



PRODUCT PILOT

norma

Norma is a digital psychosexual health platform offering expert-led intimacy education through online sexual wellbeing workshops.

Norma's overall mission is to increase access to accredited sex therapists. One of their key goals is to address genito-pelvic pain/penetration disorders (GPPPDs), such as vaginismus and dyspareunia, by delivering evidence-based educational tools.

Norma's online workshop programme combines insights from psychology, psychosexual therapy, breathwork, and pelvic floor physical therapy to support individuals in managing their conditions and improving their sexual wellbeing.



Gráinne Byrne, Founder

About Femtech @ HIHI

FemTech focuses on women's health from birth to death and includes areas such as adolescent health, fertility, menstruation, menopause, gynaecological health, pregnancy, cancer, mental health, female wellness and health conditions that affect women disproportionately.

Health Innovation Hub Ireland's FemTech initiative, FemTech @ HIHI, will stimulate and support the development of high potential new products, services and start-ups. This will impact the health and wellbeing of 50% of the Irish population, create a geographical FemTech focus and build an ecosystem of experts and entrepreneurs supporting, driving and innovating. There will be a unique pathway of access to clinical, research and business expertise.

FemTech entrepreneurs will have access to critical research expertise through University College Cork Innovation and business and enterprise support will be provided through our FemTech Advisors. Clinical expertise through a partnership with the Ireland South Women and Infants Directorate will provide invaluable access to discipline specific clinical teams.



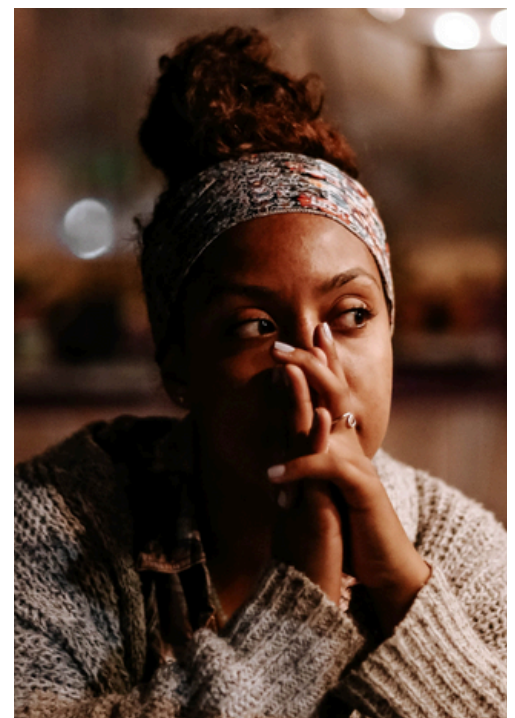
The Healthcare Challenge

GPPPDs affect 1 in 5 people with vaginal anatomy, causing chronic pain and discomfort during activities like intercourse, tampon use, and intimate medical exams.

These conditions are underdiagnosed and undertreated, with no universally accepted treatment approach.

The stigma and lack of formal education among healthcare providers exacerbate the issue, leaving patients without adequate support.

Consequently, many individuals with GPPPDs suffer from mental health issues, poor quality of life, and dissatisfaction with their sexual wellbeing.



The Healthcare Solution



Norma's innovative solution is a digital educational programme designed to provide accessible, evidence-based support for individuals with GPPPDs.

The programme delivers online workshops that offer psychosexual education, breathing exercises, and pelvic floor therapy. It aims to help participants understand their condition, manage pain, and improve their sexual health.

The programme is built around three pillars:

- Mind: Cognitive therapies and psychosexual education.
- Breath: Techniques for mind-body awareness and relaxation.
- Body: Pelvic floor exercises and anatomy education.

HIHI Role

Health Innovation Hub Ireland (HIHI) played a key role in supporting the pilot project. HIHI provided expertise in clinical research, helped design the pilot, and facilitated participant feedback.

HIHI also ensured that the programme was aligned with healthcare needs through surveys and interviews, contributing to the programme's continuous improvement.

HIHI's involvement helped validate the programme as a credible, research-backed initiative in the health sector.



Outcome Report

The pilot demonstrated that Norma's programme could positively impact the sexual wellbeing and condition management of individuals with GPPPDs.

Participants reported improvements in their understanding and confidence in managing their symptoms.

The report's findings indicated strong user satisfaction, highlighting the potential for the programme to complement traditional treatments.

Recommendations for future improvements included offering more inclusive content and exploring partnerships with healthcare providers and insurers to expand the programme's reach and impact.

Testimonial

"HIHI was instrumental in our end-to-end mixed methods research project, which assessed the impact of our educational tool on genito-pelvic pain conditions.

Their exceptional guidance throughout the research process provided us with a robust evidence base that was crucial for validating our approach prior to securing partnerships.

We are grateful for the opportunity to collaborate with such a dedicated team that shares our passion for innovation in health, particularly in the FemTech sector."

Gráinne Byrne, Norma founder



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