



Changing self-care for women



Market and Momentum

Case Study

The B-wom Solution

Partnership

Why B-wom

About Us



## A WIDESPREAD PROBLEM

Women health needs change during the prime of their careers and are different from men



Youth



Pregnancy



Post childbirth



Motherhood



Menopause

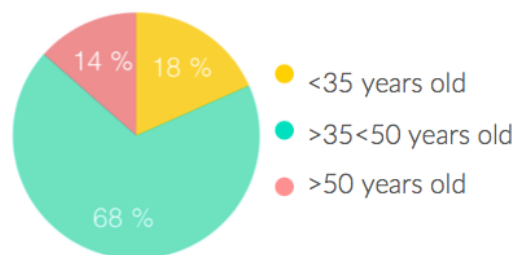
Health systems lack tools for  
personalized, preventive  
action and education



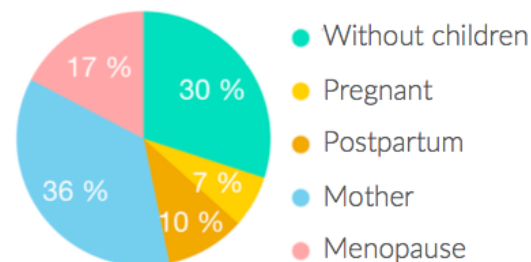
## A WIDESPREAD PROBLEM

# Intimate health is a concern; Few women get help.

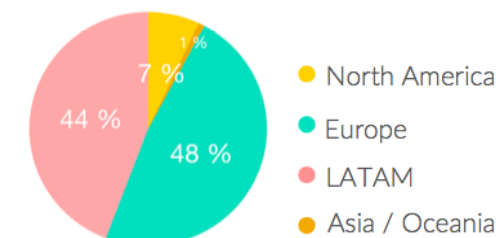
Age breakdown



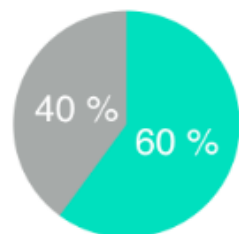
Profile breakdown



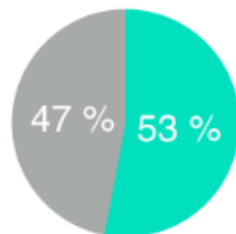
Country breakdown



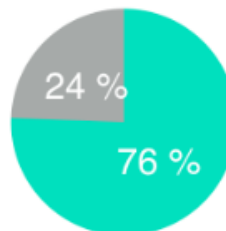
Urine leakage



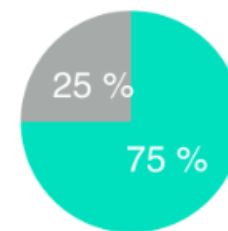
Sexual discomfort



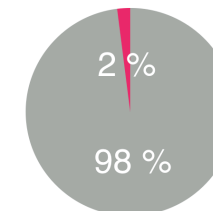
Constipation



Tears (such as cesarean or episiotomy)



Only 2% of women seek a specialist



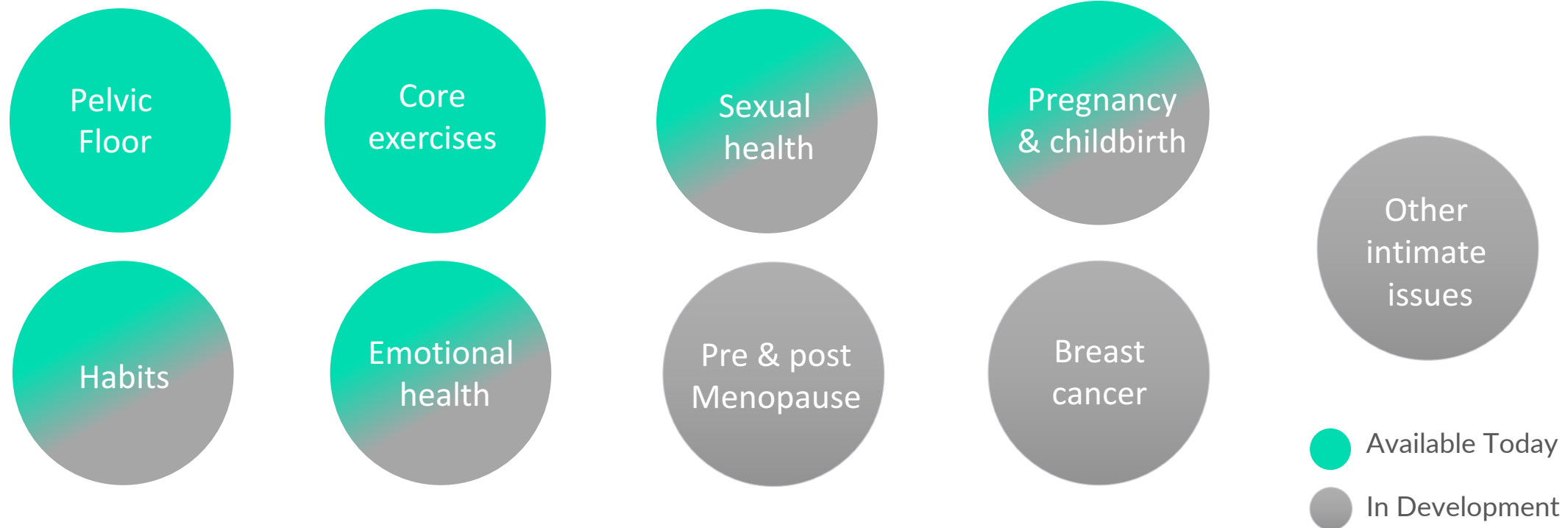




SOLUTION

# Women Need an Integrated Digital Solution

Easy to use, Engaging and Comprehensive





## CASE STUDY

Helen Smith, HR Manager at a Fortune 500







CASE

# Helen's Annual Goals

## Focus on improving the following areas:

- Understand the **concerns** and **needs** of their female workforce.
- Increase **female** employee **engagement**, **retention** and **motivation**
- **Reduce** Health care **costs**
- Improve **onboarding process** for new moms
- Increase **wellness program** adherence





## CASE

# Helen's Challenges

- Loss of key female talent: Difficulty retaining women after motherhood
- Media attention: Competitors' visibility for women's programs
- Productivity: what motivates female employees to take care of themselves? What are their concerns?
- Fund allocation: Parts of the wellness programs are not being utilized

- ✓ Women seems to have more doctors visits.
- ✓ Their engagement with certain benefits is very low.



THE B-WOM SOLUTION

Introducing B-wom: The Personalized Digital Coach for Women's Health





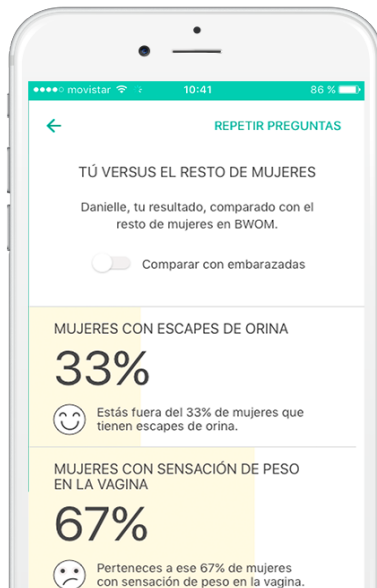


SOLUTION

# Our unique offering

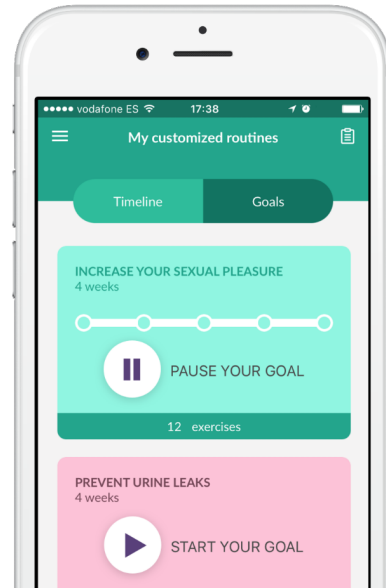
## Evaluation

Learn about your body and health



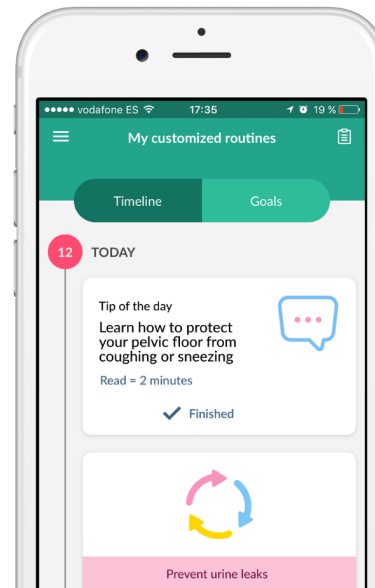
## Goals

Personalized programmes with exercises, habits, etc



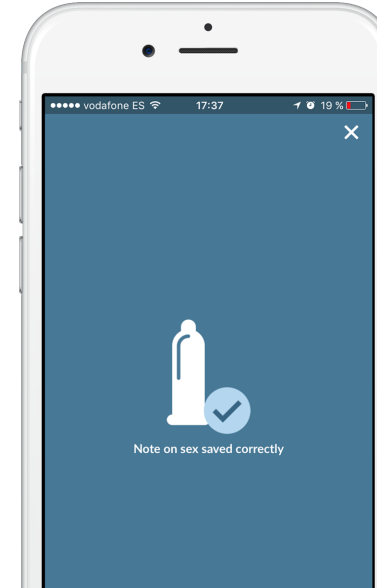
## Daily Content

Daily content from specialists: articles, health facts, ...



## Tracking

Track your symptoms and actions. See patterns and evolution



## Recommended

Products and services recommended for you.

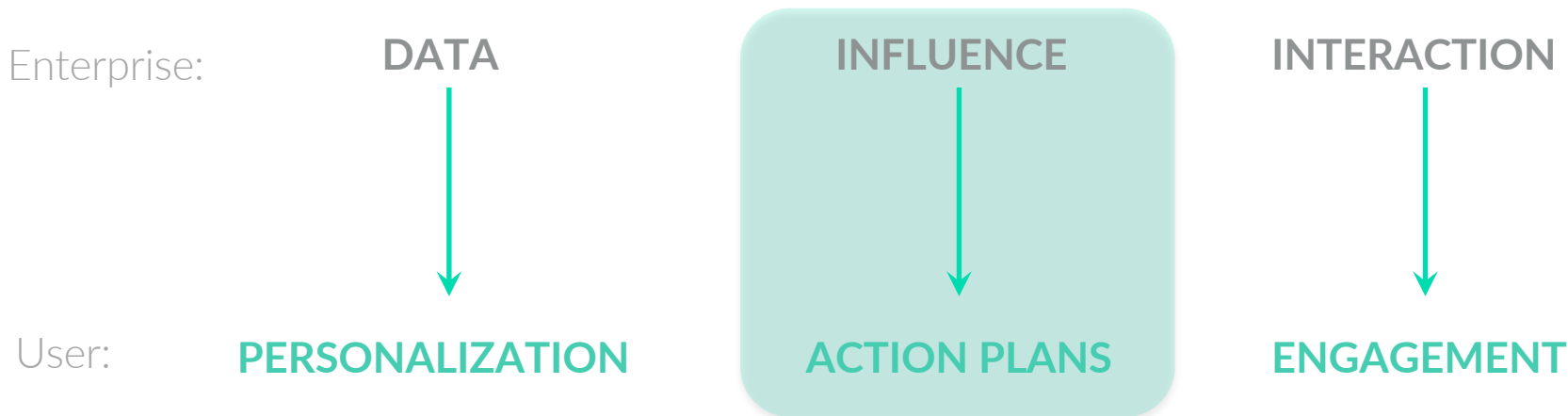




USP

# Action Plans to generate better health outcomes

- We influence the user pathway with personalized action plans
- Actionable, daily recommendations for a higher engagement with healthy habits



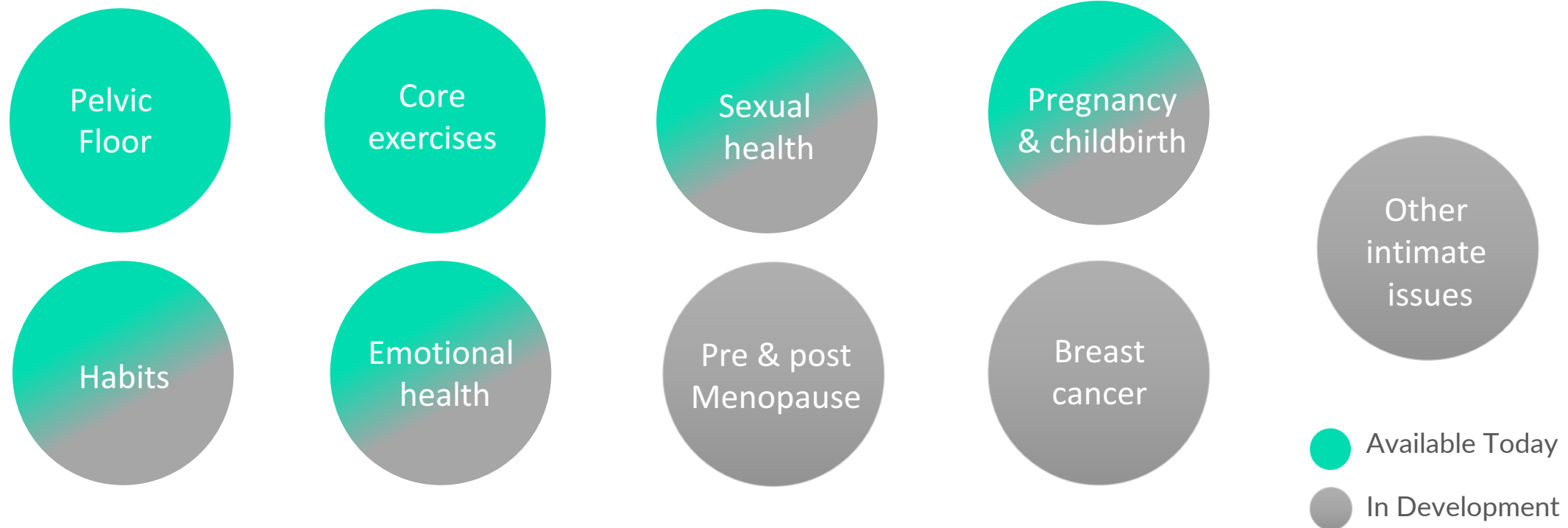


SOLUTION

Timeline!!??

# B-wom: Digital Coach for Women's Health Concerns

Our data-based **holistic** approach







## PARTNERSHIP

B-wom helps you meet  
your HR goals





## PARTNERSHIP

# Meeting the needs of Employees and Employers

- **Decreased dropout rate after Maternity:** In the first year, e.g 2 employees less than the previous year, left after maternity
- **Higher Productivity and Motivation:** due to Improved relationship and increased employee satisfaction.
- **Improved health outcomes (indirect health costs):** Employess have reported improvements to their overall wellbeing
- **Media Coverage:** Press features and media attention
- **Employee Population Insights:** Discover unknown areas of interest and health needs of the employees
- **Strategic Fund allocation:** make better decisions thanks to the data





PARTNERSHIP

# B-wom helps Employers reach their Goals

## Employee Retention and Engagement

- Attract, motivate and **retain talent**
- Increase Loyalty and satisfaction: Increased motivation and productivity

## Impact and CSR

- Position your organization at the forefront of health benefits
- Capitalize on PR opportunities

## Understand your employee's needs

- Early Detection + Preventive action
- Most common symptoms (aggregate data)

## Cost Reduction

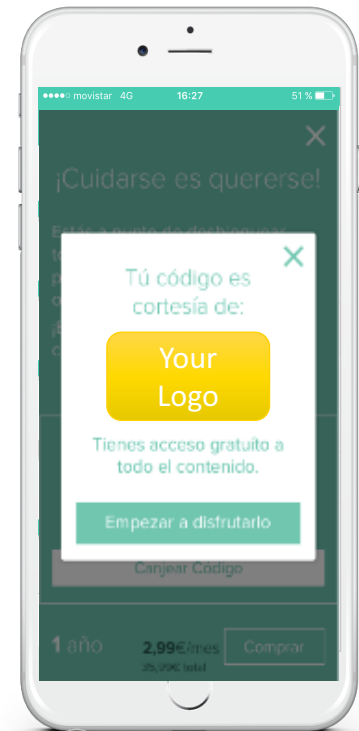
- Help female employees address their health needs
- Gear your organization towards prevention



PARTNERSHIP

# Seamless Support and Deliverables

- **Enrollment campaign:** Kick off with instructions for enrollment in the B-wom program and notifications motivating employees to start their care. Messaging and visuals provided.
- **Branded tool:** Co-branded application with your company's logo to increase brand attachment
- **Total Transparency:** Periodical updates on number of members enrolled, engagement, improvement statistics
- **Quarterly/yearly reports:** We can help identify the most pressing concerns of your employees so you can invest in programs and initiatives that match the interests and needs of your team.







WHY B-WOM

Your female employees deserve it.







PARTNERSHIP

# A big opportunity for employers

By offering better women's health support, leading employers have an opportunity to **raise women's healthcare standards**, and offer the type of support that women actually need during **life transitions**. At the same time, they keep their short and long term **costs down**, while directly impacting female **talent retention and engagement**.





CASE

## 215k Real Women use It

“Thank you so much for your help and this app. There is no way I could afford pelvic floor physical therapy, but with B-wom I can help myself! I had a very traumatic delivery 12 years ago and still suffer the effects. I can’t believe what an improvement just 1 month of using the app made!”

J. Shockey

“After using B-wom for a week I feel so much better already! My prolapse is not as noticeable. Thank you so much for creating this wonderful program, I have recommended it to all my mom friends and will be buying it as a baby shower gift from now on!”

S. Lalonde

After giving birth, the midwife told me to do Kegel exercises, but I didn’t know how to do them or where to start. Here I have found workouts and support to get my body back, and right from home!

L. Rodriguez





ABOUT US

Your goals, Our mission







## TEAM



Helena Torras

CEO & Co-Founder

Serial Entrepreneur  
Angel Investor · Advisor



Marta Ros

Head of Product, Co-Founder

UX · Marketing · Entrepreneur



Estrella Jaramillo

Head of Biz Dev, Co-Founder

International · Business development  
Women's tech-startup



Vicent Soria

Head of Engineering, Co-Founder

Tech-Startups



Alba Montero

Social Media & Copy Writing

Communication



Dra. Eva Ferrer

Medical Advisor

Health





A RESEARCH STUDY BY UCLA

# Proven Understability and Actionability of Contents

## Methods:

- Cross-sectional survey of 25 patients (Majority age 31-40 (70%) and Caucasian (55%); 39% had not yet tried pelvic floor exercises prior to the study) and 22 providers (gynecology residents and faculty (91%), pelvic floor physical therapists (5%), and other health care professionals (5%).
- Patient Education Material Assessment Tool (PEMAT) validated by the US DHS (scores understandability and actionability).
- Women +18 years interested in pelvic floor exercises
- with or without existing incontinence or prolapse symptoms (significant medical conditions were excluded).
- Participants completed an initial demographic survey, used B-wom© for two weeks, then completed the PEMAT tool.

## Results:

The mean understandability score was 93.8% (SD=11.7), and the mean actionability score was 91.7% (SD= 16.3).

## Conclusions:

This study demonstrates that Bwom© shows promise as a mobile application to educate women about pelvic floor exercises by providing user-friendly actions in an understandable way.





Changing self-care for women

Estrella Jaramillo  
Co-founder  
[estrella@b-wom.com](mailto:estrella@b-wom.com)

Bwom App available in iOS & Android.

Twitter, Instagram & Facebook:  
[@HelloBwom](https://twitter.com>HelloBwom) | [b-wom.com](https://b-wom.com)