
A NOTE FROM SENIOR CONFERENCE PRODUCER AOIFE MCGRATH



The women's health landscape has taken a notable shift in its approach towards growth amid a challenging quarter, ramping up its rhetoric that investing, innovating and prioritizing women's health makes economic sense in order to move the needle. With the market in a state of evolving maturity, it's clear that women's health is not immune to the challenges facing the broader healthcare landscape. Despite this, there is much to look forward to in an industry that continues to highlight the economic impact of championing women's health, demonstrating that the market size estimate of \$63.02 billion USD by 2030 is certainly within reach.

In thinking about the business case for women's health, a theme - or rather a call-to-action - spoken about widely over the past few months, it's important to adopt a multi-pronged approach when putting forward the 'case'.

The World Economic Forum has outlined that 'an estimated \$300 million investment into research focused on women could yield a \$13 billion economic return and lead to reduced healthcare costs, better quality of life, and years of productivity returned to the global workforce'. Furthermore, the Innovation Forum, sponsored by the Bill and Melinda Gates Foundation and the US National Institutes of Health recently published the 'Women's Health Innovation Opportunity Map 2023', whilst Roche Pharmaceuticals provided their insights into the business case for women's health. What we see here is a cross-section of stakeholders each tackling the case head on. But what does this mean in practice and how can more companies, stakeholders, and industry-disruptors dovetail off these positive steps forward? For one, it requires closing the research gap that still exists in women's health, and companies like Evvy paving the way.

We must harness the growth of business savvy entrepreneurs who can comprehensively outline the cost savings to healthcare systems and payers and highlight the return on investment to investors. It's imperative that more work is

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done in the space to prepare founders and CEOs in these areas, which is why workshops, roundtables and other group focused opportunities are necessary. It requires investors and payers to better understand the unmet needs in women's health and invest accordingly. It's certainly been notable how many new investors, new payers, and 'outside' players we've seen enter the space because of more widespread awareness. Our partners HPE and AlphaCloud3 are a fantastic example in this area, as they welcome Candlelit Care to their HPE Startup Diversity Program after meeting at the Women's Health Innovation Summit USA. It is collaborations like this that make our September summit so unique in providing a network of the right partners, at every stage of growth and development.

On the topic of the Women's Health Innovation Summit USA, this year we welcomed just over 600 industry leaders to our fifth annual convening. The conversation around the business case for women's health was woven into a profound number of discussions that took place. As is highlighted in the soon-to-be released post-event report, key takeaways focused on tangible action points, with collaboration securing itself as the most important factor for substantial change to take place, through a commitment to bridging data gaps, innovating in unmet needs, and engaging payers, regulatory authorities, and investors for better outcomes. There was no doubt about the collaborative feeling at the summit with familiar faces, and many new, emerging themselves in deep conversations during networking, roundtables, and panel discussions. As we look ahead to the next quarter, we must all continue to elevate these key takeaways, embedding them into the next wave of innovation, investment, research, and partnerships to champion commercial growth. As always, thank you to all our partners and contributors for being an integral part of this incredible journey. Stay tuned for more captivating content and updates in edition #4!
