

Focus on FemTech

Evolution and Revolution in Women's Health



Welcome

by Tanya Mulcahy, Director and Founder of FemTech at Health Innovation Hub Ireland.

You are very welcome to our inaugural 'Focus on FemTech' Newsletter. This is the first of a series of newsletters that will be published quarterly to keep you updated on all things FemTech related in Ireland.



Since the launch of the FemTech initiative in November 2022 there has been significant interest and engagement with our activity. We were delighted to have the endorsement of the Department of Health, the Health Service Executive, Enterprise Ireland and the Department of Enterprise, Trade and Employment who recognise the importance of a focus on the health of Women in Ireland and internationally.

There has been a flurry of activity at HIHI FemTech HQ with a number of key forum gatherings and events already under our belt. I invite you to read all about them on page 8. We have a number of upcoming events that you can be a part of (detailed on page 9) and we continue to seek out individuals, companies, researchers and industries who are making a contribution to the Women's Health space through their work. Check out our 'call to action' on page 9 to find out more about being part of our network and learn more about our dedicated FemTech Innovation Call launching on 20th October 2023 on page 10 & 11.

We hope you enjoy this edition of the newsletter which gives a taste of the broad range of activity in Ireland currently. Thank you for being part of the evolution and revolution for Women's Health.

Tanya

Newsletter Highlights

A Message of welcome from our Director
Dr. Tanya Mulcahy

Founder Focus
Meet Marian Kennedy
Founder of PPR Healthcare

Research Focus
Prof. John Cryan
VP for Research & Innovation at UCC

Industry Focus
Cormac O'Sullivan
Vice President IC R&D at Movano Health

Read about our activity to date

Find out what's coming up in the FemTech Calendar

Get involved with our Network

Expand your knowledge of the FemTech space with our quick 'Read, Watch & Listen' guide.

Learn about our dedicated Fem-Tech call launching October 2023

Founder Focus

Marian Kennedy Founder of PPR Healthcare

Can you tell us a little bit about you and the origin story behind founding PPR Healthcare?

I'm from Clonmel in county Tipperary, I'm the Mum of four, including newborn twins and actually my story really started with the birth of my first child in 2015. She was 9lbs 4oz when she was born and I had vaginal tears after her birth.

After your first birth, you don't know what your body is going to go through and I just found it really hard to take care of my wound hygienically. I was the first of my friends and family to have a baby so I was looking to "Doctor Google" for everything.

I was in a lot of pain and discomfort, sitting, trying to go to the toilet and I was at home one day trying to make some homemade relief pads with ointments but I was conscious that I didn't know how much to put in. I dropped a full glass bottle of an ingredient on the floor, woke the baby and I thought to myself "surely there's something out there like a ready-made spray that I could try?" but there wasn't anything targeted on the market at that time.

I thought about the idea for a while and kept thinking about how it would be great to have something that I could rely on safely where I was sure that the ingredients and the measurements were the right ones to ensure the highest return on recovery and out of that came the idea for the product line - 'anewmum'

Tell us about your product? How did the idea develop over time?

I actually have two products in the line right now, both at different stages of development. Our 'Comfort Mist' spray product which was developed in direct response to what I was looking for at the time of my own experience will launch in October 2023 and will be available online and over the counter in Pharmacies across Ireland. It's a unique formulation that supports the healing, cooling and soothing of the vaginal and perineum area.

I have a second product that can be worn by women after birth to give relief and promote healing the in vaginal and perineum area. That product would be considered a medical device so it's a longer road to bringing that product to market. It's still in the research and development phase right now but hopefully the success of the spray product will generate sufficient revenue to support the ongoing development of my second product.

"I thought to myself, surely there's something out there? But there wasn't"



What have been the biggest challenges along the way?

There have been so many challenges in setting up the business. It's been a massive learning curve. First of all, I'm not a scientist. My background is in business and finance so there was a lot of new territory for me to navigate the research and development side, the ingredients, formulations. I've had to learn fast and find the right people to ensure that the highest level of scientific knowledge is going into the products. With the support of Enterprise Ireland, we have been working with the Shannon Applied Biotechnology Centre here in Ireland.

From a business perspective, Brexit had a huge impact in terms of affecting shipping and handling through their ports. Also, the surge in hand sanitiser production during Covid meant that minimum order quantities for bottles and containers quadrupled. Even the war in Ukraine has had a significant impact on the costs associated with the business but when you have a product ready you just think "if I don't get it out now, I never will" so we're just pushing through to the launch.

What has really helped you on your journey so far?

My family have been an incredible support to me and it's been great to have them on the journey so far. I've also been lucky to have had so much support and validation for what I've been doing along the way from supporting bodies here in Ireland.

From my first win at the Enterprise Ireland's 'Fueling Ambition Roadshow' to winning the 'Young Entrepreneurs Award', participating in the 'Enterprise Ireland New Frontiers Accelerator Programme' and then being awarded the 'Competitive Start-up Fund' via the 'Innovate Programme' at the Guinness Enterprise Centre, it's been a very supportive and encouraging environment to be part of.

I have a fantastic mentor from Enterprise Ireland which has been a real game changer for me. It's so important to have that mentorship and support, especially when you're a small operation, or in my case operating alone. You don't have people to check with and get advice from across the office desk so knowing that I have people I can pick up the phone to for advice is invaluable to me and my business.

I've also received fantastic help from Health Innovation Hub Ireland (HIHI). Through HIHI and Cork University Maternity Hospital I got to attend a 'Focus Group' and present my ideas and my product in real time and in front of medical professionals. I mean, as a founder of a company developing a women's health product, how long would it take to get access to Consultants, Women's Health Physiotherapists, Midwives Biologists and Nurses?

It was phenomenal to have them in one room and to have the opportunity to get their feedback, a lot of which has helped me to move the product along and to address elements that I hadn't considered from the healthcare professionals point of view. In addition to the advice and feedback on the day, I've been able to go back to some of those professionals at different points for their advice and direction. Then to be announced as one of the HIHI 'One to watch' list was just brilliant, it was a great PR piece for us.

Your story is particularly inspiring because it was actually your personal experience that resulted in you setting up your company. Do you think that brings something unique to your business?

Yes. I think for me it was all about addressing the 'pain point' because I know what I felt at the time when I had my daughter and then I knew from connecting with other mothers that they felt the same and had the same problems and experiences.

I'm coming from a place of wanting to help other women whereas, I suppose for others, they may have seen a gap in the market or they can see a curve and they think oh, this is an opportunity to make money. I genuinely just want to help other women and it's just fantastic if I can make a successful business out of it at the same time.

In the future, my ambition is to have a full website alongside my products that would act as a support for women, a type of 'phonebook' or a place where women could go for support from knowledgeable professionals. There are so many professionals lactation specialists, nutritionists, postpartum people that want to help women. A resource like that would be fantastic

What would be your biggest piece of advice for someone who is considering founding a business to bring a new Women's Health product to market?

My number one piece of advice is to know your market. If you don't know your market, you don't know anything. Do your

"My number one piece of advice is, know your market. If you don't know your market, you don't know anything"

research and do it well. Then I'd say, be open to feedback. In the beginning, I knew I had something but it was great to get the validation from other people by getting feedback and listening to people's advice. Finally, as my Mother would say "open your mouth". Don't be afraid to ask questions or to ask for help because someone will either help you or they'll put you in touch with someone who can.

What's the next big milestone for your company?

The spray product launch will be in October. It's been a long time coming and the fact that it's kind of on the doorstep now is really exciting. I'm looking forward to seeing it on the shelves. It will make all the years of hard work and persistence worth it. Then it will be back to focusing on the developing the second product. The dream is to make my brand a global brand and one that is associated with the highest levels of scientific research. The work never stops but I'll get there.



The aneumum product line will be available from selected pharmacies and directly from www.aneumum.com from October 2023

Inspired by Marian's story?

Do you have an idea for a new product or service relevant to the woman's health space?

Do you need help in navigating the path to bringing your product to market?

Contact FemTech at HIHI today to learn about the supports available to you.

<https://hih.ie/engage/femtech/>

Learn more about aneumum at: www.aneumum.com



Researcher Focus

Professor John Cryan
VP for Research &
Innovation at UCC and
Principal Investigator at
APC Microbiome Ireland

What exactly is the microbiome?

The microbiome is the trillions of microbes that we have in and on our bodies. Most studies are on the gut microbiome because that's has the largest amount, but the microbiome also includes the viruses, fungi, archaea (a group of micro-organisms that are similar to be distinct from bacteria), and other components which are less well known and less studied. I'm a neuroscientist, so I'm particularly interested in how the microbiome shapes brain function and behaviour.

Is there a difference in how the microbiome behaves or impacts on women in terms of their health?

Sex differences are fundamental to our understanding of many of the disorders that I work on and the impact on the microbiome is no different. Initially it was thought that there was no difference between the microbiome of men and women but now we know that there is a difference, albeit subtle. That difference may become more significant and more defined over time as research progresses of course.

What we do know for certain is that there is a very strong relationship between various hormones and the microbiome. In terms of women's health, this might impact significantly on our understanding of female hormones in health conditions and hormonal changes for women across the lifespan.

What's particularly interesting for me from a Women's Health perspective, is that many of the disorders that I'm interested in are much more prevalent in women than in men. We see examples of this ranging from irritable bowel syndrome to stress related disorders like anxiety, depression, all the way to immunological

and degenerative disorders such as Multiple Sclerosis and Alzheimer's. We don't yet fully appreciate the reason for this. Some of it may be due to longevity, in that women simply live longer than men, but we believe that it's more complex than that. In all of these disorders we now know that the microbiome is playing some role in the pathophysiology of the disorders and potentially may inform the therapeutic options to treat these conditions in women.

Does the microbiome behave differently for women across the lifespan?

Yes, definitely. We know that **Early life** is a really critical time for the microbiome. During the first two to four years we know that it shapes the developing immune system. **Post puberty**, we reach a life stage where we can see the early emergence of some mental illness such as anxiety disorders and eating disorders which are more prevalent in young women than in young men. Nutrition plays a vital role here. Because the microbiome is so tightly linked to our diets and our diets regulate our microbiome we need more evidence about how the microbiome could be playing a role there. It's an area of study that could be really important.

During **Adolescence**, we know the microbes play a critical role in the brain in regulating a type of brain cell called 'Microglia'. These are the brain cells which are like scissors or pruning tools and during adolescence these cells basically say "*what do we need to keep and what do we need to get rid of into adulthood?*" This is all happening during the teenage years. This 'pruning' activity is key and we know that the microbiome is keeping the microglia 'sharp' or 'blunting' them in different ways. This really highlights the importance of the microbiome at this life stage.

We also know that this extends well into the **early adulthood**, into the early 20s, so that this pruning still occurs until the early 20s. We've been studying this also in relation to binge drinking, for example, and diets that can affect the microbiome and also have effect on behaviour.

Then into the **childbearing years**, of course, there's a lot of focus on pregnancy and making sure that the microbiome is optimal for handover from the mother to the baby at birth. Various factors, whether it's stress, diet and nutrition, infection or gestational diabetes, will all impact the Mother's microbiome and this is all handed over to the infant.

There has been some work in Fertility and the microbiome, mainly in the context of stress management. I spoke a couple of years ago at an international Fertility conference to a group who were very excited about the microbiome and how it may play a role in the success of IVF and other fertility interventions.

"What we do know for certain is that there is a very strong relationship between hormones and the microbiome"

Then of course there is growing evidence in certain disorders like Endometriosis for example and other female specific disorders where the microbiome could be playing a role.

This goes on then into **older adulthood**. As we age, unfortunately, our microbes start to deteriorate and become less diverse. For brain health, which I'm particularly interested in, this can have harmful effects. This is particularly relevant for women as women live longer and so therefore there is more opportunity for this deterioration to have more of a negative impact. It can have impact on the emergence of degenerative disorders or cognitive deterioration which, as we've discussed already, disproportionality effects women.

It sounds like the impact of our microbiome is as influential on our health as our genetic profile is known to be. Would you say that's really the case?

Yes, and what's really interesting is that we spend billions each year trying to understand genetics and what our genes do but actually, in terms of genetics, the only thing we can do is blame our parents and our grandparents for our genetic code. What we are offering people with our emerging understanding about the microbiome however, is some agency over their own health. We're giving them the ability to dynamically shape the profile of their microbiome and, in doing so, shape the profile of their health. For example, we've recently released a paper which examined the effects of what we've coined the 'Psychobiotic Diet' on people who are sensitive to stress. The psychobiotic diet is one high in fibre and in fermented foods. Although it was a relatively small study, the results were impressive. Those who followed the psychobiotic diet had a 32% reduction in perceived stress.

How close are we to translating some of the fascinating discoveries about the microbiome into advancing clinical practice and informing new breakthrough innovations?

We're actually already seeing how the microbiome impacts on the clinical management of disease and disease processes. We know, for example, that the efficacy of certain checkpoint inhibitors (a form of immunotherapy) in cancers are dependent on the microbiome. This means that if you've taken certain probiotics or antibiotics and you go on a checkpoint inhibitor, it's not going to work. There is also emerging consideration around pharmaceutical interactions. We know that around 25% of medications in pharmacies interact directly with the microbiome, so there is already knowledge out there that is impacting on clinical practice or is in the awareness of Medical Practitioners.

"What we are offering people with our understanding about the microbiome, is some agency over their own health."

The 'efficacy' of medications is a really big area but there is also a lot to show about how the Microbiome contributes to symptoms and side effects. We're now learning about how the microbiome is contributing to 'chemo brain' and is causing some of the side effects of chemotherapy on cognition, 'brain fog' etc. That's an interesting one, as there are gender differences here, and this could become very relevant to Women's Health in the future given that 'brain fog' is also a symptom of Menopause.

If we were to fast-forward into the future, how could you envisage our knowledge about the microbiome impacting on how we live our lives or how we receive healthcare?

There are all sorts of ways in which knowledge about the microbiome might shape our lives in the future. We may see a future where we have complex stool sampling built into our domestic toilets which can give us real time data around the status of our microbiome and can prompt us into action around our diet.

We may see a future in healthcare where acute mental health units provide their patients (two thirds of which are likely to be women according to data) with 'Designer Food' to adjust the microbiome and consequently, positively impact on their mental state. The data suggests that this is exactly what we should be doing but like the domestic 'smart toilet' these developments are down the road for now.

Is there something specific that you and your team are working on right now at UCC that might inform future clinical practice or inform novel treatment development?

We're looking at many aspects of the microbiome in our research. One example is a discovery we made of a specific Bifidobacteria that has beneficial effects on glucose metabolism and on stress hormone levels. This is something that could have a huge benefit to people who are 'sub-clinical' (not yet needing significant management) but who are a little bit overweight and a little bit stress sensitive. We're doing more human studies on this now and I think this could have real significance in the future in terms of offering early or preventative intervention. It's a fascinating area of study and I'm very proud of the work we're doing at UCC to pioneer new research.

Want to know more about John's research?

Learn more about APC Microbiome Ireland by visiting their website: www.ucc.ie/en/apc

Are you currently conducting research in the Women's Health space or are you undertaking research that could have an application for Women's Health? Participate in our mapping activity to highlight the work currently active in Ireland

Email us at info@hih.ie and register your work.

Industry Focus

Cormac O'Sullivan Vice President IC and R&D at Movano Health

Can you tell me a little bit about your company Movano Health?

Motivated by our belief that health data should be accessible and actionable for everyone, Movano Health is developing wearable solutions at the intersection of medical and consumer devices that empower people to take ownership of their health through trustworthy data and relevant insights.

The foundations of our technology leverages medical-grade data with machine learning to recommend strategies for behavior change to help consumers improve health outcomes over time, opening opportunities for direct to consumer and business to business use.

What kind of products are you developing?

We're launching our first product, the Evie Ring to in the US market. Evie is a smart ring designed for women's health and measures health and wellness metrics including HR, SpO2, sleep cycles, activity levels, and menstrual cycles. The app experience is personalised to the user based on their specific health goals and focused on providing healthy ranges rather than scoring activity or health performance. Evie also provides custom insights that draw data-based connections between how someone is feeling and their health data. And it's designed to be flexible to accommodate swelling throughout the day and night without compromising on style.

We're also pursuing another initiative - building the smallest ever patented Radio Frequency-enabled sensor designed for blood pressure and glucose monitoring. We are currently conducting clinical trials on cuffless blood pressure and non-invasive glucose monitoring using our proprietary technology and algorithms, and plan to implement the technology in future medical devices.

A lot of these metrics sound like the types of data that men might want to track too, so why focus on the Women's Health market?

Well, it is a really interesting space, for so many reasons. When we started to dig into the state of wearables today, we quickly

"Women's Health is no longer seen as the 'niche market' it was once considered to be"



learned that women's health as a specific area of focus has traditionally been underserved. Despite clear differences in the biology, there aren't many products that **contextualize data for women and men differently**. Sex hormones drive physiological changes during the menstrual cycle, pregnancy, and menopause, and have a significant effect on many biomarkers, including sleep, resting heart rate, and heart rate variability. So, changes in biometrics will have different significance in women versus men. We believe women deserve a wearable that understands women, and in our research have discovered how crucial it is to consider women's biological and psychosocial makeup when interpreting health data.

Additionally, research shows that **women are more likely to regularly wear a smart watch or wearable fitness tracker** and to wear it consistently, and on top of that, women control or influence about 85% of consumer spending in the US. Women also have more connections into the healthcare system and yet women are more likely to say that their health care providers dismiss their concerns. This is particularly significant when we consider that women can present very differently to their male counterparts for certain health issues.

Heart attack is a good example of this where we have a classic association between sudden chest pain and the clutching of the chest or arm as a response. This is actually a very male presentation. In the case of a woman experiencing a heart attack they are more likely to go very quiet and sit down, so their acute symptoms can be missed. **We need solutions that specifically cater to women** to ensure that their unique metrics and data are captured accurately so that they and their healthcare provider can act appropriately and quickly in response.

Finally, the FemTech market is a huge market to pursue from a commercial perspective. There was a time when companies would have to convince investors of the FemTech market but now the estimates show that **the women's health market is set to grow to \$50 billion by 2025**. With 52% of the world's population being female, the Women's Health market is no longer seen as the 'niche market' that it was once considered to be.

Wearables have been around for a long time now in the health industry. What's unique about the Evie Ring that sets it apart from other products that capture biometric data?

Yes, there are a lot of 'big name' companies that put wearables on the map. They ignited an interest in people to track their data, but most wearables still focused on fitness data.

Evie is carving out a new category of health-focused wearables by delivering a smart ring that meets the highest standards of accuracy. In Q3 2023, we successfully submitted a 510(k) application to the FDA for the Evie Ring's pulse oximeter, making Evie one of the first consumer wearables to seek FDA clearance as a medical device.

What separates our company from the competition is that we're building Movano Health as a medical device company. We're going the extra mile to achieve a level of trust and credibility not offered by other consumer wearables. We have a quality management system run by our quality, regulatory, and clinical team to ensure appropriate product design and testing processes are followed. We run formal clinical trials as mandated by FDA regulations, and we are also employing the services of a multi-billion dollar, FDA-compliant contract manufacturer to assure the quality of the ring as a medical device.

Evie is also one of the first wearables specifically designed to empower women to better understand and manage their unique health needs. From its open design, which accommodates swelling throughout the month, to insights that connect the dots between all aspects of health, and prioritizing balance over arbitrary scores, the entire experience is really curated for women.



Want to know more about Movano Health?

Want to learn more about the work of Movano Health or explore the capabilities of the 'Evie ring' in more detail?

Check out their website for details: <https://movanohealth.com>

The concept of people understanding and interpreting their own health data is an interesting one. Is it realistic? Can non-clinical people ever hope to have that level of health literacy?

Absolutely. Wearable devices offer an unparalleled opportunity for people to take control of their health outside of their annual doctor visit. While wearables have undoubtedly made people more aware of their health through data, the way it's presented, often in the form of complex graphs and charts, can be overwhelming for anyone who isn't a data lover.

Evie is designed for women who see the world is their gym. For women who want to find ways to monitor and proactively improve their health. They're focused on having more energy, getting enough sleep to stay on top of daily tasks and are looking for safe and trusted resources to understand and interpret their health metrics.

In the Evie app, health data is clearly presented with insights designed to provide actionable context to that data. The Evie App doesn't rely on scores that are based on averages but rather customized goals to track progress against health goals that matter to you and metrics you prioritize.

Your offices are based at the Rubicon Centre at Munster Technical University. Tell me about how a Silicon Valley start-up has found its way to Cork?

Well, that's a story of both coincidence and capability. I had known the founder of Movano Health, Michael Leabman for a long time and our CEO Dr. John Mastrototaro had held a previous role with Medtronic. That gave him deep insight into both the medical device industry and the healthcare ecosystem in Ireland. That, coupled with the very specialised skillset in Ireland for semi-conductor chip design, firmware and wearables meant that Ireland, and specifically Cork, is a really great fit for the technology development side of our company.

When are we likely to see the Evie Ring available on the Irish market?

Our first launch will be in the US but the European market is certainly in the future plans. We're also looking at conducting some clinical trials in the Ireland in the future so it's definitely a case of 'watch this space'. The technological capability and the range of metrics that we can capture is advancing all the time so we're excited about the future and the impact that the Evie Ring will have in the Women's Health space.

If your company is bringing a Women's Health product to market in Ireland, contact Health Innovation Hub Ireland or Enterprise Ireland to access the wide range of supports available to you:

<https://www.hih.ie>

<https://www.enterprise-ireland.com/en/>



Launch of the FemTech Initiative at Health Innovation Hub Ireland

November 2022 saw the official launch of the FemTech initiative at Health Innovation Hub Ireland. The initiative was enthusiastically welcomed and endorsed by the [Department of Health](#), the [Health Service Executive](#), [Enterprise Ireland](#), the [Department of Enterprise, Trade and Employment](#) and the [National Women's Health Taskforce](#) who universally recognise the importance of a dedicated focus on Women's Health in Ireland

We were joined at the launch by representatives of these stakeholder groups and heard first hand about the Researchers, Companies and start-ups who are currently developing solutions in the Women's Health space. It was extremely satisfying to see representation from Health, Academia and Government bodies on the evening with a clear dedication to working together to achieve better health of the Women of Ireland and across the world.

[Dr. Tanya Mulcahy](#), [Director of Health Innovation Hub Ireland](#) and [Founder of FemTech](#) at HIHI expressed her hopes that the coming together of so many people motivated to improve the lives of women through the initiative is the first step towards achieving the ambitious aim of supporting companies focused on Women's Health solutions, supporting Female Founders in the Health Tech space in Ireland and ushering in a new era of exceptional care for women nationally and internationally.

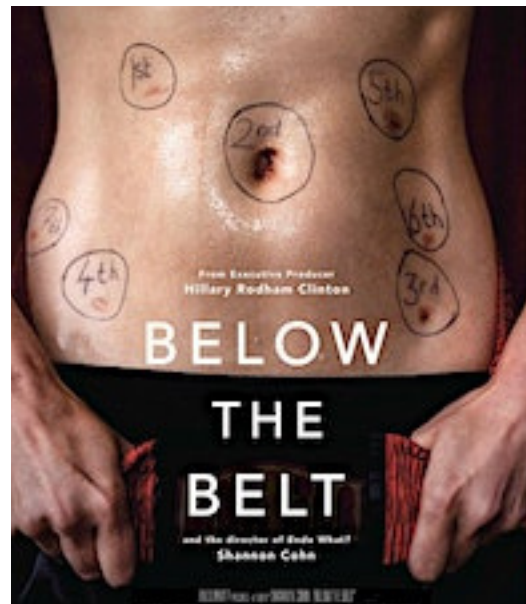


For more information about the launch and to watch testimonial of endorsement from [former Taoiseach, Micheál Martin](#) and [Mr. Leo Clancy](#), CEO, Enterprise Ireland, visit our website: www.hih.ie/engage/femtech



Activity update

Award winning film screening & Networking Event at UCC



June saw the first of our programme of networking events planned for this year. Patients, Researchers, Clinical Staff, Founders and members of the public gathered to view ['Below the Belt'](#) and to be part of the engaging discussion that followed with three female Founders/Inventors.

Executively produced by Hillary Rodham Clinton, ['Below the Belt'](#) tells the personal and inspiring stories of four women urgently searching for answers to mysterious symptoms. [Below the Belt](#) exposes widespread problems in health care systems that disproportionately affect women due to delayed diagnostic testing and limited treatment options.

The panel discussion that followed led to fascinating insights into the experience and motivation of presenters (two of whom have a diagnosis of Endometriosis) and their quest to address the challenges experienced by women with Endometriosis every day.

Our speaker panel on the evening included:



[Ms. Dearbhail Ormond](#)
CEO & Founder
'Frendo'



[Ms. Sato Ahie](#)
Developing a pain
management device



[Dr. Siobhan Kelleher](#)
CEO & Founder of
OnaWave Medical



RAPID INNOVATION DAYS

Join us at one of our 'Rapid Innovation Days' events

In September & October 2023, we will host the first in a series of Rapid Innovation Days to drive activity in the Women's Health Space from within Health Innovation Hub Ireland. The first of our events will take place at UCC and will see cross-functional teams from Medicine to Business Information Systems and from Science to Engineering come together to participate in a 'sprint' over two evenings. The teams will respond to stated gaps and needs in the Women's Health Space and will attempt to generate desirable and feasible solutions with their team over the course of the event.

We can't wait to see what the teams come up with and the team from HIHI will be on hand to guide the process from concept to implementation planning.

Join our Network

Join our network today to ensure that you hear all the latest updates in the FemTech space.



Upcoming Events

FemTech at Health Innovation Hub Ireland to feature at The National Menopause Summit 2023



The National Menopause Summit Cork will take place in the historical venue of Cork City Hall on Friday October 20th 2023. This full day Masterclass in Menopause will be held during the same week as World Menopause Day which is marked annually on October 18th.

The speaker panel on the day of leading clinicians, health care practitioners and professionals in the area – including our very own Director Dr. Tanya Mulcahy, who will discuss FemTech and the need for more Women's Health solutions to address existing issues.

She will be joined by two inspiring women - Heidi Davis from 'IdentifyHer' and Dr. Siobhan O'Mahony from UCC who are both developing solutions in the Menopause space.

Feature in one of our upcoming newsletters...

We will be publishing regular newsletters to keep you up-to-date with what's going on in FemTech in Ireland. If you, your company or your institution is active in this space and would like to feature in an upcoming edition, email us at info@hih.ie



Caitriona Heffernan, FemTech Co-Lead,
Health Innovation Hub Ireland

Caitriona

Want to be more informed about issues relating to Women's Health?

Read..

.. a short article by internationally recognised 'Key Opinion Leader' in the Women's Health Space Dr. Brittany Barreto entitled "Why Size and Sex Matters in Healthcare"

Click here: <https://bit.ly/3rVnv4m>

Watch..

.. 'Below the belt' the critically acclaimed film directed by Shannon Cohn and produced by Hillary Rodham Clinton exploring the condition Endometriosis.

Click here: <https://bit.ly/3Qm8u57>

Listen..

.. to a panel discussion featuring our CEO Dr. Tanya Mulcahy on the 'Smarter Health Show' Podcast with Ivan Yates and Siobhan Breathnach.

Click here: <https://bit.ly/3Qivdtx>



HIHI Femtech Call 2023

YOUR OPPORTUNITY TO SHAPE YOUR PRODUCT INNOVATION JOURNEY



Have you developed or are you developing a product or service aimed at women's healthcare?

Do you want the opportunity to pilot or evaluate your innovation in an Irish Healthcare setting?

The **HIHI Femtech Call** is for you.

About the HIHI Femtech Call 2023

The HIHI Femtech Call 2023 is a competition to select the best products or services aimed at women's healthcare. At HIHI, we have a unique offering to support companies and other innovators. We are your access route to end-users and healthcare staff in acute hospitals, community and primary care settings across Ireland.

In this Call, HIHI is offering two types of projects:

1. **Pilots** of market ready products and services conducted in a healthcare setting in Ireland.
2. **Clinical Evaluations** providing feedback from clinicians and other end-users on a product or service that is market ready or in development.



Who can apply?

The HIHI Femtech Call 2023 is open to Irish innovators (companies, start-ups, researchers) or innovators with an Irish base which have a product or service that:

- Is market-ready or in development.
- Has potential to significantly impact women's healthcare in Ireland and/or internationally.

How can I apply?

Applicants should go to HIHI website www.hih.ie/engage/femtech-call to:

1. Download and read the HIHI Femtech Call 2023 Briefing Document.
2. Download and complete the HIHI Femtech Call 2023 Application Form.
3. Fill out the online submission form and upload the completed Application Form on or before the submission deadline of **17th November 2023**.





What is the timeline?



What will you gain access to?



Visibility: You will have the opportunity to pitch to HIHI team members, HSE personnel, enterprise and clinical experts.



Opportunity: You will have access to HIHI's unique innovation ecosystem and expert team.

What can the winning innovators expect?

The winning innovations will be:

- awarded the title of HIHI Femtech Innovation 2023.
- entitled to use the HIHI winner's stamp.
- offered the opportunity to work with HIHI to conduct a pilot or clinical evaluation project in an Irish healthcare setting.
- issued with a HIHI Final Report and a published HIHI Case Study.



Are there any examples of previous HIHI pilot or clinical evaluation projects?

Case studies of some previous projects can be found on: www.hih.ie/case-studies

