



## CLINICAL EVALUATION STUDY



Support To Rise  
Aids transitioning to seated position

Support To Rise is an Irish women's health innovation company founded by Hazel Rossiter following her own challenging recovery from an emergency C-section. Motivated by the lack of practical mobility aids for new mothers, Hazel Rossiter designed and launched the Support to Rise Strap, now a CE-marked Class I device.

The company's mission is to help women regain independence, confidence, and comfort during the early postnatal period.



Hazel Rossiter  
Founder

## About Femtech @ HIHI

FemTech focuses on women's health and includes conditions that affect **women only** such as fertility, menstruation, menopause, gynaecological health; conditions that affect **women disproportionately** to men (neurological, autoimmune conditions, osteoporosis etc) and conditions that affect **women differently** to men (heart disease, osteoporosis etc).

Health Innovation Hub Ireland's FemTech initiative stimulates and supports the development of high potential new products, services and start-ups. Impacting the health and wellbeing of 50% of the Irish population and is building an ecosystem of experts and entrepreneurs supporting, driving and innovating in women's health.

Femtech @HIHI provides access to key clinical experts through our partnership with Ireland South Women and Infants Directorate (CUMH) and supports development of new products at idea stage, prototype stage and delivers pilots of market ready products.



## The Healthcare Challenge

Post-C-section recovery is physically demanding. In Ireland, approximately 35–40% of births are by C-section, a major abdominal surgery involving significant postoperative pain and mobility limitations. New mothers often struggle with tasks such as getting out of bed, sitting upright, or repositioning themselves - movements that heavily

rely on core muscles affected by surgery.

The emotional impact is equally important. Early motherhood demands independence, particularly during night-time care. Without support tools, new mothers often feel vulnerable and anxious about moving on their own.



# The Healthcare Solution



The **Support to Rise Strap** provides a simple, clinically aligned mobility aid that enables women to rise or reposition themselves safely after abdominal surgery. Designed for use on either leg, the strap features:

- A secure handle for controlled, arm-driven movement.
- A firm, non-stretch strap that avoids unsafe “give.”
- Adjustable Velcro for comfort and body changes (e.g., fluid retention).
- Low-cost, washable materials suitable for home or hospital use.

Its core function is to **transfer effort from the abdominal muscles to the upper limb**, reducing strain at a time when abdominal tissue is healing.

Key benefits include:

#### Clinical Benefits

- Reduced abdominal strain during movement.
- Support for early mobilisation consistent with ERAS guidelines.
- Increased stability and controlled rising from bed.

#### Emotional Benefits

- Restored independence and reassurance.
- Increased confidence during night-time movement when alone with the baby.

## HIHI Role

The product has been tested through structured clinician engagement facilitated by Health Innovation Hub Ireland (HIHI), including a senior physiotherapist interview (Dublin) and a multidisciplinary focus group (Galway).

HIHI provided structured, impartial evaluation support by:

- Coordinating the clinical engagement sessions.
- Recruiting relevant physiotherapists, midwives, and OTs.
- Moderating discussions and ensuring accurate, anonymised data capture.
- Conducting qualitative analysis and producing the final clinical feedback report.

This process enabled Support to Rise to receive high-quality, clinically grounded insights to guide product refinement and market positioning.

## Outcome Report

### Strong Clinical Validation

Clinicians agreed the strap is safe, intuitive, and clinically aligned with real-world C-section recovery needs. It effectively reduces core load and aids mobility when patients need it most.

### Clear Confirmation of Market Need

The device directly addresses a widely recognised but unmet need in Irish maternity care: providing women with a practical tool to mobilise safely with minimal staff dependency.

### Refined Target Market Focus

Clinicians recommended narrowing initial branding and marketing to post-C-section use, where the evidence and clinical need are strongest. This targeted approach builds credibility before expanding to broader postoperative applications.

### High Emotional and Psychological Value

Clinicians emphasised that beyond physical assistance, the product offers significant emotional reassurance, helping new mothers feel safer and more autonomous—an important differentiator in postpartum care.

## Testimonials

*"Health Innovation Hub Ireland (HIHI) made it possible for Support to Rise to bring our post C-section mobility strap to mothers who need it. Their guidance, connections and belief in my mission turned innovation into impact. Thanks to their collaboration, I was able to bridge the gap between innovation and impact, empowering new mothers with a tool that supports recovery, independence and confidence after C-section surgery. I am very grateful for their support in helping empower women on their recovery journey."*

*Hazel Rossiter,  
Founder, Support To Rise*