

# The rise of Femtech: Transforming the future of women's healthcare with AI

25<sup>th</sup> May – Intelligent Health UK



**Sara Nelson**

**Programme Director,  
DigitalHealth.London**





Accelerating  
FemTech

**Accelerating  
FemTech**

Panel

**Pahini Pandya**

**CEO & Co-Founder,  
Panakeia Technologies**





# Panakeia

**Instant multi-omics**

# 1 in 2 people will develop cancer in their lifetime and will need lab tests for molecular markers to decide the right treatment



# Currently, biomarker testing is very difficult



**Long time**  
3-30 days

**High cost**  
(£'00-£'000/test)

**Limited tissue**  
(destroys tissue)



What if,  
we could go from something that  
complex...






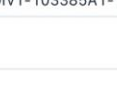


# To getting results at click of a button, in minutes


PANprofiler

Start Predictions Logout

Search patient or slide Search Reset

Slide	Patient
TMA-PANTOMICS-BRC-1509-047-001-H03	
	WCB-RVCC40000438
 BIOIVT-1075646B-1	BIOIVT-24329
 BIOIVT-1091669B-1	BIOIVT-23328
 BIOIVT-103385A1-1124	BIOIVT-10170
	WCB-RVCC40002633
	WCB-RR6BL0000668

Waiting for panprofiler-demo.panakeia.ai...



Slide Name BIOIVT-1091669B-1


Slide UUID 9cdb7a0b-e343-446b-af47-051619b95d1e

Patient BIOIVT-23328

Inserted by julian

Inserted date 2021-04-27

Receptor Profiles



Results in minutes

Fraction of the cost

Work with limited tissues



Pahini Pandya, CEO  
pahini@panakeia.ai



# Panakeia

Instant multi-omics



Innovate UK



Panel

**Justyna Strzeszynska**

**Founder & CEO, Joii**



joi

Justyna Strzeszynska  
Founder & CEO  
justyna@joicare.com  
<https://www.joicare.com/>

INTELLIGENT  
HEALTH UK  
24-25 May 2023  
ExCeL London



# The company

- Jooi is developing an app that analyses vaginal bleeding using OpenCV and AI.
- Vaginal bleeding is a common symptom with a broad differential diagnosis.
- The app will initially focus on endometriosis.
- Next will expand into other conditions and pregnancy complications.
- In addition, Jooi is working on a set of innovative period care products.

# The product



- Bespoke patented algorithm and method for estimating menstrual fluid quantity (PCT/EP2021/079631).
- Works with our bespoke pad.
- Gives the exact amount of fluid loss.
- Identifies the presence of clots.
- Digital diary for users to record their symptoms, allowing them to advocate for themselves with tracked evidence, shortening GP appointments and cutting visits overall.

# Endometriosis

- Symptoms are “normalised”.
- 1 in 10 live with endometriosis.
- Up to 50% of endometriosis patients have infertility.
- Average diagnosis time is 9 years.
- Average annual cost of endometriosis is total of £8.2B in the UK.

# Women's health & AI

- **Joi started investigating AI in 2022 to improve accuracy of our product.**
- **The data gap in women's health.**
- **Using OpenCV (Open Source Computer Vision Library).**
- **Creating the necessary data on our own.**
- **According to Statista 24% of femtech companies use AI in the healthcare sector.**
- **Femtech companies currently receive 3% of all digital health funding.**



## **Audience questions**



**Audience discussion:**

**Where are the biggest opportunities for innovation in women's health?**

**What's the best way to encourage more innovation in women's health?**



# Thank you

Find out more:

Applications for the *accelerate* programme close 23:59  
Sunday June 25.

Find out about other Accelerating FemTech events and  
apply to the Accelerator:

