution to UK PLC and

5,400

jobs created or secured
Since 2018

Our next licence - same support and expertise, new name!

- The Department for Health and Social Care announced on 26 May that England's 15 AHSNs will be **relicensed for five more years from October 2023**.
- We will build on our positive contribution since we were set up in 2013.
- Our remit will stay the same – **providing access to proven innovations and expert services**.
- However, our name will change to **'Health Innovation Networks'** to better reflect our role as the innovation arms of the NHS.



What is Accelerating FemTech?

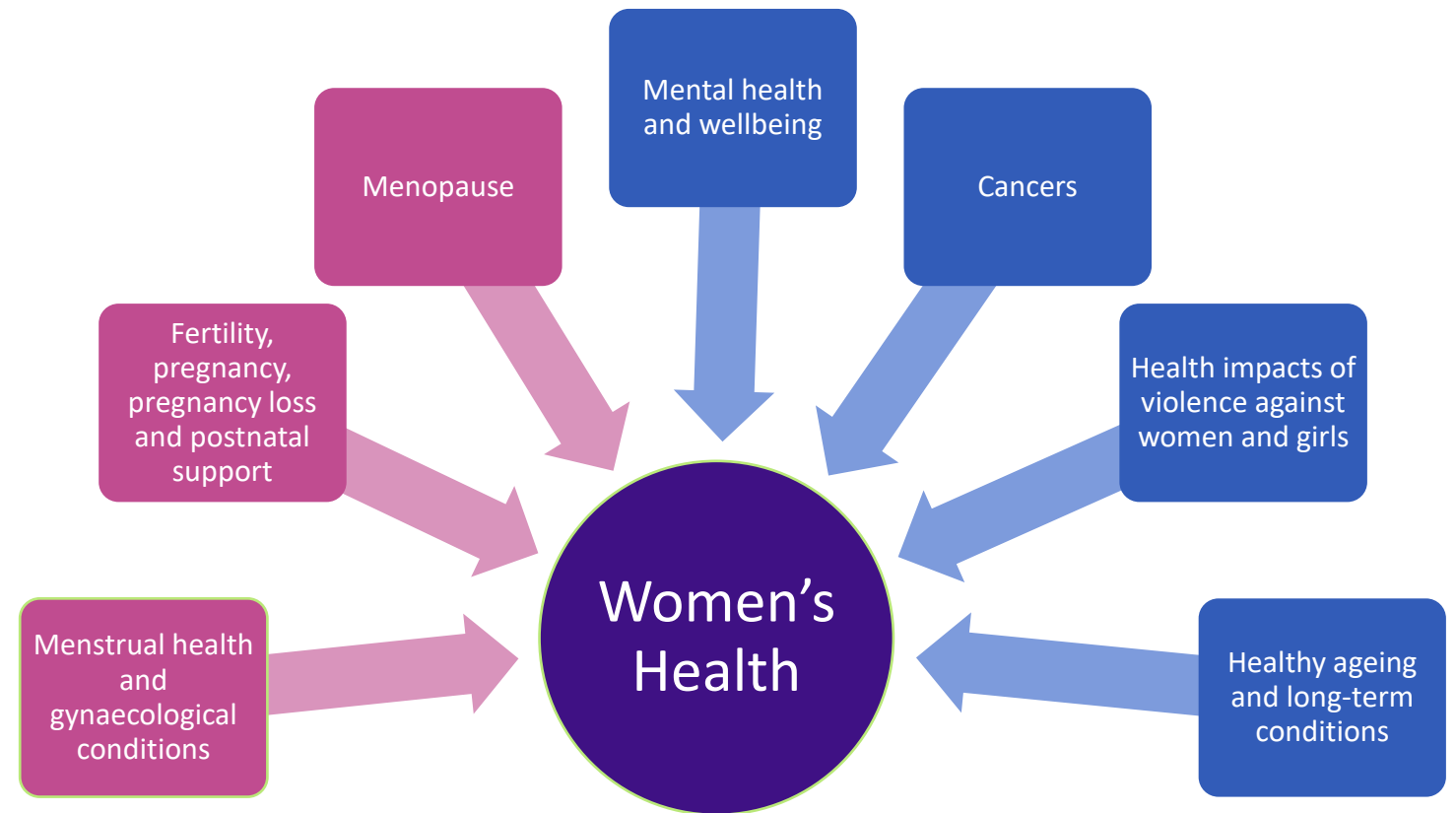
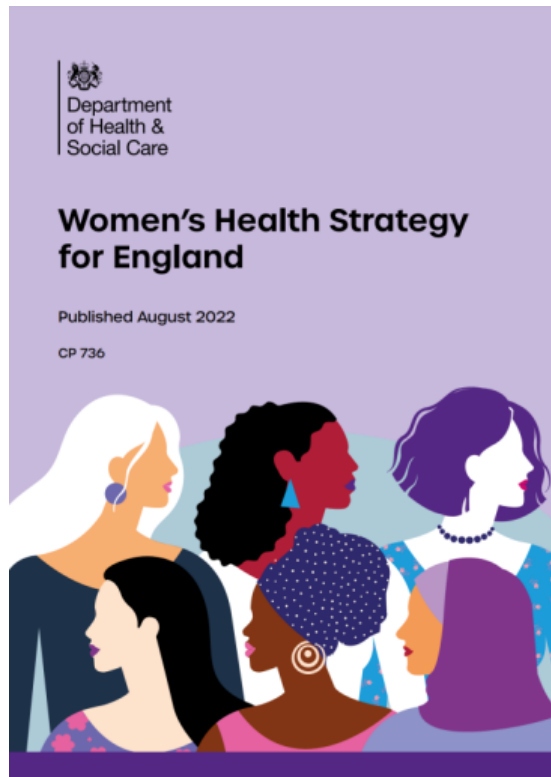
Accelerating FemTech will support innovators to boost the development of technology solutions to address current challenges in women's health.

It is divided into two programmes:

- **Inspire:** engage innovators (clinicians, companies and academics) interested in FemTech through specialist webinars and events.
- **Accelerate:** deliver a targeted 10-week accelerator programme for small / medium-sized companies from across the UK.

Women's Health Strategy for England

Priority Areas



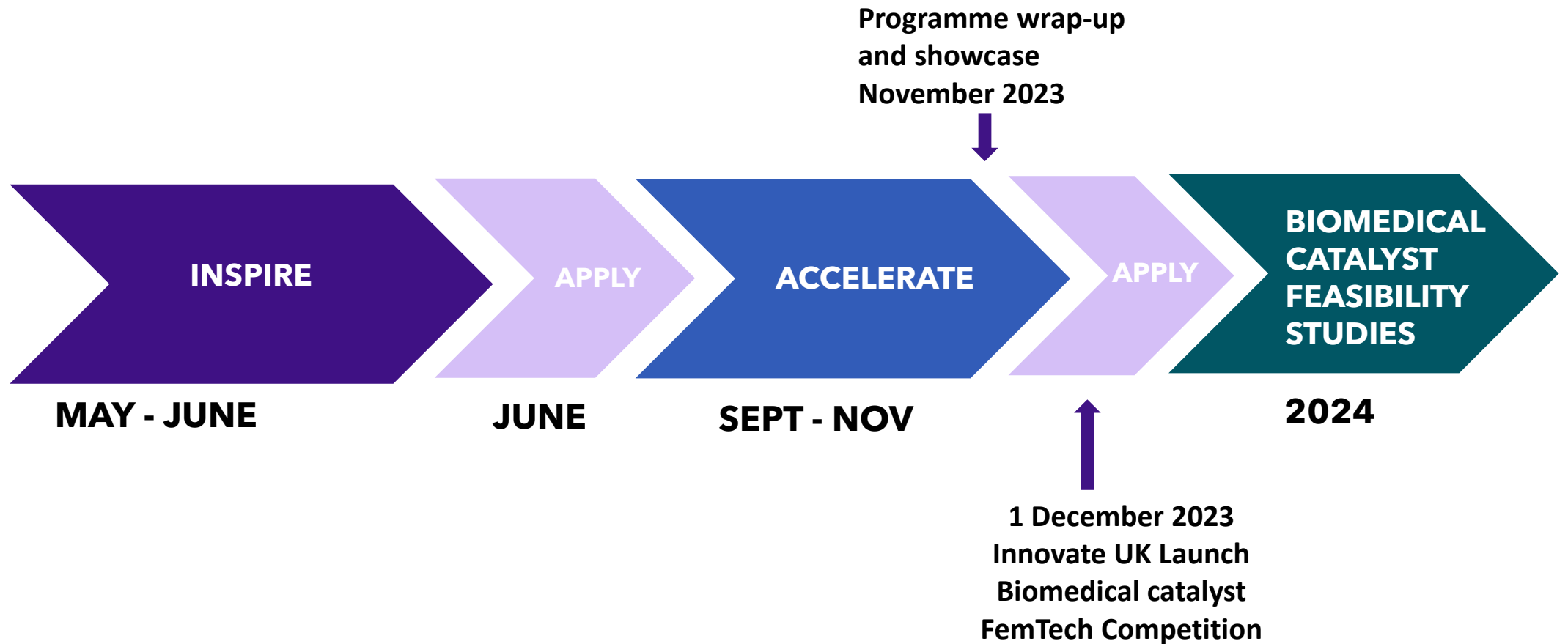
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Digital Solutions to the Challenges Facing Health

Dame Barbara Hakin

Accelerating
FemTech

‘What have you done to make you feel proud?’

Tabletop networking session



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**Accelerating
FemTech**

Cracking the Code: Navigating Fundraising in FemTech

Nelli Morgulchik

Venture Development Associate, Pioneer Group



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**Accelerating
FemTech**

The background of the slide is a light green and white marbled pattern, resembling stone or marble. The text is centered and reads:

Cracking the Code: Navigating Fundraising in FemTech

Pioneer

Where It Started

“Pain 10 times worse than childbirth”

"The pain was so terrible I couldn't move, turn over, sit up"

“I’m this close to taking it all [uterus] out for good”

BBC's Naga Munchetty reveals womb condition adenomyosis

© 22 May



‘The pain of adenomyosis made me feel lower than I ever thought it was possible to feel’

A gaping lack of research and institutionalised gender bias mean it can take women the best part of a decade to get a diagnosis. As Naga Munchetty reveals she is in constant agony, Claire Cohen writes about the loneliness condition

VIEW COMMENTS



Adenomyosis sufferer was in so much pain she begged for hysterectomy at 34

Vicky Hamlin's pain was repeatedly dismissed as anxiety, irritable bowel syndrome and even loneliness because she lived by herself



Money Makes the World Go Around

\$1.16b

raised by women's
healthcare startups in
2022

\$200m

Recharge Capital VC
fund was launched by
Peter Thiel for women's
health

1.9%

of all VC funding went
to women-founded
startups

1%

of healthcare research
and innovation is
invested in female-
specific conditions
beyond on oncology



The Shortcut to De-Risking Fundraising – The Rule of 3W

Who

- ... is the investor?

What

- ... are you going to use the money for?

When

- ... are you raising your round for your timeline, for your investor and for the economy?
-

Fundraising Mistakes to Avoid

Coming Unprepared

First impressions matter more than you can imagine in the venture world. Wasting investor's time trying to find the right deck to present, being unpunctual, not knowing what you are looking for (your ask) – all of that can make or break your fundraising round.

Forgetting the Financials

Steve Jobs said “technology alone is not enough”. Whether you are a scientist or a clinician, regardless of how revolutionary your technology is, nobody cares that it works. When pitching don't forget that you are building a profitable, sustainable and scalable business.

Running After VC Funding for the Glory

It's a common myth that VC is the primary source of start-up funding. Fundraising is tough and takes time out of your busy schedule – time you could have spent building your business. Bootstrap and seek out grant funding as much as possible before reaching for the venture capitalists' cheques.



Femtech for Equity in Maternity

Zoe Wright

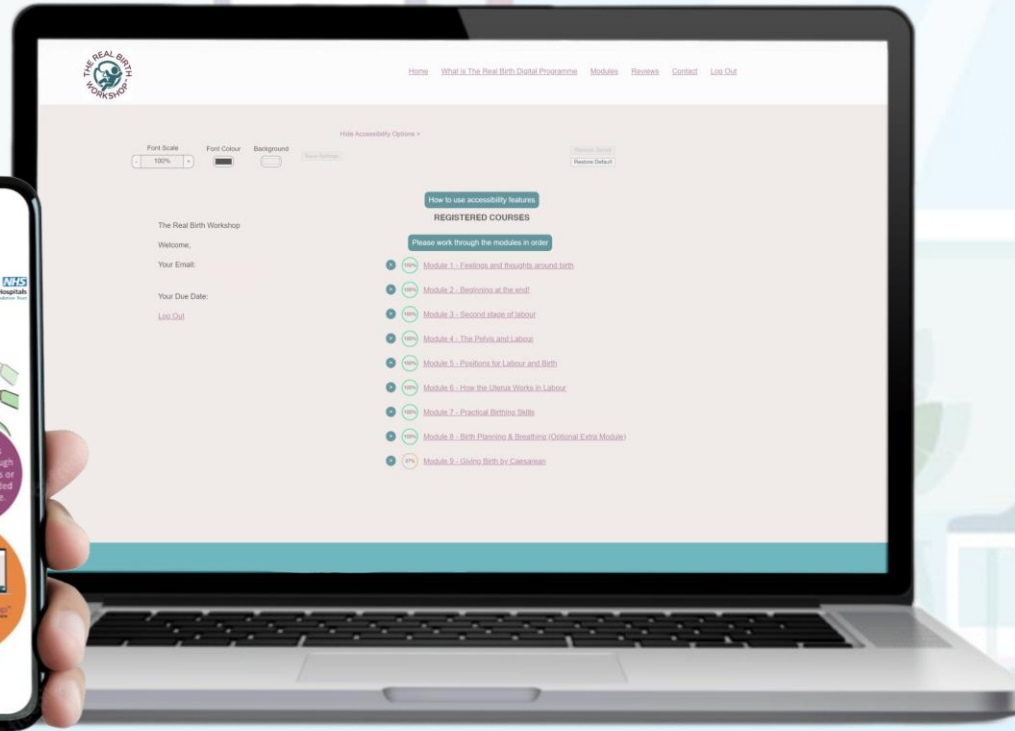
Founder, The Real Birth Company



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Accelerating
FemTech

The Real Birth Digital Programme©



117
lessons
over
11
modules

WHY US?

OUR EXPERTISE

With our strong clinical and technical team, we have created and designed resources that health care teams trust and families expecting a baby want to access. We create and design our services with the public and clinicians at the centre of design.

OUR PHILOSOPHY

Everyone has the right to access information to support their choice and informed decision making. No-one should have to receive treatment or care if they do not understand the benefits and risks. There was no easily accessible resource that supported people, so we created one.

OUR MISSION

Our mission is to carefully design, create and execute a digital platform that embraces cultures, ideas and evidence-based holistic information, to promote understanding, support choice and help facilitate better birth outcomes for all people.

Co-design & Co-creation



Data collection

- Internal data collection
- Feedback
- Post-birth data collection



External

- Local Government organisations
- 27 Hospitals
- TheAHSNNetwork



Reporting & evaluation

- Quarterly data reporting
- External evaluation

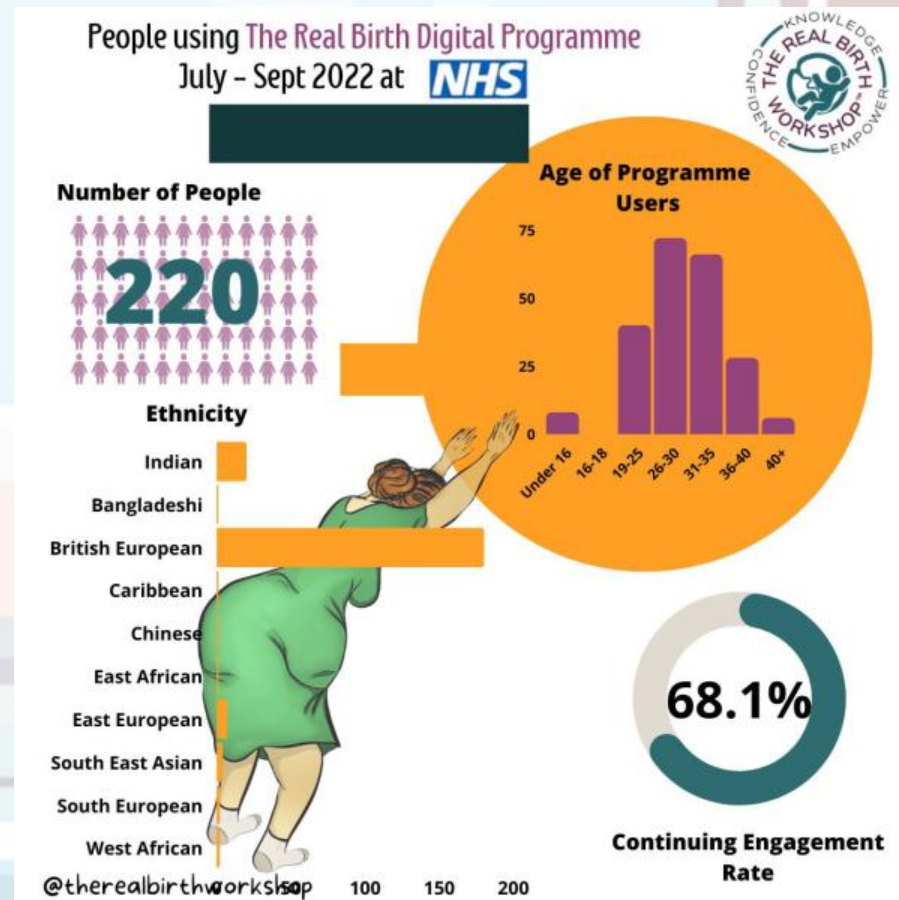
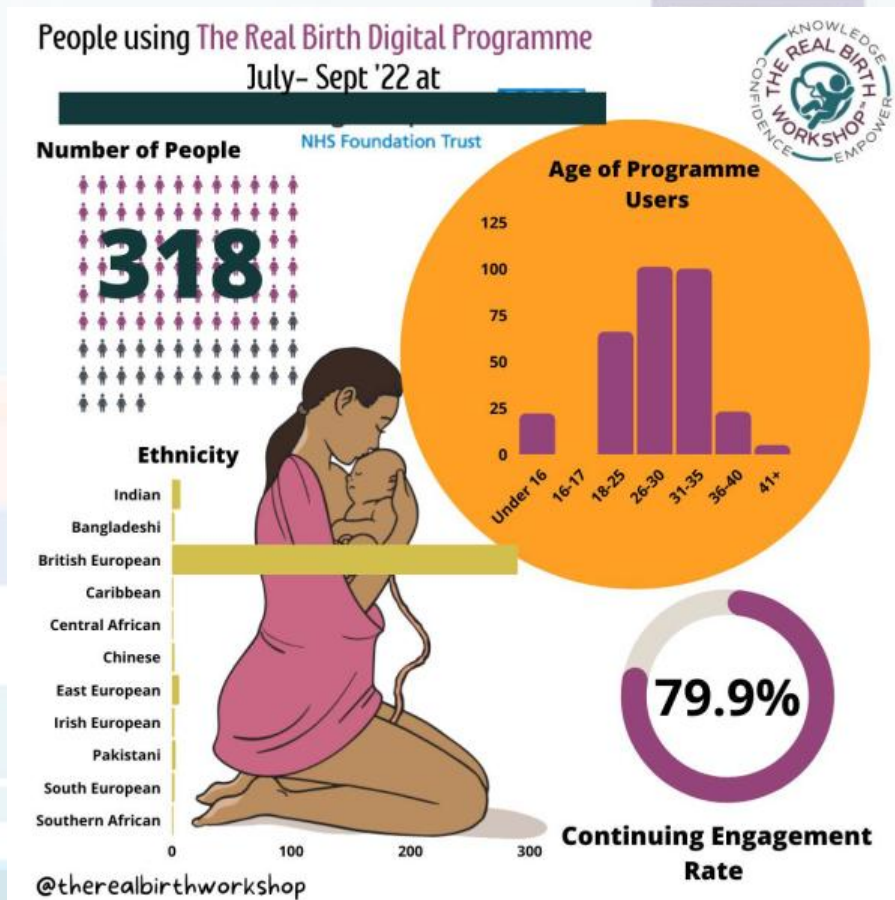


Meetings

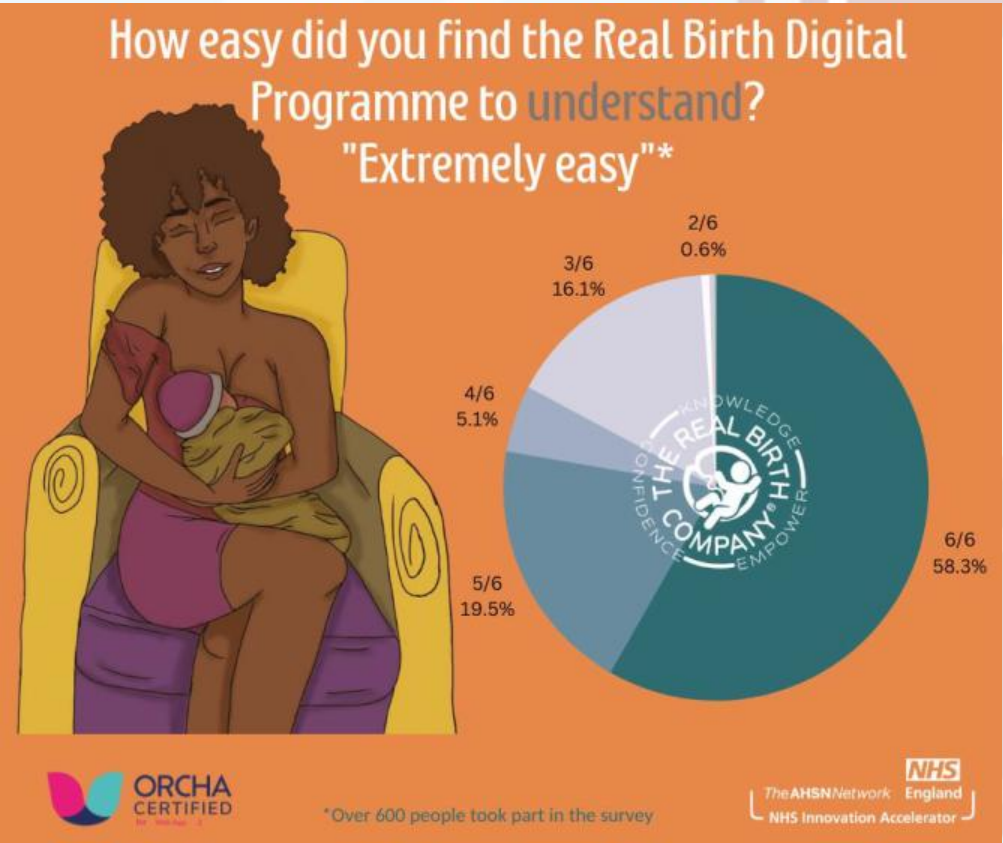
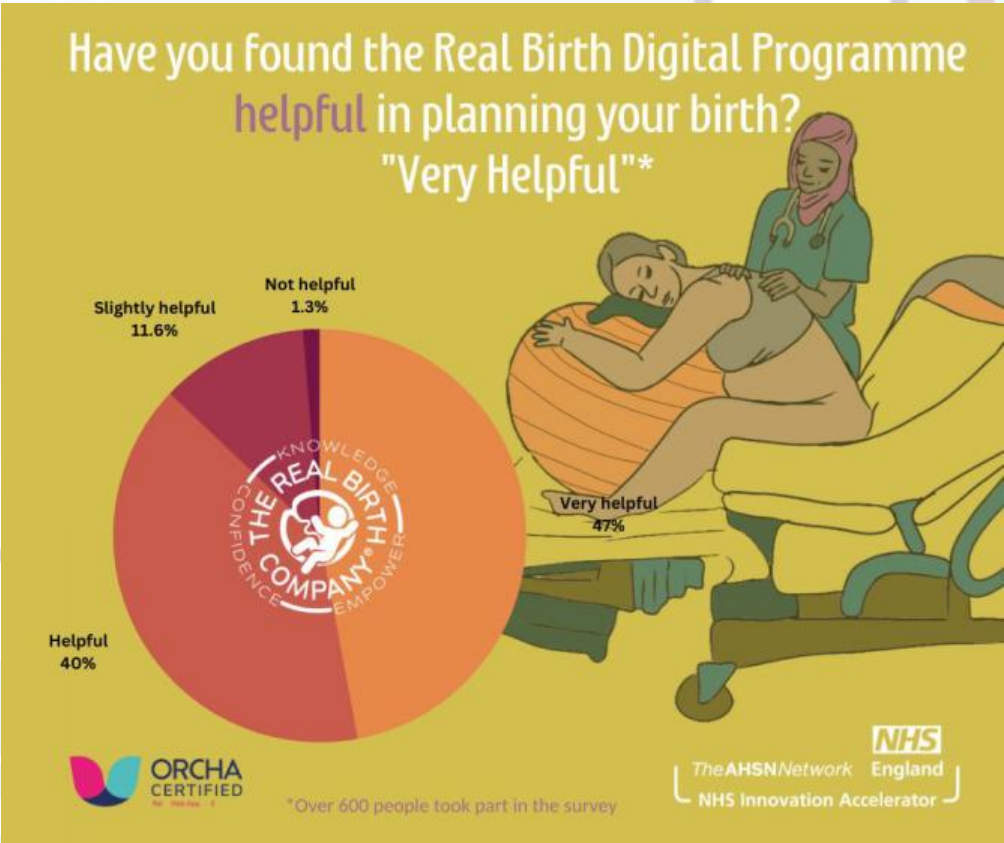
- Monthly /Quarterly internal meetings
- Steering group meetings



NHS Hospital Data Collection



User Feedback



Thank you

Questions?



ZOE WRIGHT

Midwife & Founder
The Real Birth Company



Using the Power of AI in Breast Cancer Detection - Kheiron Medical Technologies

Simon Harris

Senior Project Manager, Kheiron



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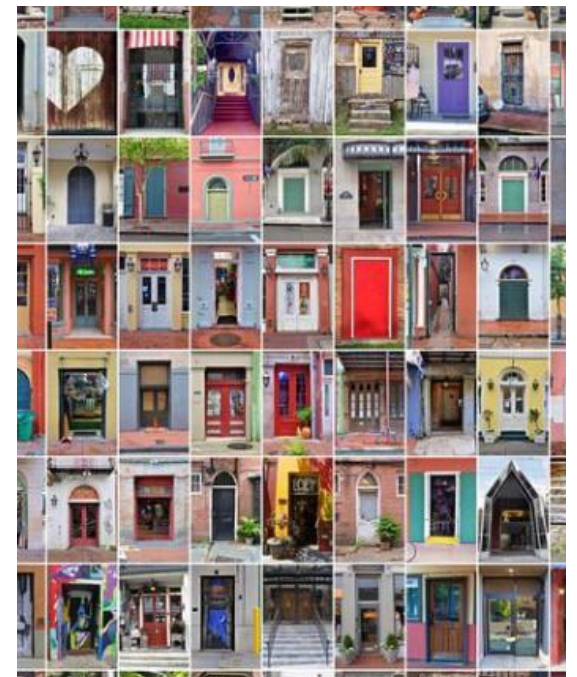
Accelerating FemTech
East Midlands - 20th June
2023

Mia™

by



KHEIRON
MEDICAL TECHNOLOGIES





Giving *any* woman *anywhere* a better chance against breast cancer

Mammography Intelligent Assessment (Mia) AI solution suite for breast screening that empowers radiologists and screening services to deliver accurate and timely results.



Why do we do what we do?



Meet our PPI Advisory Board

We are made up of cancer survivors, women of breast screening age, people with a family history of breast cancer and people with loved ones that have been affected by cancer.

We are from different parts of the UK; Scotland, Bristol, Nottingham, Berkshire and London.

We have different ethnic, socio-economic, and educational backgrounds.

Together we have combined experience in nursing, marketing, communications, campaigning, change management, journalism and radio.

Our diverse insight, knowledge and experiences informs the way Kheiron introduces AI into the breast screening programme.





UK
Hungary
Netherlands
USA

~50 people
11 nationalities
57% Tech roles

What do we stand for?

We believe the best patient outcomes are possible with Human plus AI together.



Kheiron was a mythological centaur known for bringing medicine to humanity.

Clinical Rigour

Dedicated to patient safety

Responsible Engineering

Reliable technology to end users

Multi-disciplinary Team

Doctors & engineers working together

Outcomes focused

Supporting doctors improve cancer patient outcomes



Dr. Peter Kecskemethy



Tobias Rijken



Sarah Kerruish



Frans van Beers



Dr. Edith Karpati



Dr. Jonathan Nash



Chris Mairs CBE



Prof. Ben Glocker



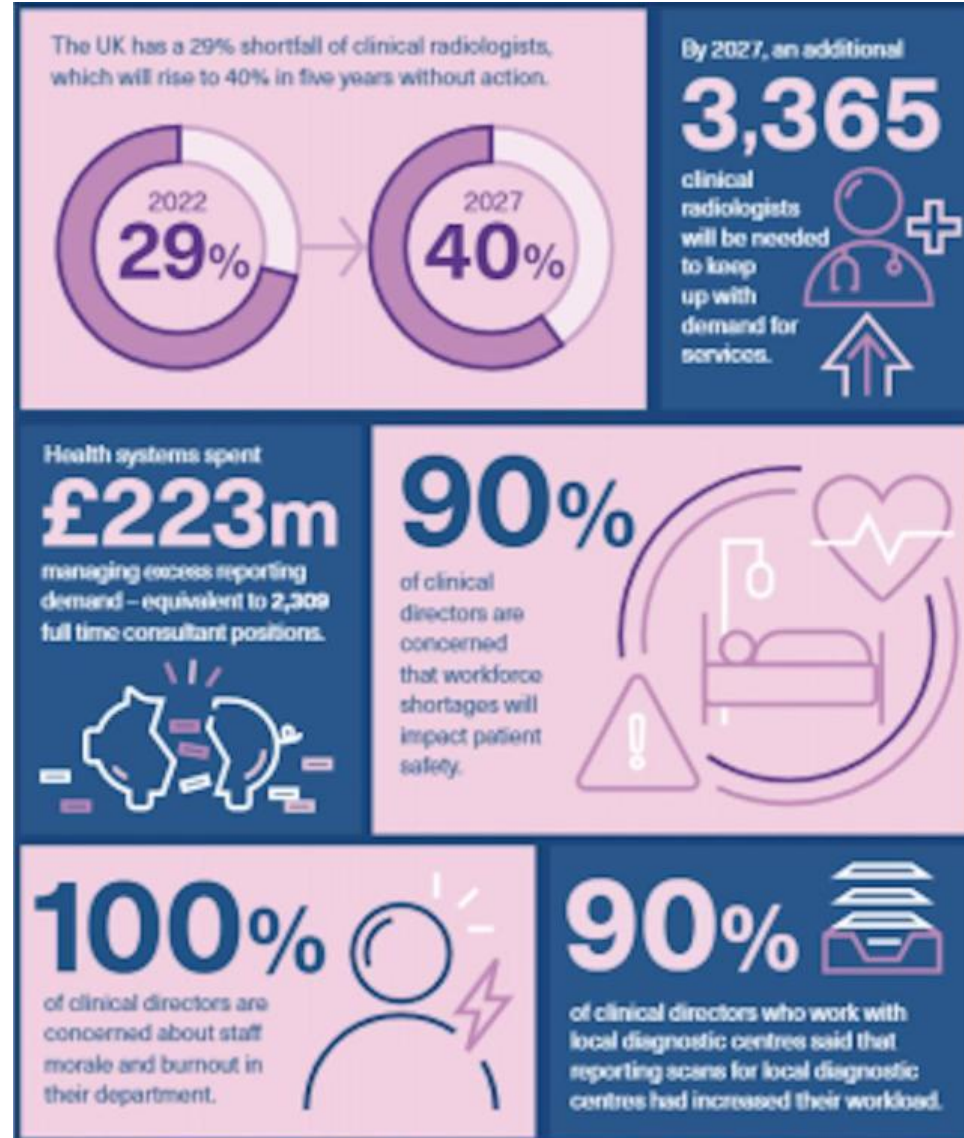
Dr. Vishal Gulati



Who are we? Meet the Kheiron team



What is the problem Kheiron is trying to solve with Mia?



Challenges in breast screening programmes



Shortage of
breast
radiologists



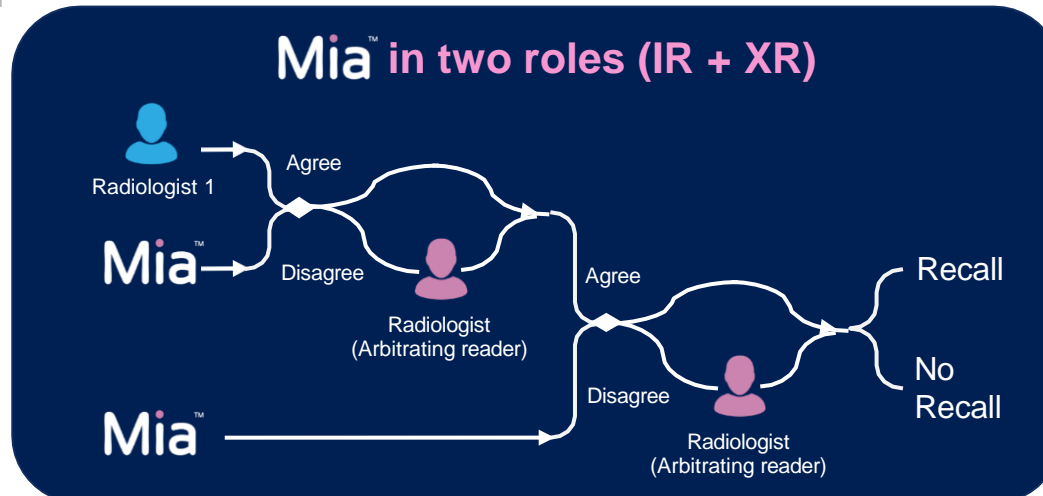
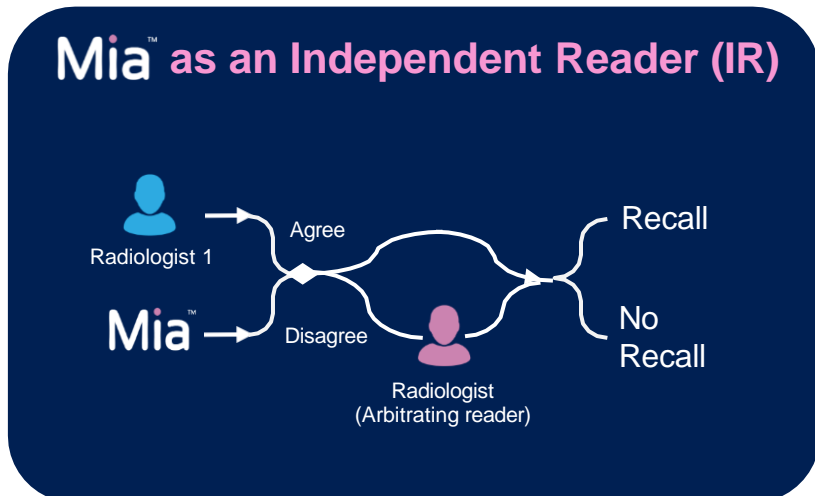
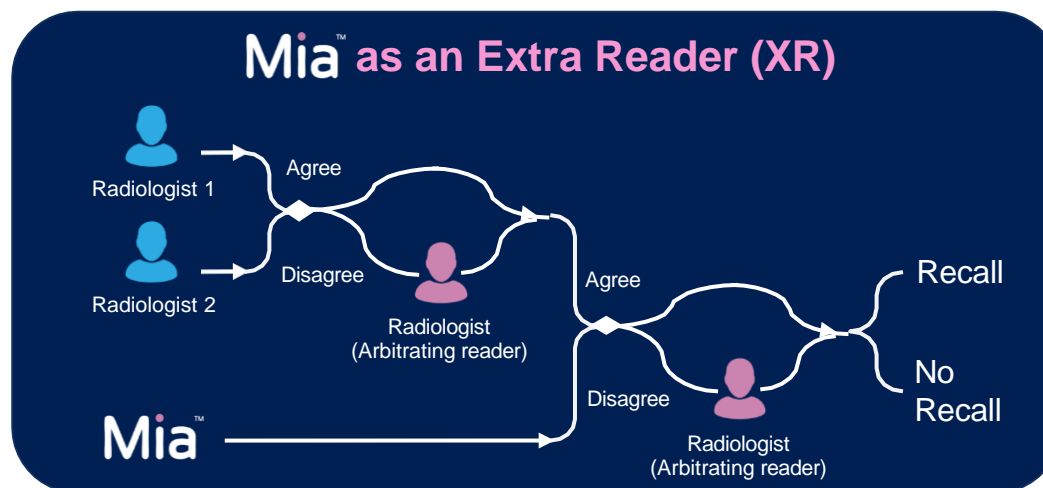
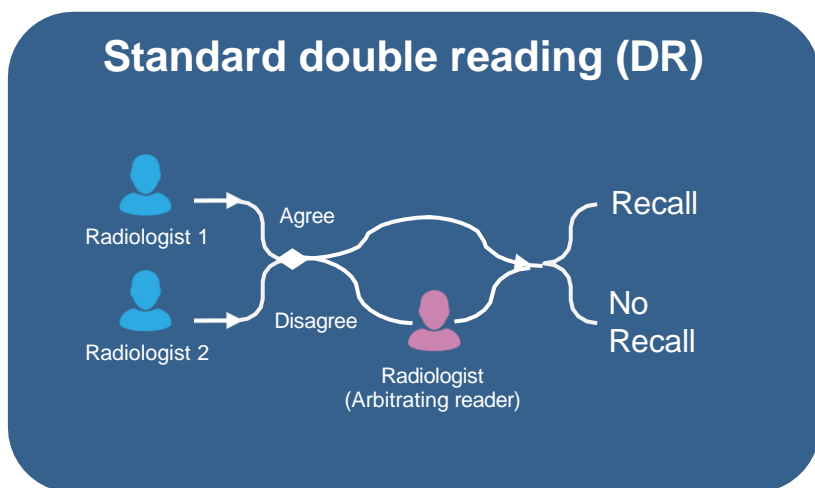
Variable
performance of
screening staff



Missed cancers
Participant
experience

High cost of
double reader
model

How does breast screening work now? Where might AI fit in?



Most screening services are asking for Mia in 2 roles

What is Mia, how does it work?

Recall or no recall?

Mia[™] is a CE-marked medical device software (SaMD) developed using artificial intelligence (AI) and designed to analyse digital mammography images

Side-Wise Recall Suggestion

Mia[™] suggests a decision for the not just the entire case, but also which breast, just like asking a radiologist colleague for an opinion



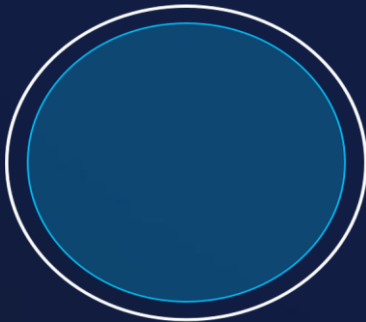
Mia™ is designed to complement radiologists

Mammography Intelligent Assessment

- Trained on > 4 Mio Breast Examinations
- Image acquisition from multiple vendors E.g. HOLOGIC, GE, Siemens
- Examinations cover broad ethnical background

Single-reading

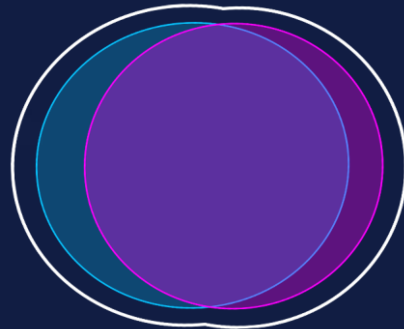
Radiologist



Isolated visual perception,
→ vulnerable to bias

Double-reading

Radiologist #1 Radiologist #2

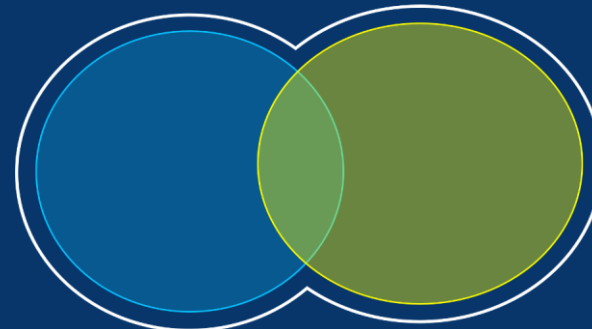


Similar visual perception,
→ added redundancy

Radiologist + Mia™

Radiologist #1

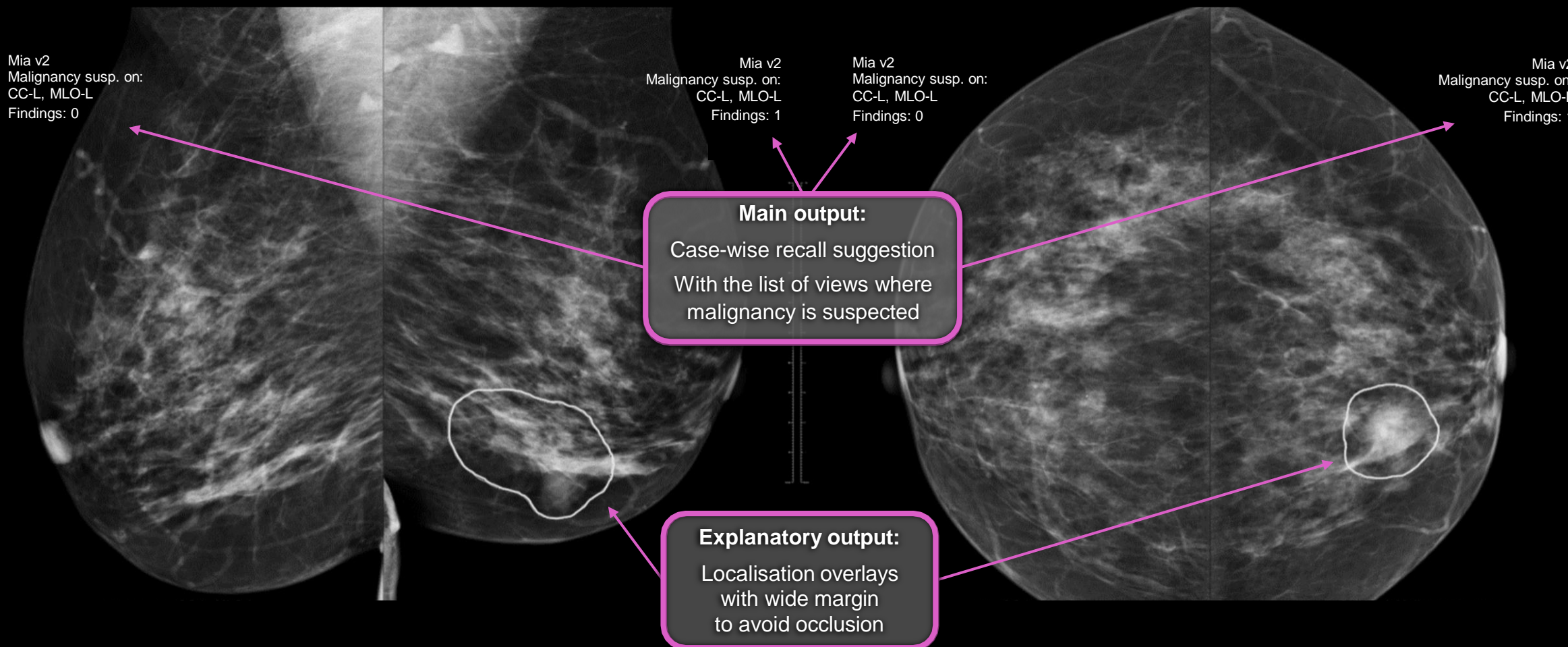
Mia™



Different visual perception
→ combined

Independent (IR), Extra (XR), and Concurrent (CR) Reader Workflows

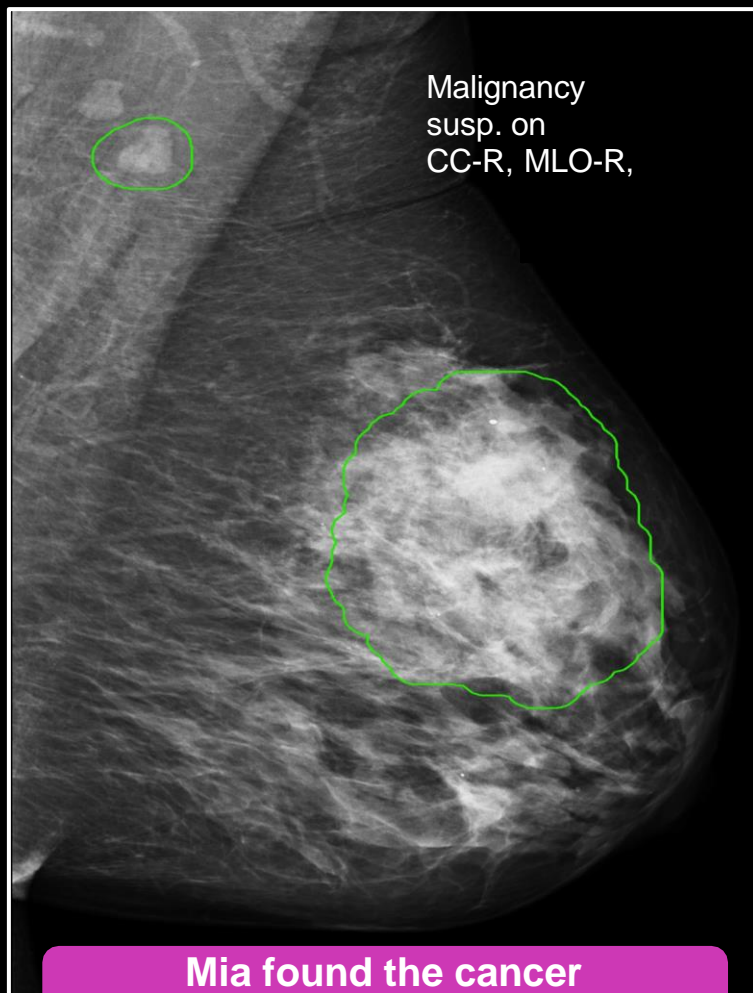
Malignancy detection AI designed from the ground up for recall decisions



This woman passed away with cancer.

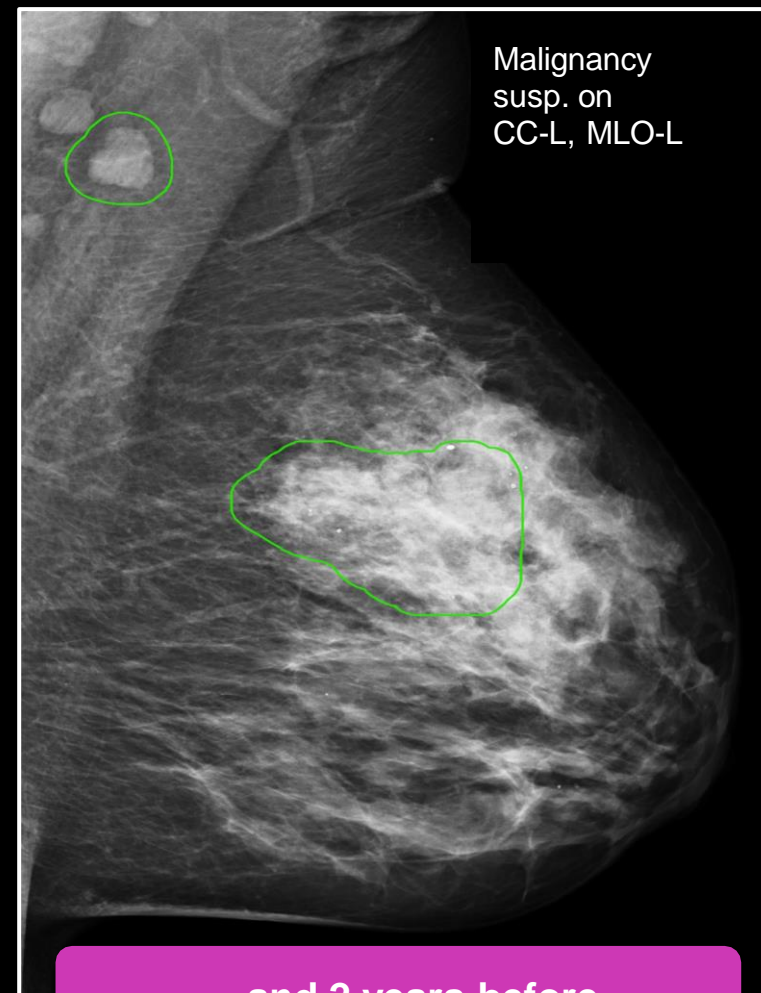
Despite continuous routine screening, **her cancer was missed.**

Mia detected the cancer on the current and two prior screening rounds – **2 and 4 years before.**



Malignancy
susp. on
CC-R, MLO-R,

Mia found the cancer at the last screening



Malignancy
susp. on
CC-L, MLO-L

... and 2 years before

Kheiron in the media

As seen on the front page of the NY Times,
in CNN, Good Morning America, the BBC, ITV and The Times

The New York Times

Using A.I. to Detect Breast Cancer That Doctors Miss

“An A.I.-plus-doctor should replace doctor alone, but an A.I. should not replace the doctor,” Mr. Kecskemethy said.

the technology is showing an impressive ability to [spot cancer](#)

“I was shockingly surprised at how good it was,” Dr. Tabár said.

“It’s a huge breakthrough,”

Scotland’s National Health Service will use it as an additional reader

it will be in about 30 breast cancer screening sites operated by England’s National Health Service by the end of the year.

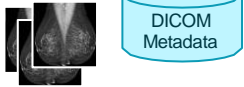


Confirming the generalisability of Mia for all women is a key focus of our work

We are constantly testing our models on new data to ensure that Mia generalises

Data

Imaging Data



Clinical Data



- Information governance
- Data copied
- Data de-identification
- Data harmonised
- Data assigned into 'bins'

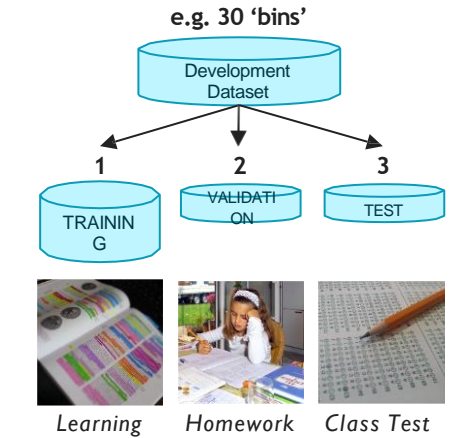
Labels

+ Biopsy, cytology, histology information to confirm positive

- Follow-up negative to confirm negative

? Unconfirmed

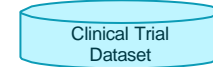
ML Validation



Split range:
80%-10%-10% to 33%-33%-33%

Clinical Evidence

e.g. 70 'bins'



National Exams / Boards

Metrics

- Sensitivity
- Specificity
- Recall Rate
- Cancer Detection Rate

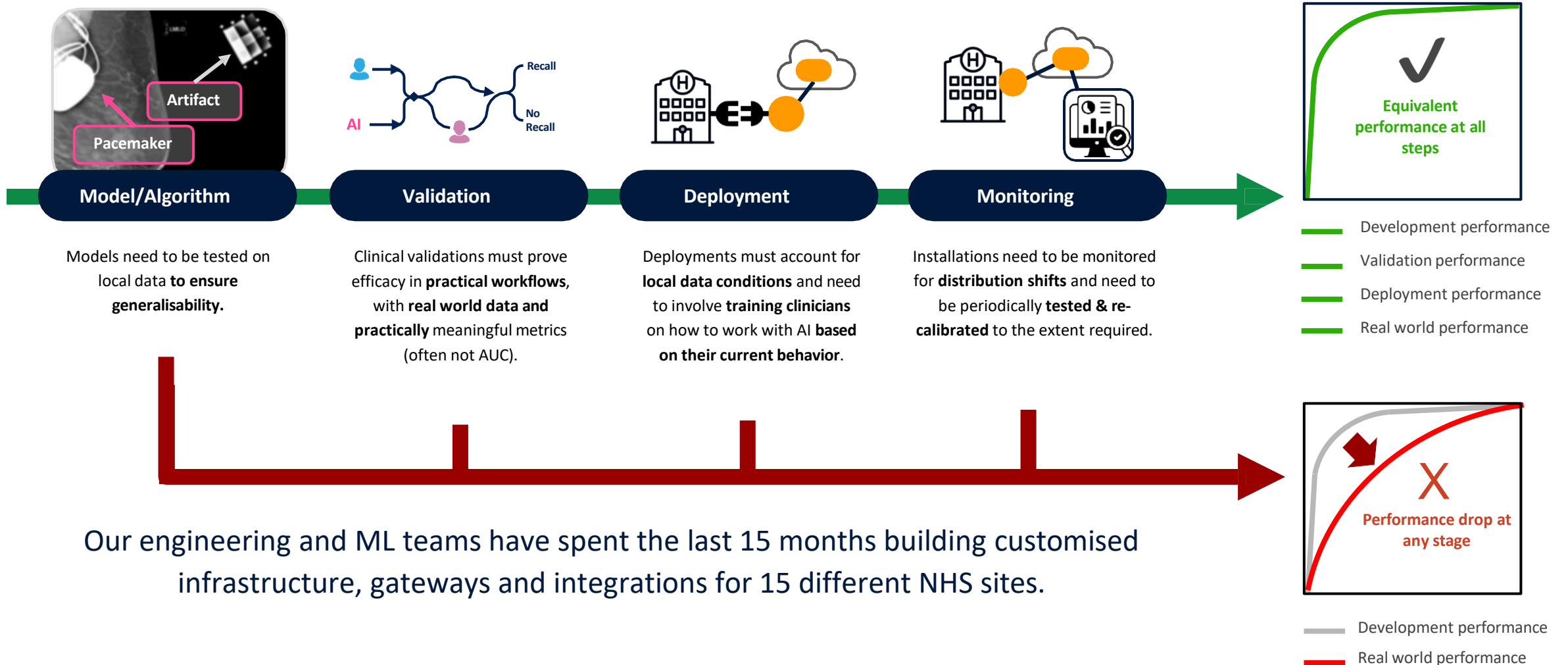
Comparisons

- AI Standalone vs Single reader
- Double reading with AI vs without AI

Evidence type:

- Study/Trial - retrospective, prospective, reader
- Deployment - silent (no impact to care), SOC

The Successful Adoption of AI Requires More than Models





Thank you

Information

www.kheironmed.com

Contact

info@kheironmed.com





Lunch



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The JANAMapp: an Educational Tool for South Asian Mothers



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Angie Doshani

- Consultant Obstetrician and Gynaecologist, University Hospitals of Leicester NHS Trust
- Hon Professor Patient Safety, Loughborough University
- Hon Professor Faculty of Health and Life Sciences, De Montfort University
- Associate Prof Medical Education, University of Leicester

**Accelerating
FemTech**

Prof Angie Doshani

Consultant Obstetrician and Gynaecologist
University Hospitals of Leicester NHS Trust.

Hon Professor Patient Safety
Loughborough University

Hon Professor Faculty of Health and Life Sciences
De Montfort University

Associate Prof Medical Education
University of Leicester

United Kingdom

No conflict of interest



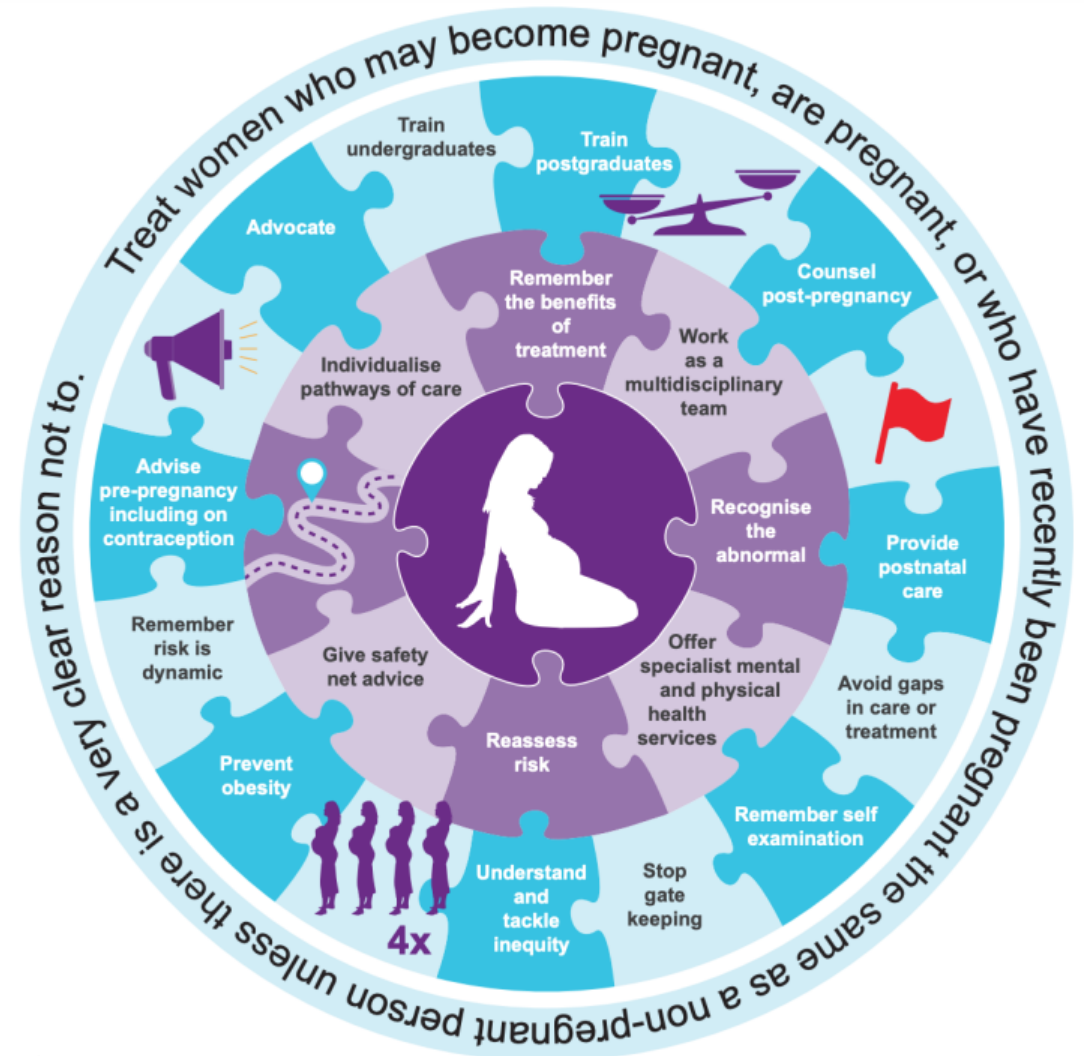




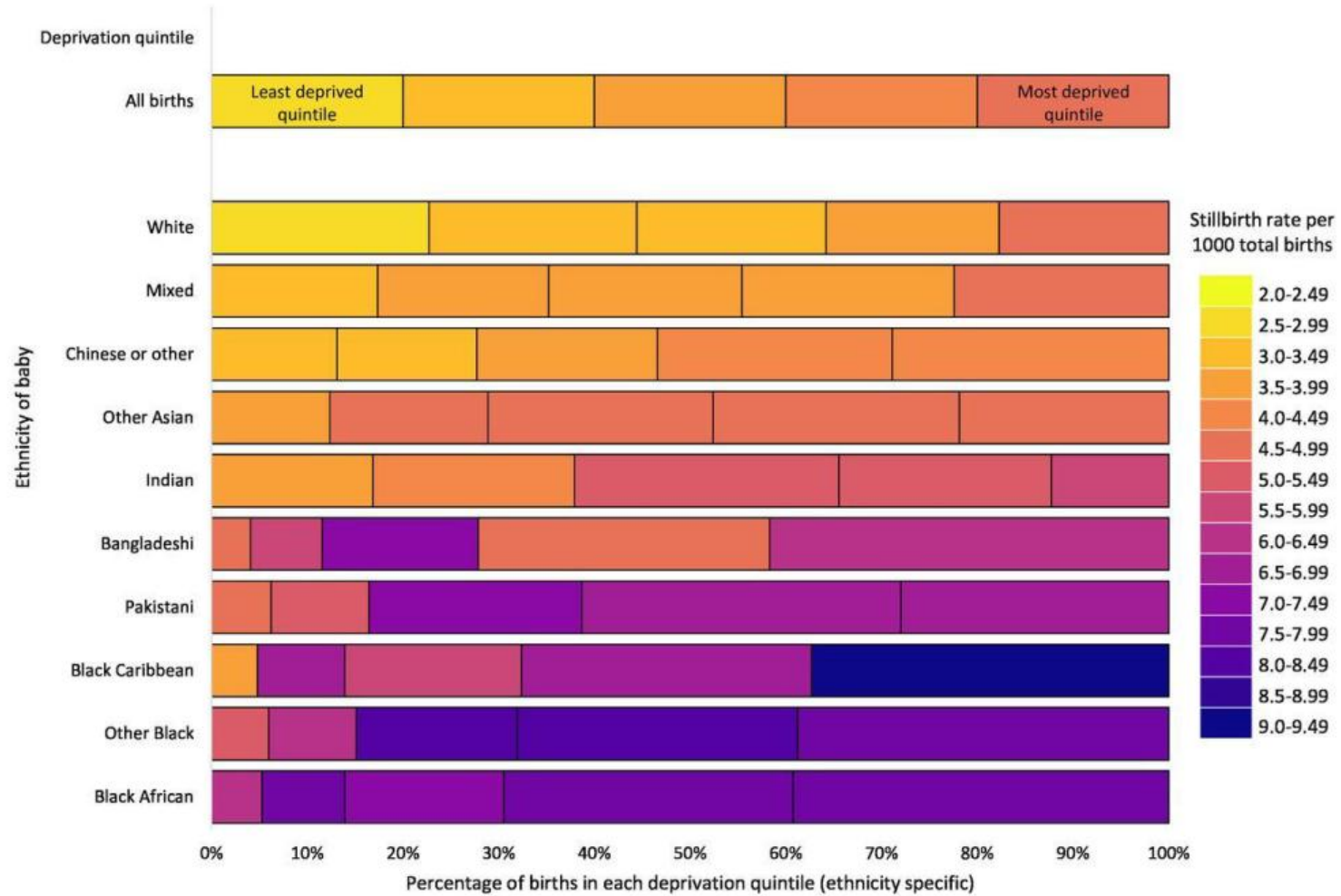
Each year **75000** Babies born

Mums from South Asian background
(Bangladeshi, Indian, Pakistani)

Black and Asian women have a higher risk of dying in pregnancy



Stillbirth rates by ethnicity and deprivation quintile, with bar sizes reflecting the percentage of babies for each ethnicity born in each deprivation quintile, and colours showing the stillbirth rate within these groups.



Ruth J Matthews et al. *BMJ Open* 2022;12:e057412

TRANSLATION SERVICES SPEND



~£65MIL

LEAFLETS

Urdu



LEAFLETS

Punjabi



Punjabi

ਆਪਣੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਨੂੰ ਮਹਸੂਸ ਕਰਨਾ ਇਸ ਗੱਲ ਦਾ ਸੰਕੇਤ ਹੈ ਕਿ ਉਹ ਠੀਕ ਹੈ



ਜ਼ਿਆਦਾਤਰ ਔਰਤਾਂ ਆਮ ਤੌਰ 'ਤੇ ਗਰਭ-ਅਵਸਥਾ ਦੇ 16 ਅਤੇ 24 ਹਫ਼ਤਿਆਂ ਦੇ ਵਿਚਕਾਰ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਮਹਸੂਸ ਕਰਨਾ ਸ਼ੁਰੂ ਕਰ ਦਿੰਦੀਆਂ ਹਨ। ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਨੂੰ ਲੱਤ ਮਾਰਨੀ, ਫੜਕਾਉਣਾ, ਸਰਸਾਰਾਹਟ ਜਾਂ ਘੁੰਮਣਾ ਵਰਗੇ ਕੁਝ ਵੱਖ-ਵੱਖ ਢੰਗਾਂ ਨਾਲ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਜਦੋਂ-ਜਦੋਂ ਤੁਹਾਡੀ ਗਰਭ-ਅਵਸਥਾ ਅੱਗੇ ਵਧਦੀ ਹੈ ਹਲਿਜ਼ਲ ਦੀ ਕਸਿਮ ਬਦਲ ਸਕਦੀ ਹੈ।

ਮੈਨੂੰ ਬੱਚੇ ਨੂੰ ਕਨੀ-ਕਨੀ ਦੇਰ ਬਾਅਦ ਹਲਿਜ਼ਲ ਕਰਨੀ ਚਾਹੀਦੀ ਹੈ?

ਆਮ ਹਲਿਜ਼ਲ ਦੀ ਕੋਰੋ ਨਿਰੀਖਣ ਸੰਖਿਆ ਨਹੀਂ ਹੈ। ਤੁਹਾਡੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਦਾ ਆਪਣਾ ਖੁਦ ਦਾ ਪੈਟਰਨ ਹੋਵੇਗਾ ਜੋ ਤੁਹਾਨੂੰ ਪਤਾ ਲਗ ਜਾਵੇਗਾ।

16-24 ਹਫ਼ਤਿਆਂ ਤੋਂ ਲੈ ਕੇ 32 ਹਫ਼ਤਿਆਂ ਤਕ ਤੁਸੀਂ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਨੂੰ ਵੱਖ-ਵੱਖ ਢੰਗਾਂ ਅਤੇ ਠਹਿਰਾਓ ਨਾਲ ਕਰ ਸਕਦੇ ਹੋ। ਇਸਦਾ ਢੰਗ ਤੁਹਾਡੀ ਹਲਿਜ਼ਲ ਮਹਸੂਸ ਕਰੇਗੀ।

✗ ਇਹ ਸੱਚ ਨਹੀਂ ਹੈ ਕਿ ਗਰਭ-ਅਵਸਥਾ ਦੀ ਸਮਾਪਤੀ ਦੇ ਕੇਲ ਬੱਚੇ ਅੱਟ ਹਲਿਜ਼ਲ ਕਰਦੇ ਹਨ।

✓ ਤੁਹਾਨੂੰ ਪੁਰਸੂਰ ਵਰਿ ਜਾਣ ਦੇ ਸਮੇਂ ਤਕ ਅਤੇ ਪੁਰਸੂਰ ਦੇ ਦੌਰਾਨ ਵੀ, ਆਪਣੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਮਹਸੂਸ ਹੁੰਦੀ ਰਹਿਣੀ ਚਾਹੀਦੀ ਹੈ। ਆਪਣੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਦੇ ਆਮ ਪੈਟਰਨ ਨੂੰ ਜਾਣੋ।

✗ ਆਪਣੇ ਬੱਚੇ ਦੀ ਦਲਿ ਦੀ ਧੜਕਣ ਨੂੰ ਮਾਪਣ ਲਈ ਕੋਰੋ ਰੱਥ ਵਰਿ ਫੜਨ ਵਾਲੇ ਮੋਨੀਟਰ, ਡੋਪਲਰ ਜਾਂ ਫੋਨ ਪੈਪੀ ਦੀ ਵਰਤੋਂ ਨਾ ਕਰੋ। ਭਾਵੇਂ ਤੁਹਾਨੂੰ ਦਲਿ ਦੀ ਧੜਕਣ ਦਾ ਪਤਾ ਲਗ ਜਾਵਾ ਹੈ, ਇਸਦਾ ਇਹ ਮਤਲਬ ਨਹੀਂ ਹੈ ਕਿ ਤੁਹਾਡਾ ਬੱਚਾ ਠੀਕ ਹੈ।

ਜੇ ਤੁਸੀਂ ਆਪਣੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਬਾਰੇ ਚਿੰਤਤ ਹੋ ਤਾਂ ਤੁਹਾਨੂੰ ਸਲਾਹ ਲੈਣ ਲਈ ਅਗਲੇ ਦਿਨ ਤੱਕ ਉਡੀਕ ਨਹੀਂ ਕਰਨੀ ਚਾਹੀਦੀ

! ਜੇ ਤੁਸੀਂ ਸੋਚਦੇ ਹੋ ਕਿ ਤੁਹਾਡੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਅੱਟ ਗਈ ਹੈ ਜਾਂ ਰੁਕ ਗਈ ਹੈ, ਤਾਂ ਤੁਰੰਤ ਆਪਣੀ ਦਾਈ ਜਾਂ ਮੈਟਰਨਟੀ ਯੂਨਿਟ ਨਾਲ ਸੰਪਰਕ ਕਰੋ (ਇਥੇ ਦਲਿ ਦੇ 24 ਅੱਟ, ਹਫ਼ਤੇ ਦੇ 7 ਦਲਿ ਸਟਾਫ ਮੌਜੂਦ ਹੁੰਦਾ ਹੈ)।

- ਇਹ ਦੇਖਣ ਲਈ ਕਿ ਅੱਗੇ ਕੀ ਹੁੰਦਾ ਹੈ, ਕਾਲ ਕਰਨ ਨੂੰ ਅਗਲੇ ਦਿਨ ਤਕ ਰੋਕ ਕੇ ਨਾ ਰਖੋ।
- ਫੋਨ ਕਰਨ ਬਾਰੇ ਚਿੰਤਾ ਨਾ ਕਰੋ, ਜੇ ਤੁਹਾਡੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਅੱਟ ਗਈ ਹੈ ਜਾਂ ਰੁਕ ਗਈ ਹੈ ਤਾਂ ਤੁਹਾਡੇ ਡਾਕਟਰਾਂ ਅਤੇ ਦਾਈਆਂ ਲਈ ਇਸ ਬਾਰੇ ਜਾਣਨਾ ਬਹੁਤ ਜ਼ਰੂਰੀ ਹੁੰਦਾ ਹੈ।

ਮੇਰੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਮਹੱਤਵਪੂਰਨ ਕਉਂ ਹੈ?

ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਵਰਿ ਕਮੀ ਕਦੇ-ਕਦੇ ਇਸ ਬਾਰੇ ਇੱਕ ਮਹੱਤਵਪੂਰਨ ਸੰਕੇਤ ਹੋ ਸਕਦੀ ਹੈ ਕਿ ਬੱਚਾ ਠੀਕ ਨਹੀਂ ਹੈ। ਮਰਿਆ ਹੋਇਆ ਬੱਚਾ ਪੈਦਾ ਕਰਨ ਵਾਲੀਆਂ ਲਗਭਗ ਅੱਧੀਆਂ ਔਰਤਾਂ ਨੂੰ ਧਿਆਨ ਦਿੱਤਾ ਕਿ ਉਹਨਾਂ ਦੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਅੱਟ ਗਈ ਸੀ ਜਾਂ ਬੰਦ ਹੋ ਗਈ ਸੀ।

ਜੇ ਮੇਰੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਦੁਬਾਰਾ ਅੱਟ ਜਾਂਦੀ ਹੈ ਤਾਂ?

ਜੇ, ਤੁਹਾਡੀ ਜਾਂਚ ਕਰਨ ਦੇ ਬਾਅਦ, ਤੁਸੀਂ ਆਪਣੇ ਬੱਚੇ ਦੀ ਹਲਿਜ਼ਲ ਤੋਂ ਅਜੇ ਵੀ ਸੰਤੁਸ਼ਟ ਨਹੀਂ ਹੋ, ਤਾਂ ਇਹ ਜ਼ਰੂਰੀ ਹੈ ਕਿ ਤੁਸੀਂ ਤੁਰੰਤ ਆਪਣੀ ਦਾਈ ਜਾਂ ਮੈਟਰਨਟੀ ਯੂਨਿਟ ਨਾਲ ਸੰਪਰਕ ਕਰੋ, ਭਾਵੇਂ ਪਛਿਲੀ ਵਾਰ ਸਭ ਕੁਝ ਠੀਕ ਸੀ।

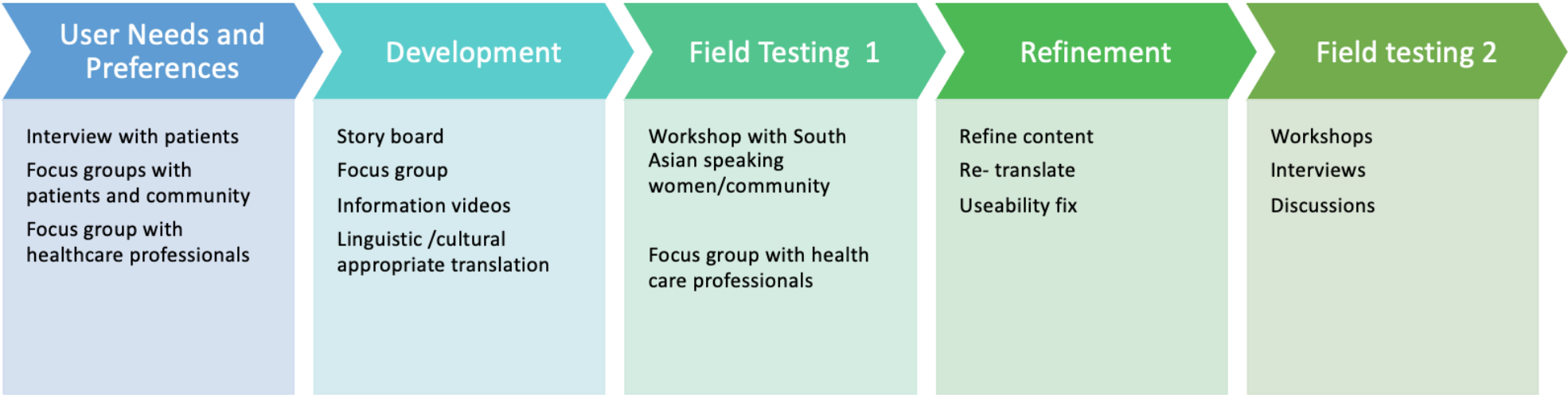
ਕਦੇ ਵੀ ਸਲਾਹ ਲਈ ਆਪਣੀ ਦਾਈ ਜਾਂ ਮੈਟਰਨਟੀ ਯੂਨਿਟ ਨਾਲ ਸੰਪਰਕ ਕਰਨ ਵਰਿ ਵਸਿਕ ਮਹਸੂਸ ਨਾ ਕਰੋ, ਭਾਵੇਂ ਇਹ ਕਨੀ ਵੀ ਵਾਰ ਹੋਵੇ।



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CO-DESIGN METHODOLOGY

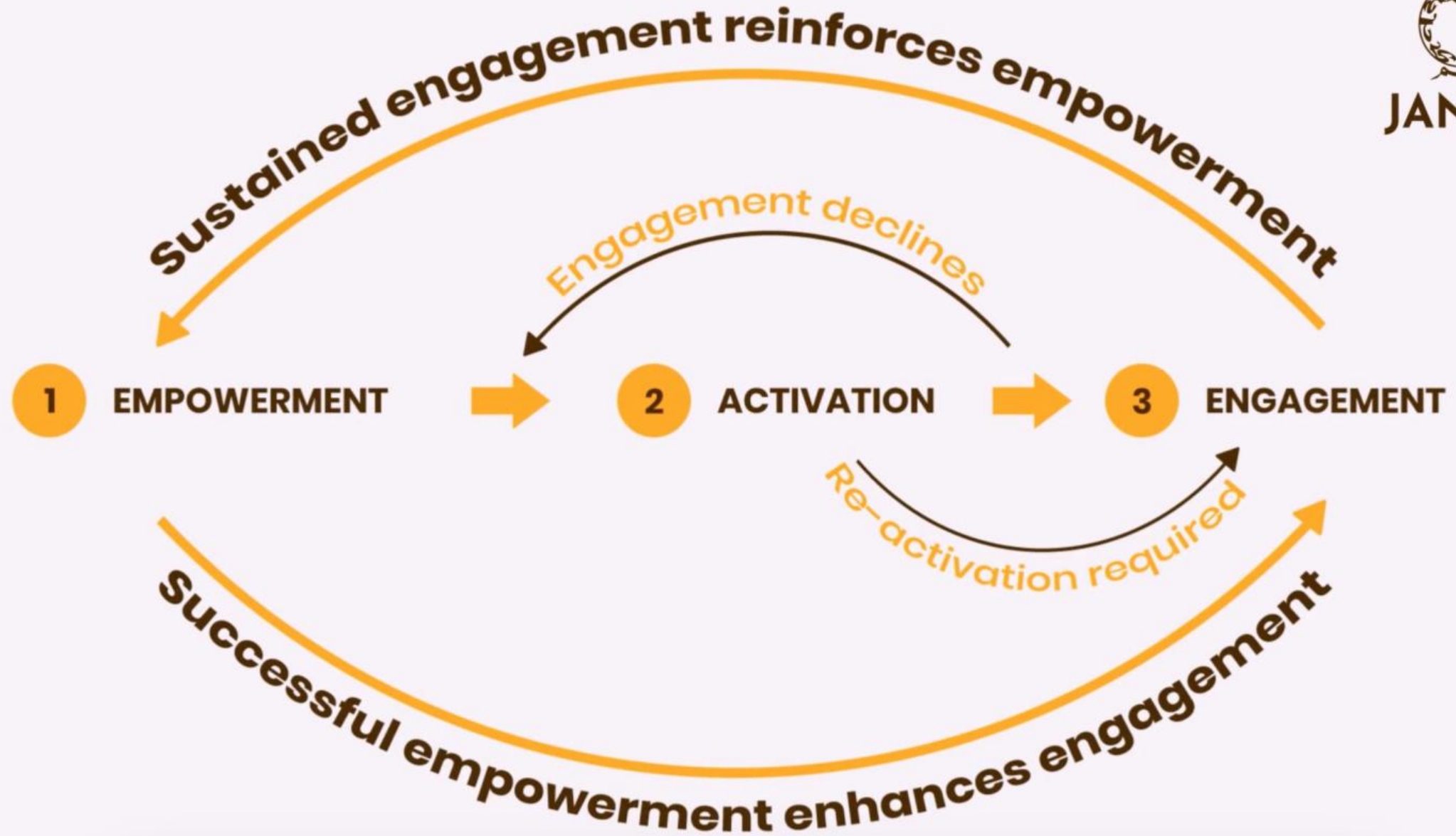


**Culturally Sensitive
Trustworthy Resource
Evidence Based
Linguistically Appropriate
Supporting Net Zero**

In English & 5 South Asian languages





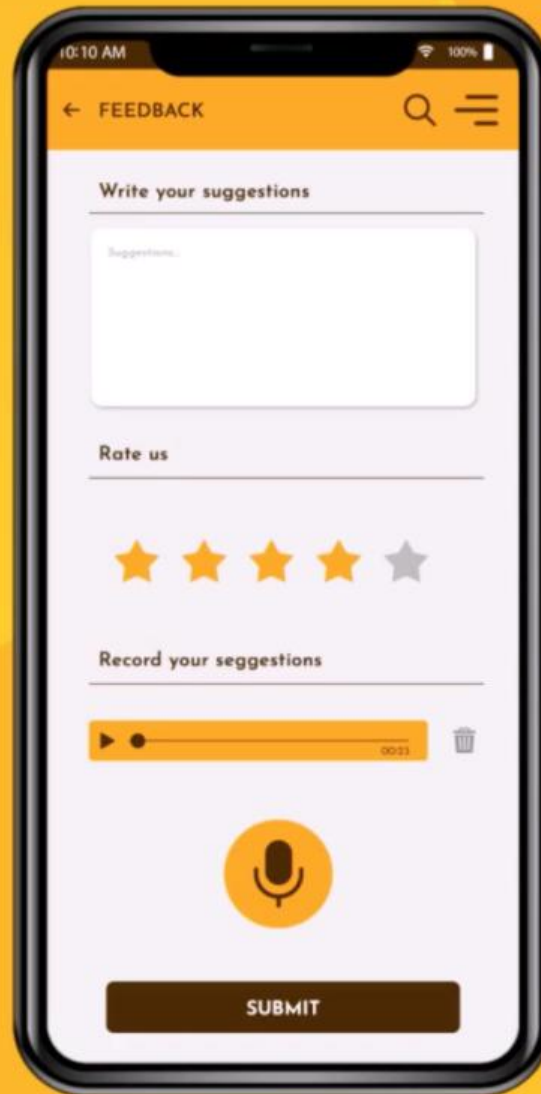


USER JOURNEY FLOW

- ORCHA Baseline approved
 - Apple store
 - Google store



FEEDBACK & ANALYTICS



- **Technology Acceptance**
- **Evaluation of videos**

FEEDBACK & ANALYTICS



Reports snapshot

Realtime

App developer

Overview

Life cycle

Acquisition

Engagement

Overview

Events

Conversions

Pages and screens

Library

read_article

Last 28 days Feb 7 - Mar 6, 2023

CUSTOM PARAMETER	EVENT COUNT	TOTAL USERS
(total) 6 items	133	22
<u>BLEEDING AND SPOTTING</u>	75	19
<u>Is swelling of the feet normal?</u>	23	7
<u>Where can I get some?</u>	19	9
<u>BABIES</u>	9	2
<u>سیف تیشنگ کیا ہے؟</u>	5	1
<u>انقباض کی مشقیں کیا ہیں؟</u>	2	2

- Equality Impact Assessment
- Patient activation measures(PAM)
- Focus Groups

Challenges





JANAM
APP

THANK YOU
info@janamapp.co.uk

- SMw.Jethi Karavadara
- Dr Ceri Jones
- Dr Sameer Nakedar



info@janamapp.co.uk



@angiedoshani



Angie Doshani



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Key Considerations When Developing a FemTech Product

Ollie Croft

**FemTech Mentor and Business Development Engineer, eg
technology**

**Accelerating
FemTech**



Key Considerations When Developing a FemTech Product

Ollie Croft – *FemTech Mentor and Business Development Engineer*

20th June 2023





#1 – Get Personal

A 'one size fits all' approach, for all users, is *not* a solution

AI for positive change

unfabled

FREE DELIVERY ON ALL ORDERS OVER £25

New In Take the Quiz Shop All Brands What's Hot Blog About Us E-Pharmacy

Cycle care curated for you.

Shop bestsellers Take the quiz

Rewards

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FREE DELIVERY ON ALL ORDERS OVER £25

New In Take the Quiz Shop All Brands What's Hot Blog About Us E-Pharmacy

Shop our bestsellers

- fluxies | Body Hot Water Bottle
- WUKA | Period Swimsuit - Light/Medium Flow
- maude | Bum no. 1 Massage Candle - 113g
- FLO | Bamboo Pads with Wings - Combo 15 Pack (10 Day + 5 Night)

Rewards

BABY 2 BODY

About Articles Newsletter Help

Get started

#1 PREGNANCY WELLNESS APP

Personalized wellness plans designed for the female body. Coaching you through fertility, pregnancy, and postpartum.

baby2body.com

The supportive mantras, nutritional and lifestyle tips on the Baby2Body app are helping me feel strong and capable.

I found the app so motivational, it kept me working out a lot longer into my pregnancy than I would have without it. As a result of my body's maintained condition I felt my labour was more manageable than I imagined it would be, and I already feel the benefits in my post-delivery body.

I love how the app is tailored for me! I am seeing positive change in my body and it is making me feel so great inside.

Set personal goals.

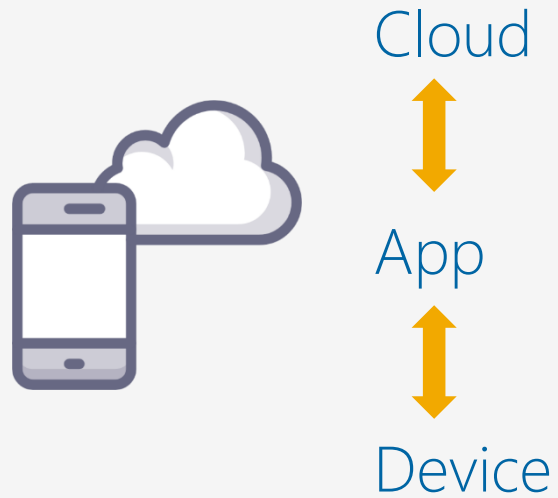
As a team of psychologists and wellness experts, we know the power of goal setting when it comes to staying motivated. We also know that small, daily habits add up to big, positive changes. Our progress rings will help you set goals and visualize your achievements every day.

#2 – Data vs Trust

Empower **don't** exploit

Data Handling and Management

- Safe from cyber security threats
- Protect the identity of the patient

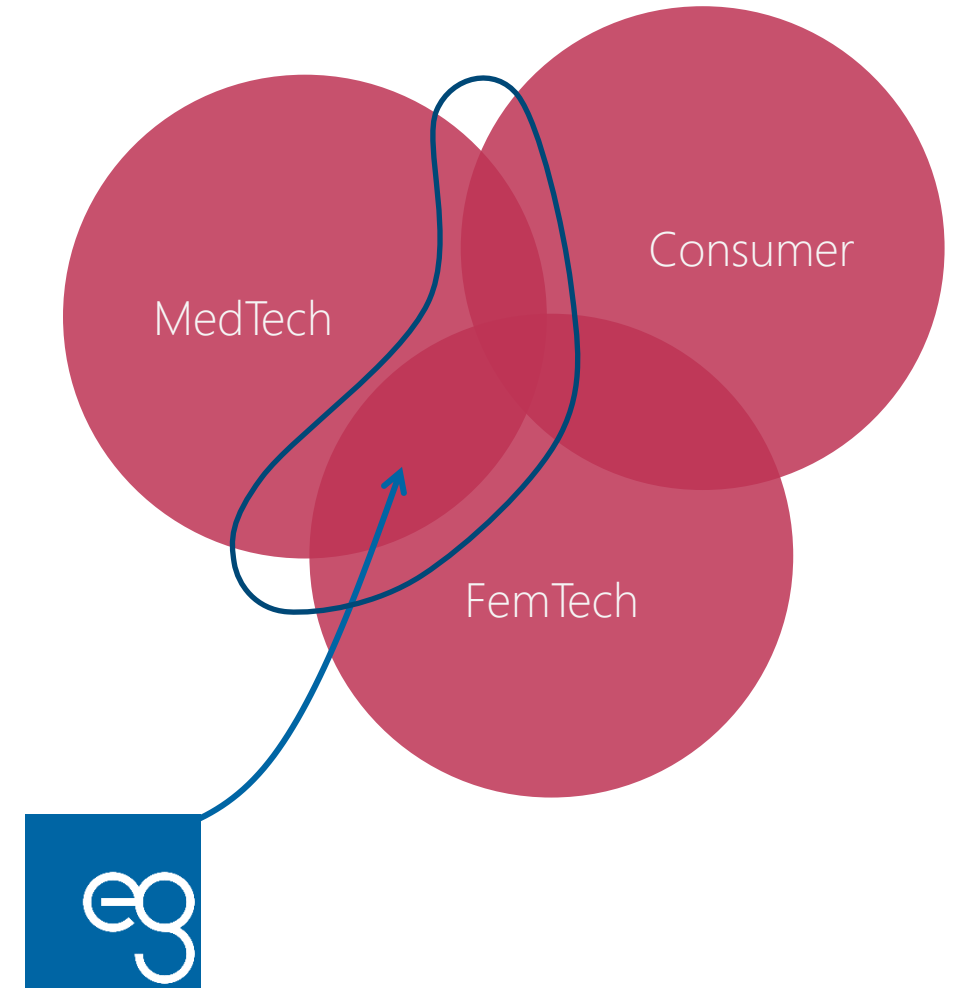


#3 – Cross Industry Regulation

HealthTech, Lifestyle and Well-being Devices

VS

Medical Devices

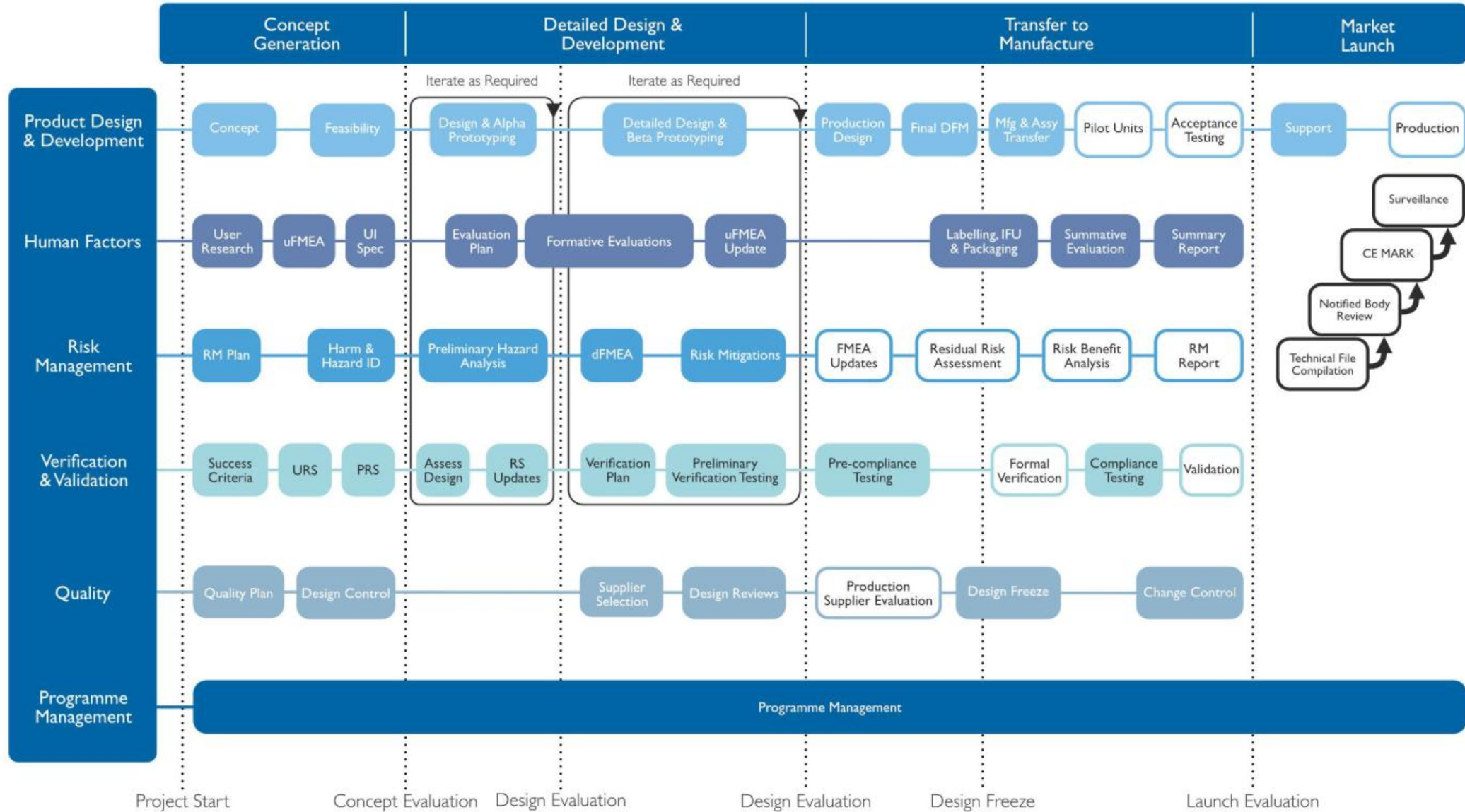


#4 – A Delightful User Experience

The user is *at the heart* of the development, *at every stage*



Product Development Roadmap





ollicroft@egtechnology.co.uk

www.egtechnology.co.uk





The top 3 challenges facing FemTech and what can be done about them

Tabletop networking session



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**Accelerating
FemTech**



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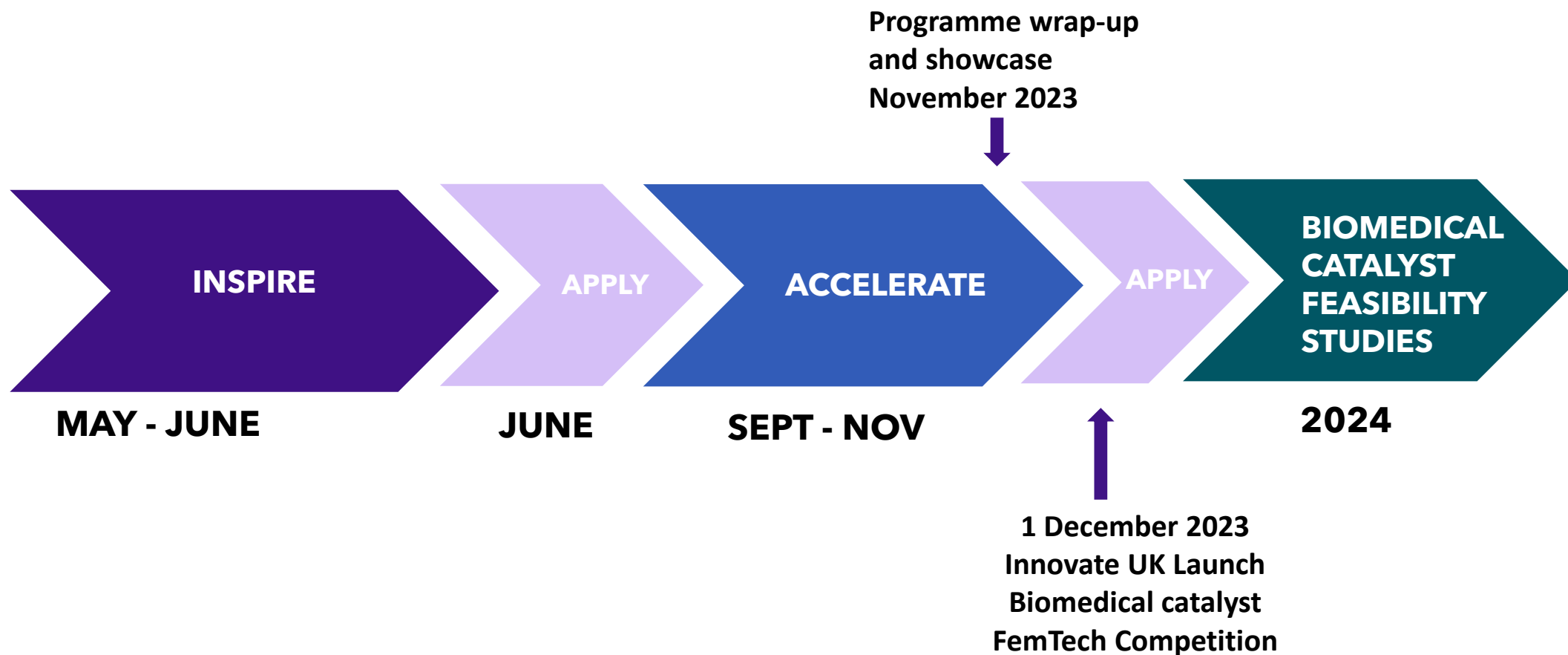
Accelerating FemTech – Opportunities to Get Involved

Anna King

Commercial Director, Health Innovation Network

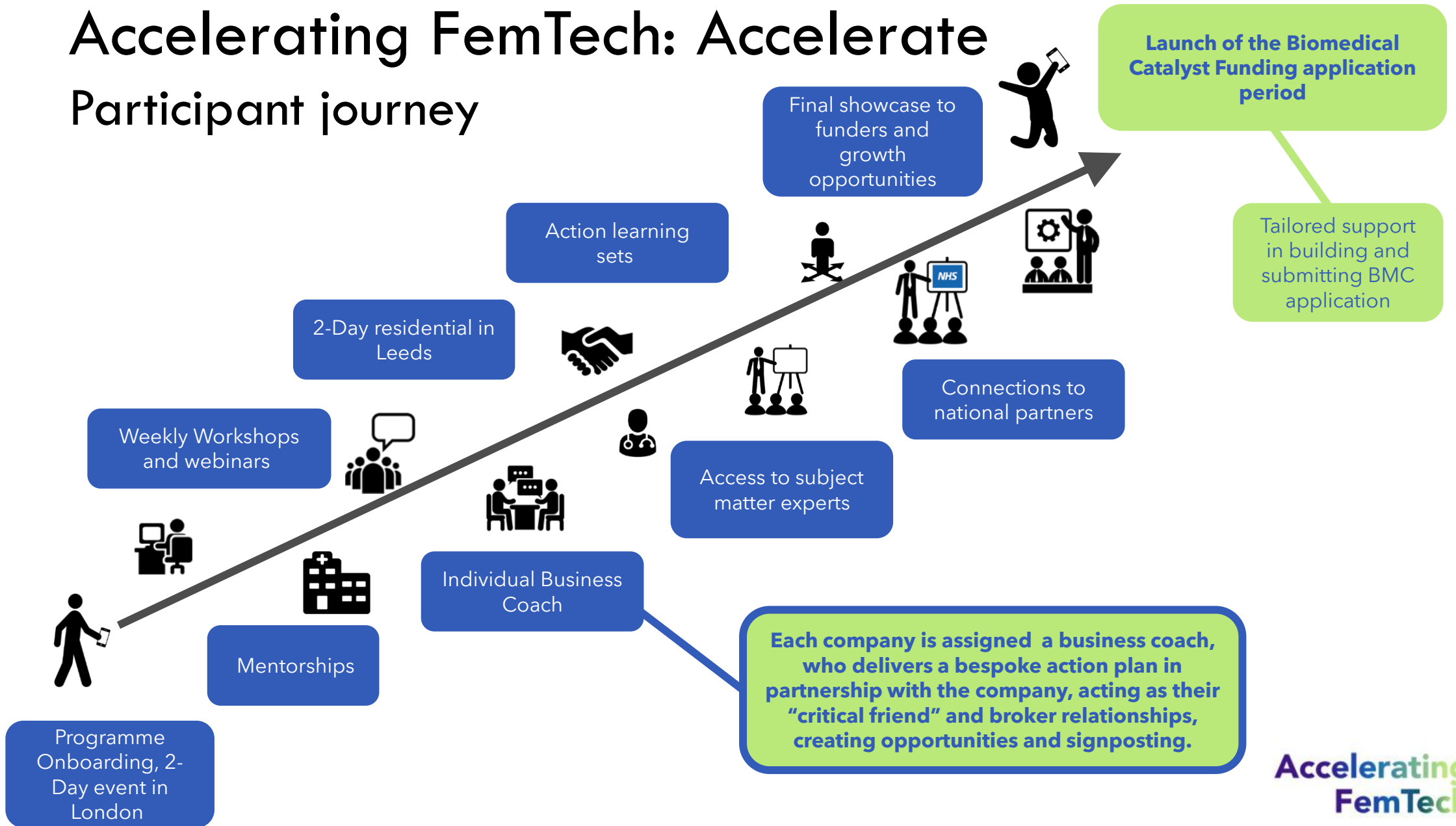
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Accelerating FemTech: Accelerate

Participant journey



Next steps

**Companies
developing
solutions**

*Accelerating
FemTech:
Accelerate APPLY
NOW!*

ALL

Get involved!
Collaborate,
partners, test and
innovate....



<https://healthinnovationnetwork.com/projects/accelerating-femtech/>

**Accelerating
FemTech**

Find out more

Applications for the *accelerate* programme close 23:59
Sunday June 25.

Find out about other Accelerating FemTech events and
apply to the Accelerator:

