

FOURCAST

four

Women's health news and trends from Four



FOUR PREDICTIONS FOR WOMEN'S HEALTH IN 2024 AND BEYOND

Happy New Year! We hope that you have a healthy and prosperous 2024.

Like us, we expect you're wondering what the year ahead holds for women's health? We've explored a few of the key trends we'll be focusing on this year. We'd love to hear your feedback and your predictions for women's health in 2024 and beyond.

ONE SIZE DOESN'T FIT ALL

Personalised healthcare acknowledges and addresses the diverse and complex nature of women's health. By tailoring medical approaches to individual characteristics, personalised healthcare has the potential to improve health outcomes, enhance patient satisfaction, and contribute to overall well-being. One great example of this is [Flo Health](#) – one of the most popular women's health apps globally. Flo supports women during their reproductive lives, providing curated cycle and ovulation tracking, personalised health insights and expert tips trusted by 300 million users.

At Four, we engage with femtech organisations to deliver meaningful campaigns, help shape partnerships, build relationships with patient advocacy groups and drive third sector engagement.

WEAR YOUR HEALTH ON YOUR SLEEVE

Wearable devices, at the forefront of medical technology (medtech) and femtech, are revolutionising healthcare. Interestingly, more than 15% of femtech companies in the UK are addressing reproductive health and contraception, [with the menstrual health subsector leading the market by total funding that exceeds £263 million](#). This technology empowers individuals to actively engage in their well-being. As femtech devices continue to evolve, they play a pivotal role in shaping a more personalised and accessible healthcare landscape and we expect to see more innovative wearables launch in 2024.

Four has a wealth of experience launching new products to market – whether to healthcare professionals or consumers. Let us know if we can support you.

AI SHAPING HEALTHCARE

We've previously highlighted Caroline Criado Perez's: ['Invisible Women: Exposing Data Bias in A World Designed For Men'](#) as she covers under-representation of women in clinical trials, impacting the effectiveness of drugs. This gender gap is also effecting the [development of AI-driven technologies benefitting women](#). Whilst women's health specific algorithms are progressing e.g. breast cancer, cervical cancer etc., women will continue to be excluded from broader AI innovations in healthcare until more bespoke data is available.

Despite this, AI has the potential to benefit women's health - whether through AI-driven technology, or AI shaping communications and campaigns. Four's digital and innovations experts can help you take advantage of AI.

THE CONVERGENCE BETWEEN HEALTH AND BEAUTY

We've seen a real convergence between women's health and beauty which is set to continue in 2024. Partly driven by a more holistic approach to self-care, brands also recognise the commercial opportunities whilst aligning to CSR/ ESG. Think of Boots No7's partnership with hypnotherapy app [Clementine](#) (providing mind-skin rituals for menopause); or L'Oreal partnering with [Verily](#) (understand biological, clinical and environmental factors impacting skin and hair health). The UK government's also exploring plans to license [aesthetic 'tweakment' providers](#) in response to the growth in non-surgical cosmetic procedures.

Four's health and brand specialists can help shape partnerships and address the required compliance and regulation required for 'new to health sector' marketers.

Four's specialist health team within leading independent integrated communications agency and B Corp, Four Agency Worldwide, is committed to supporting women's health throughout the year, not just at New Year.

We'd love to have a chat about the work we've done, and that you are doing, in this space.

Give me a call on +44 (0)20 3920 0555, or email me at womenshealth@four.agency if you're interested in finding out how working together can be a force for good for women and all patients. We look forward to speaking with you soon.

Yours sincerely,

Kelly Smith
Chief executive, health

TOGETHER WE MAKE A DIFFERENCE

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