

WOMEN'S HEALTH INNOVATION Summit

Driving innovation in women's health at the convergence of technology and healthcare



WHY WOMEN'S HEALTH?

ON THE UP: THE WOMEN'S HEALTHCARE MARKET.

5 REASONS WHY CHANGE IS HAPPENING IN WOMEN'S HEALTH NOW

1 An Aging Population

- Advances in medicine are resulting in a growing elderly population who **spend 50-55% of their income on healthcare**
- 65+ aged group is the fastest growing segment** of the U.S. female population

2 Financial Freedom: Women's Disposable Income

- An increase in female education labor force participation have resulted in **greater independence and economical development.**
- Women are more willing to spend money** on their own health and their family's health across services, drugs and devices

3 Chronic Disease Among Women

- Arthritis, Asthma, Cancer, Depression and Diabetes** are increasing with higher prevalence among women.
- PCOS and endometriosis** cases are rising in women of reproductive age, leading to infertility.

4 New Technologies and Treatments

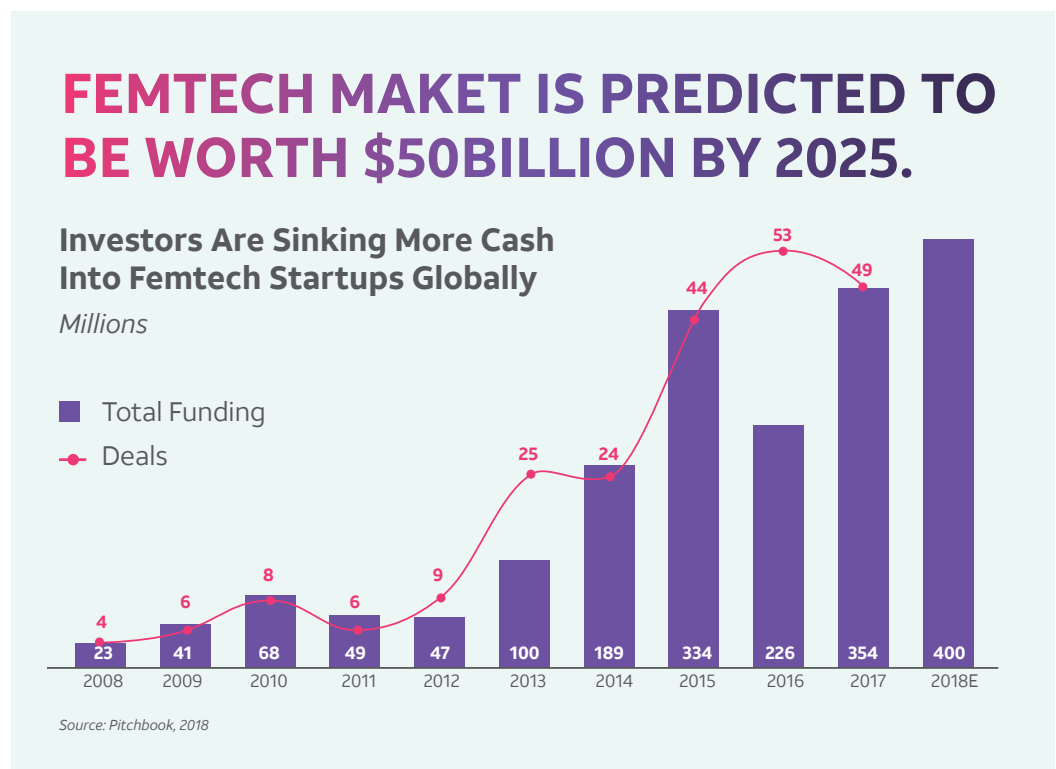
- Mobile and digital apps provide patients and health workers with **innovative diagnostic tests, protocols and screenings to be undertaken**
- Start-ups** are bringing new products, services and new technologies to market that caters specifically to women.

5 Government Healthcare Spending

- Countries around the world are **spending more on healthcare as part of social security measures**
- The U.S spent **18% of its GDP on health in 2018**

50 PERCENT

of global health care customers are women, and they are the primary caregivers for the elderly and children.

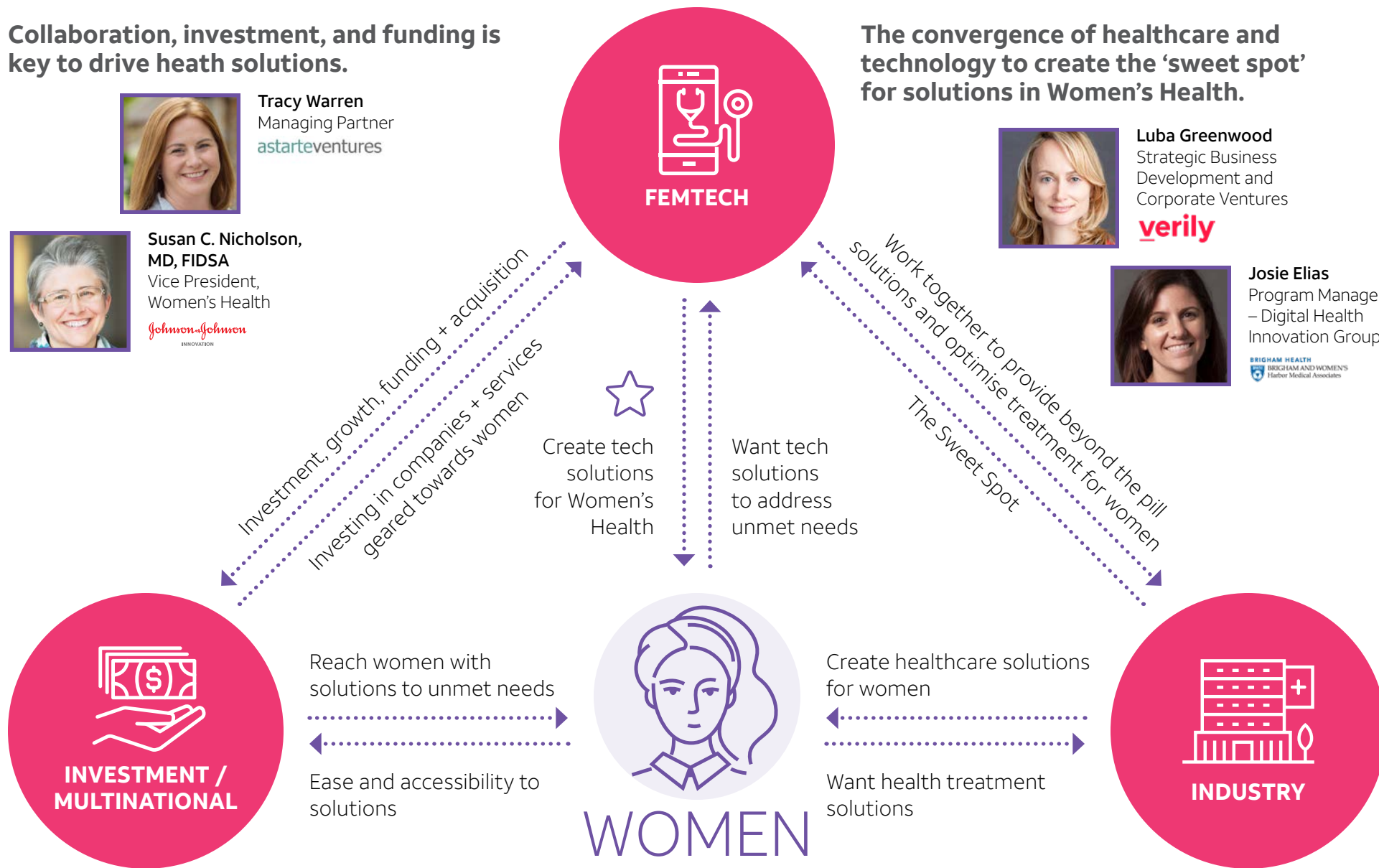


WOMEN ARE 75 PERCENT more likely to use digital tools for health care than men.

90% OF WOMEN are the Primary healthcare decision makers for their family and key influencers for friends.

80 PERCENT OF THE HOUSEHOLD HEALTH CARE spending is done by women. Working age females spend 29 percent more per capita on health care compared to males in the same age group.

WOMEN ACCOUNT FOR 80% OF HEALTHCARE PROFESSIONALS however, less than 40% are in executive or managerial positions.



Reach Women's Health Companies with solutions to unmet needs

Showcasing the most innovative and disruptive companies in women's health. 8 companies will showcase their product/solution on the main stage in a quick-fire round of presentations. They should be seeking financial investment, acquisition and/or partnership.

APPLICATION DEADLINE: FRIDAY 11TH OCTOBER 2019

Reaching women with women-led solutions

Jill Angelo
CEO and Founder
genneve

Colette Courtion
CEO and Founder
JOY LUX

Industry Speakers

Meghan Rivera
VP and Head of Sales & Marketing
Women's Health
amag

Ana Kravets
Former CDO
Health Services & Solution
MSD

Mary Kerr
CEO
KaNdy

