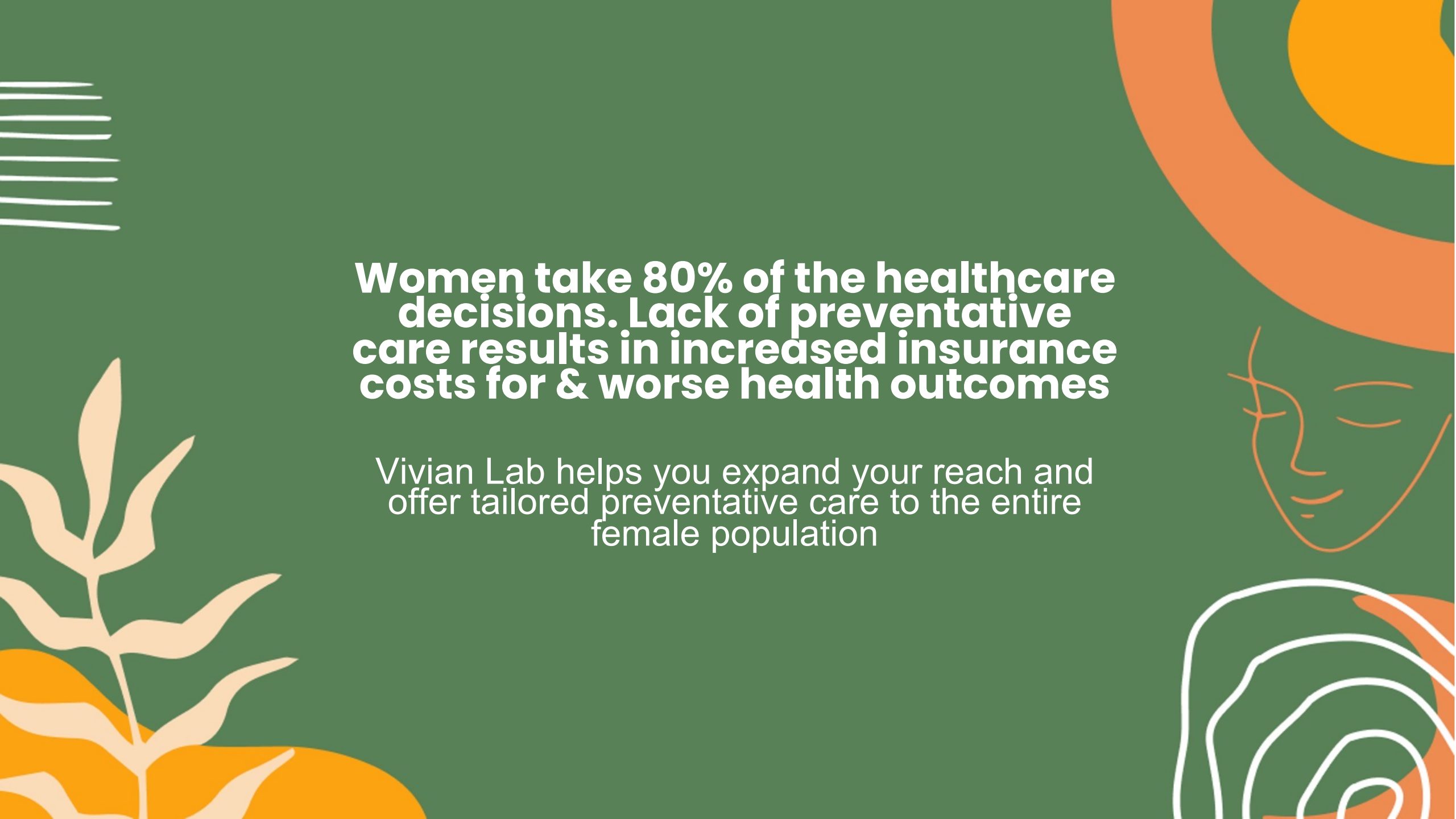




**Support the female population & improve  
care with an inclusive public health policy**





**Women take 80% of the healthcare decisions. Lack of preventative care results in increased insurance costs for & worse health outcomes**

Vivian Lab helps you expand your reach and offer tailored preventative care to the entire female population

# The Founders



**15+ years experience in Tech & Marketing**  
**Based in Germany**  
**Past experience**



## **Gina Tiriakidou**

15 years experience as CMO in the technology sector in the USA, Germany and Greece.  
Master's degree from NYU



**15+ years experience healthcare & women's wellness**  
**Based in Greece**  
**Past experience**



## **Elena Skoura**

Successful Founder of SkourasMed Plastic Surgery Clinics and skincare brand.  
Master's degree from Bocconi



**15+ years experience HR, DEI & Cultural transformation**  
**Based in UK**  
**Past experience**



## **Olga Skouteli**

15 years experience in cultural transformation programs in international companies in the aviation, financial, healthcare and tech sectors. Lawyer studies & LLM from UCL



# The Scientific & Advisory Board



**Nikolaos Vlahos**  
**M.D, F.A.C.O.G.**

Professor and Chairman 2nd  
Department of Obstetrics and  
Gynecology Aretaieion University  
Hospital at National University of Athens



**Yiannis Zervas**  
**M.D.**

Professor of Psychiatry, Medical  
School, University of Athens



**Dr. Sabine Wünschmann**

Obstetrician-Gynecologist  
Surgeon, Specializing in  
Hormonal Rehabilitation



**Petros Efthimiou**  
**MD, FACR**

Precision Rheumatology &  
Autoimmune/Autoinflammatory  
Disease Care



**Beth Hirschhorn**

Strategy leader, Adjunct Assistant  
Professor, ex CMO at Met Life



**Martha Mylona**

Organizational Consultant,  
Executive & Leadership  
Coach, Mediator in the  
Workplace

# What is Vivian Lab

A digital clinic for women developing digital medicine awareness and preventative programs for menopause, fertility, postpartum, breast cancer, endometriosis and more

*As featured in*

marie  
claire

KATHIMERINI

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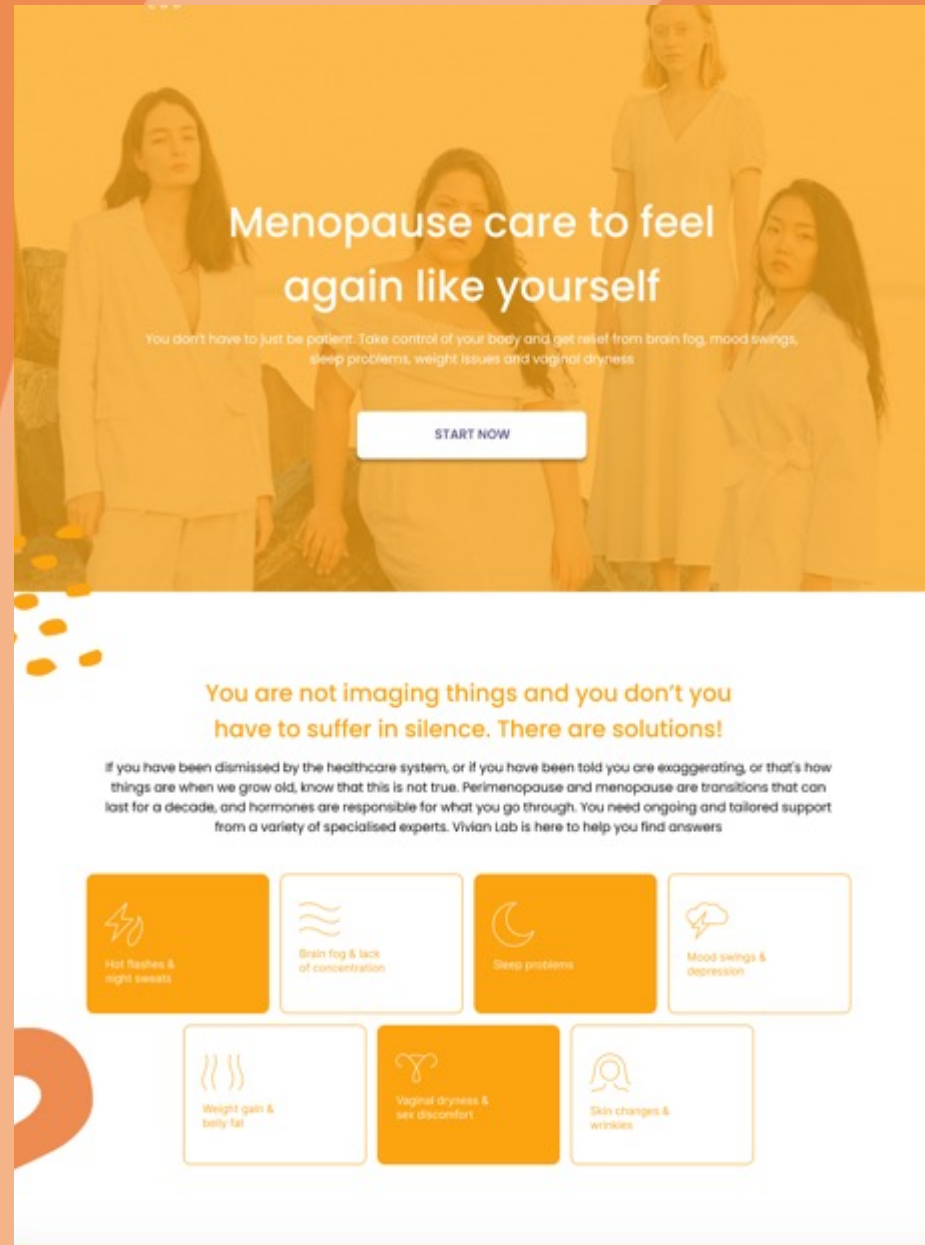
ΣΚΑΪ

Η ΝΑΥΤΕΜΠΟΡΙΚΗ

*From the first period to menopause you deserve  
better care*

[www.vivianlab.com](http://www.vivianlab.com)

# Digital medicine programs



Menopause care to feel again like yourself

You don't have to just be patient. Take control of your body and get relief from brain fog, mood swings, sleep problems, weight issues and vaginal dryness.

START NOW

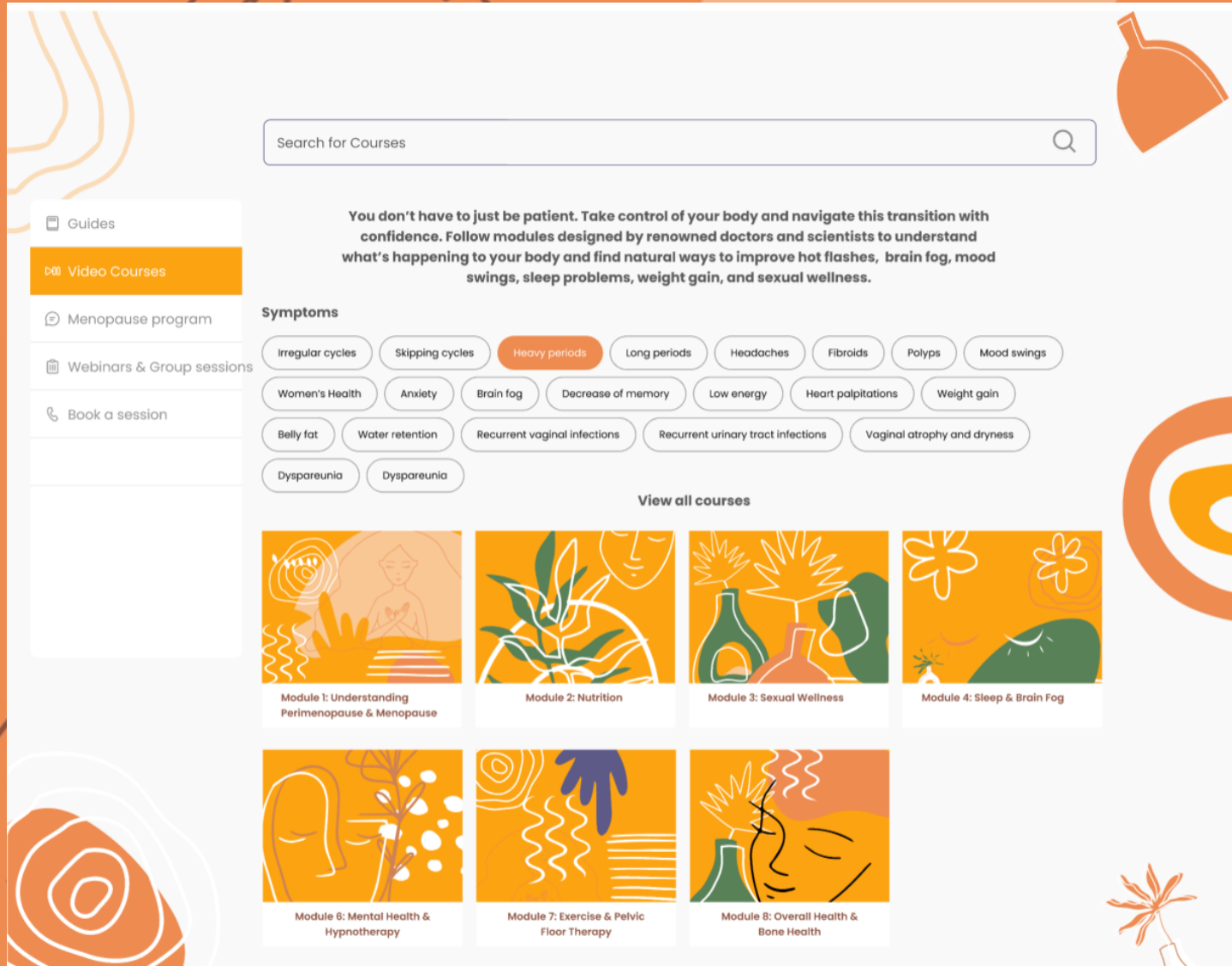
You are not imagining things and you don't you have to suffer in silence. There are solutions!

If you have been dismissed by the healthcare system, or if you have been told you are exaggerating, or that's how things are when we grow old, know that this is not true. Perimenopause and menopause are transitions that can last for a decade, and hormones are responsible for what you go through. You need ongoing and tailored support from a variety of specialised experts. Vivian Lab is here to help you find answers.

- Hot flashes & night sweats
- Brain fog & lack of concentration
- Sleep problems
- Mood swings & depression
- Weight gain & belly fat
- Vaginal dryness & sex discomfort
- Skin changes & wrinkles



# Menopause Digital protocol



Program allows you to:

1. Understand your menopause journey & identify your symptoms
2. Find natural ways to improve some of your symptoms via hypnotherapy, pelvic floor therapy, nutrition, CBT and more
3. Find the right expert & medication via 1:1 calls and group sessions

Measuring relief from symptoms such as:  
Brain fog  
Sleep  
Sexual desire  
Stress  
Weight management

# Support at the time of need

Track symptoms and periods

Generate Health Reports

500+ evidence based articles  
& new content every week

Connect with a large community

Mental health support

Live Q&As with experts

Guided workouts and meditations

Video recipes and cook-alongs

Unlock 6 expert channels: Nutrition  
and weight management, mental  
health & wellbeing, sleep, physical  
health, sexual health, and skin & hair

Access to informative and preventive care material, video & written content designed based on medical protocol

Understand more about your symptoms with expert content validated by leading scientists. Track any changes or patterns in your symptoms and health over time

Understand your treatment options

Share your stories and read others. Community helps to break taboos

Find the right specialists and clinics that specialize in your condition

Recognize & monitor your symptoms and health. You can record your symptoms, mood, periods, diet, exercise and meditation. (coming soon)





# Menopause causes \$150 billion in productivity losses

Half of the population is women & **all** women will go through menopause.

Women feel **taken aback & unprepared** by the symptoms

97% of women in menopause face negative symptoms

**70% ask for help** but they don't get it and feel **dismissed** by the healthcare system

On average, women enter menopause at the age of 51, when they may have secured **leadership positions** Women rank their 50s as **the most challenging decade in the workplace** and 60% of women have considered to **leave their jobs** due to lack of support

65% report that menopause **interferes with their work** & 59% took time off work due to menopause symptoms



76% said they **would like to have menopause support in their workplace**

Menopause is connected to heart, neurological and bone conditions and often symptoms are **misdiagnosed** causing unnecessary exams & costs

Menopausal women experiencing symptoms had 121% **higher utilization of healthcare resources** and nearly 60% more work productivity loss days.

Women in menopause **cost on average \$2K** more annually to insurance companies

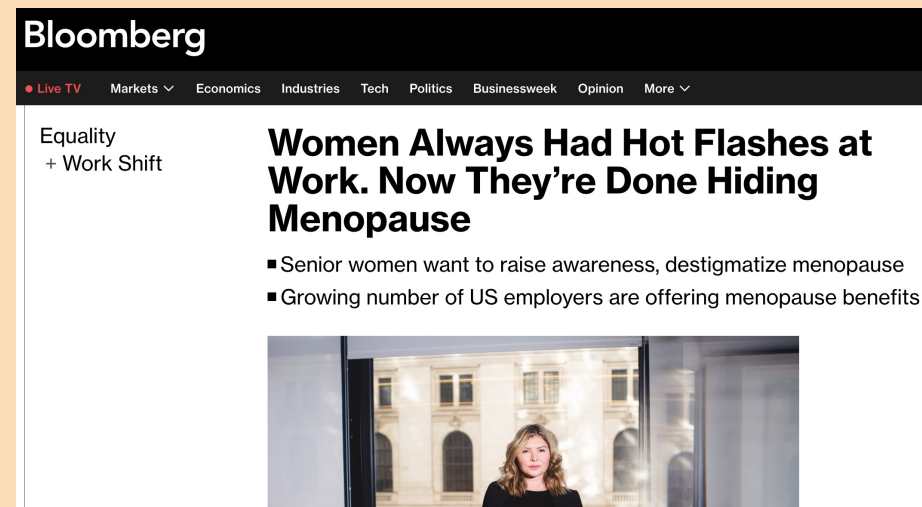


The New York Times

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## *The Next Frontier for Corporate Benefits: Menopause*

In an effort to attract and retain experienced women, some companies are adding menopause-specific care to their benefits packages.




Bloomberg

• Live TV Markets Economics Industries Tech Politics Businessweek Opinion More

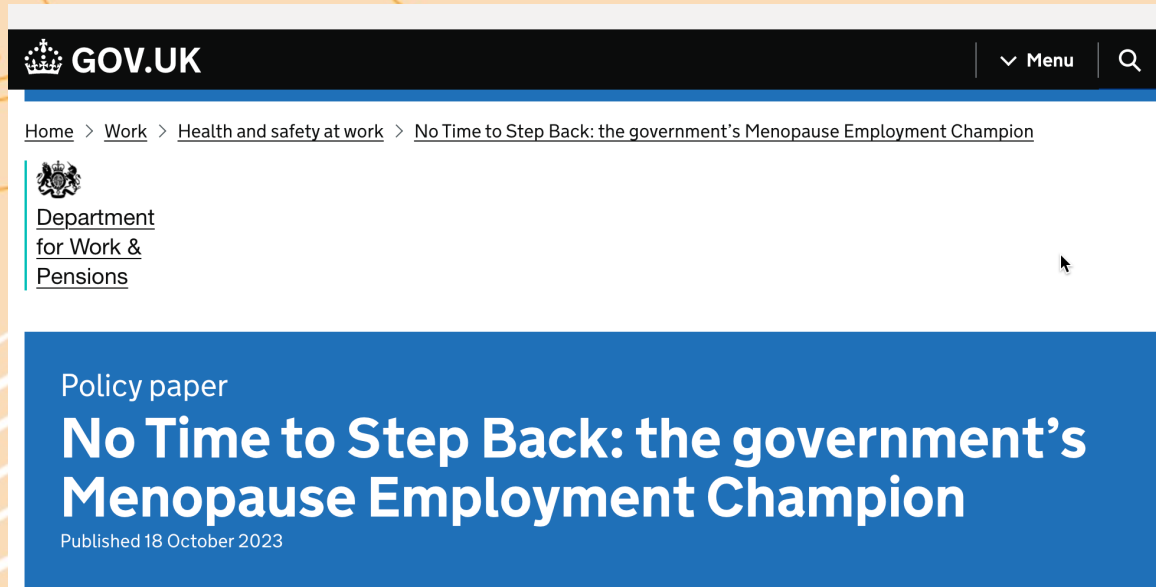
Equality + Work Shift

## Women Always Had Hot Flashes at Work. Now They're Done Hiding Menopause

- Senior women want to raise awareness, destigmatize menopause
- Growing number of US employers are offering menopause benefits



# Best practices from NHS & Medicaid that already offer such programs



GOV.UK

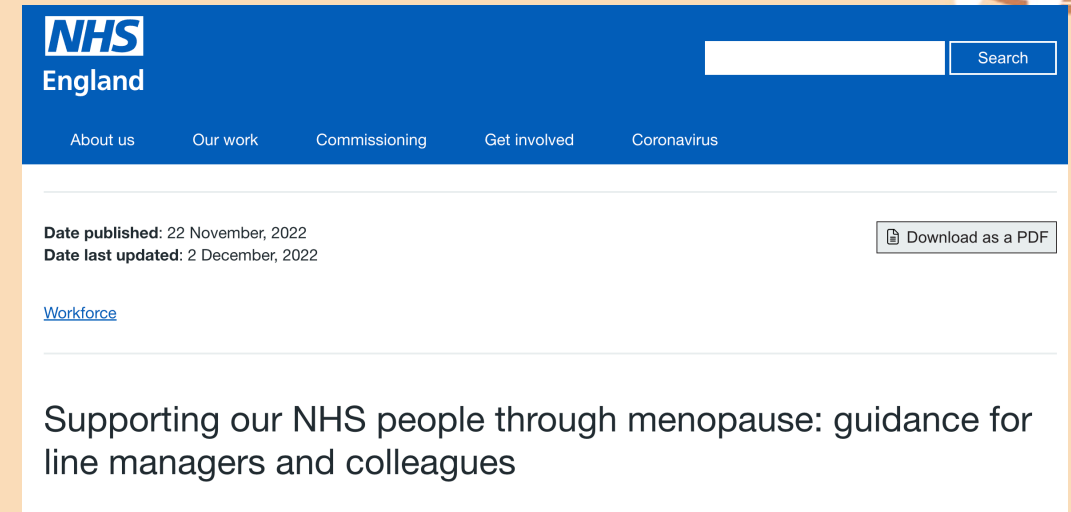
Home > Work > Health and safety at work > No Time to Step Back: the government's Menopause Employment Champion

Department for Work & Pensions

Policy paper

## No Time to Step Back: the government's Menopause Employment Champion

Published 18 October 2023



NHS England

About us Our work Commissioning Get involved Coronavirus

Date published: 22 November, 2022  
Date last updated: 2 December, 2022

[Download as a PDF](#)

[Workforce](#)

## Supporting our NHS people through menopause: guidance for line managers and colleagues

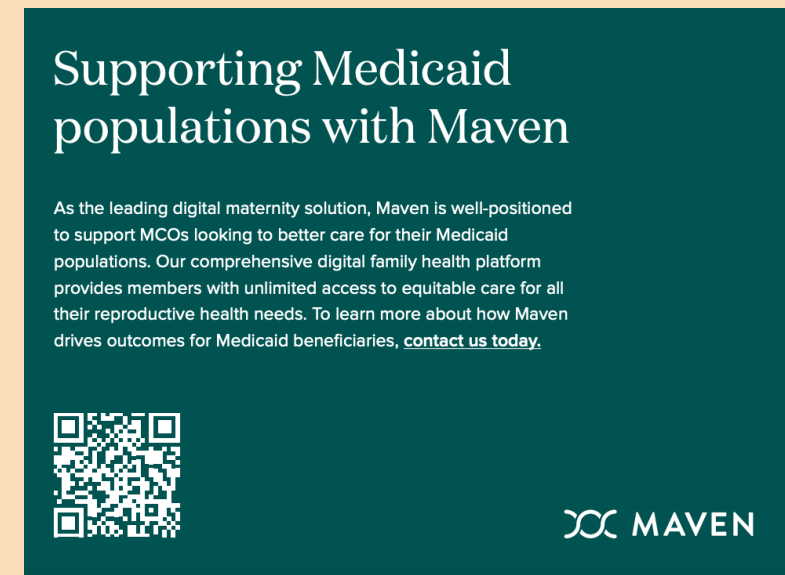


Physitrack

Solutions for Pricing Exercise library Free Version


## Improve NHS Patient Outcomes

NHS Trusts pay **only £10.99 per clinician per month** (+VAT) for unlimited clients.  
This is a 30% discount on our normal price.



## Supporting Medicaid populations with Maven

As the leading digital maternity solution, Maven is well-positioned to support MCOs looking to better care for their Medicaid populations. Our comprehensive digital family health platform provides members with unlimited access to equitable care for all their reproductive health needs. To learn more about how Maven drives outcomes for Medicaid beneficiaries, [contact us today](#).



MAVEN

All leading insurance companies in UK & USA already offer such programs.



Blue Cross Blue Shield

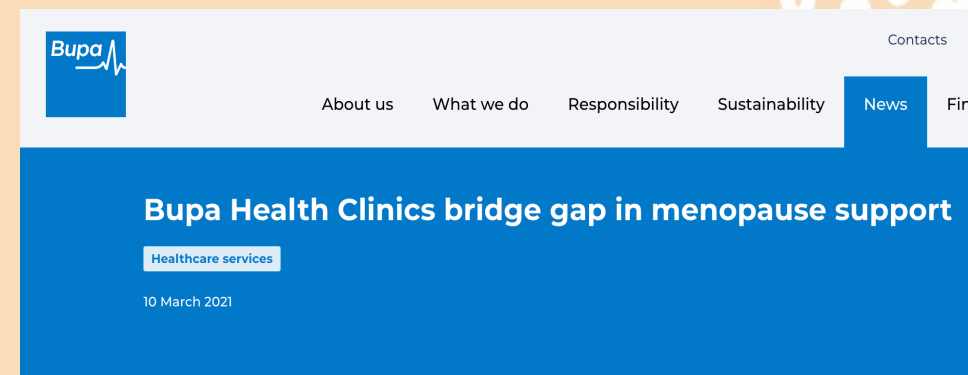
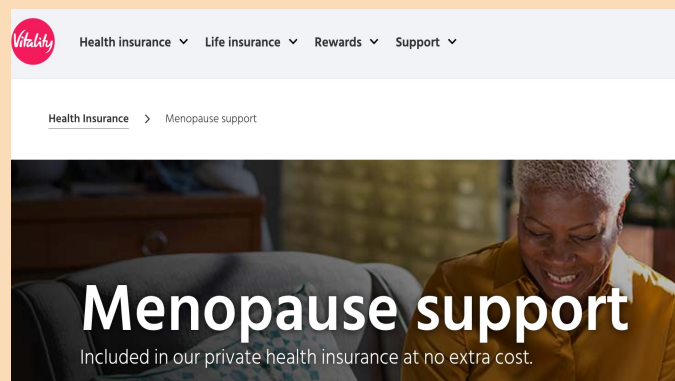
aetna



Blue Cross Blue Shield of Michigan offers new digital program for menopause as part of comprehensive Family Building and Women's Health Support Solution

Insurance News · Insurance companies provide menopause support to employees

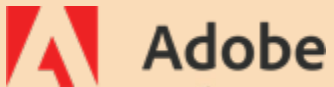
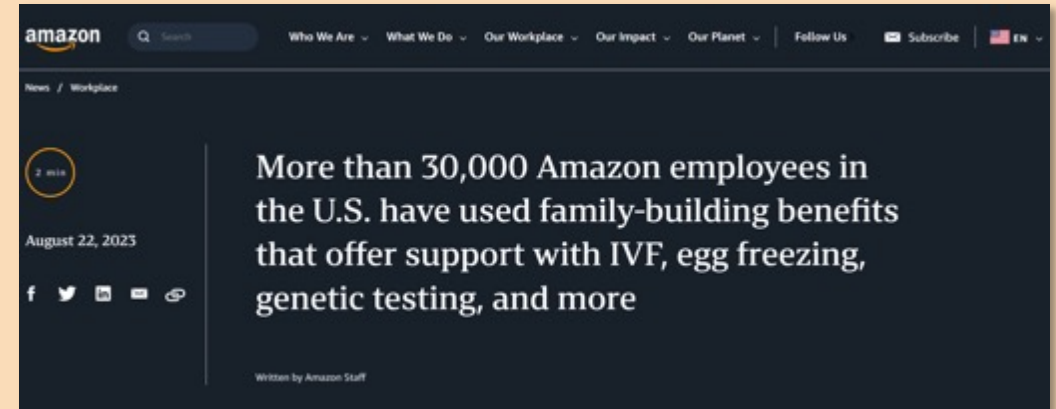
## Insurance companies provide menopause support to employees





# Global Employers already offer such benefits

## 61% of employers abroad provide at least some infertility coverage



### Adobe

Adobe offers UK employees up to a **£15,000 lifetime combined** allowance for employees and their partners. This can be used for consultations, scans, assisted conception, IVF, surgical operations, embryo freezing for 12 months and outpatient drugs.

To further champion equality in the workplace, Adobe also has a menopause plan that provides employees with tailored treatments and care from a menopause-trained GP.



### 1. Starbucks

In October of 2019, Starbucks announced that their benefits had been enhanced, including financial support for IVF, surrogacy, and adoption. The cool thing is that even some part-time individuals are eligible for these benefits!

The details:

- \$25,000 for IVF
- \$10,000 for IVF-related medications (per qualifying event)
- \$10,000 for surrogacy and adoption

# Driving better outcomes with digital care



## Improve access to quality family care

Provide care irrespective of geography or office hours. Reduce commuting and make care more accessible

## Complement in-person care with digital support


Vivian Lab fills the gaps between in-person care appointments, providing members a convenient and accessible way to regularly communicate with specialists.

## Engage early and often

Close gaps through care and education. By engaging members early and often, provide ongoing education to help members understand the importance of routine care

## Understand unmet social needs that prevent routine care

Vivian Lab's enrolment screeners flag unmet social needs—like a lack of reliable transportation—that may prevent members from receiving necessary routine care. Social determinants of health (SDOH)—like housing, education, and systemic racism—play an outsized role in outcomes.



# Access to a 37,000+ members community

We've already built a credible reputation among women and a strong community with women, scientists and experts.

## Personalities who shared their stories at Vivian Lab


Erietta Latsi (business figure, activist)  
Christina Kontova (fashion designer)  
Maria Corinthiou (actress)  
Tea Prelevic (public figure)  
Eleni Psychouli (presenter, author)  
Christina Aloupi (actress, model)  
Dora Chryssikou (actress)  
Katerina Markou (political figure)

## Doctors and experts who participated in the community

Eirini Lamprinouadaki, Panagiotis Psathas, Ioannis Kalogirou, Vassilis Kapetanakis, Efi Roboti, Eftyhia Varsami, Manolis Kalampokas, Nikos Naoum, Dimitris Moraitis, Thanasis & Giorgos Skouras, Harry Chiniadis, May Zanni, and over 100 doctors and specialists




# Why offer Vivian Lab to your population



Decrease costs by offering preventative care and eliminating undeeded exams

Build a strong reputation as an innovative and supportive public healthcare system

Support demand and expand your reach that the public menopause clinics cannot cover





# Learn more about our vision



[Watch here](#)

[Watch here](#)

# Sources

## Sources:

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- [Gut health & menopause](#)
- [Hypnotherapy & menopause](#)
- [Non hormonal treatments for menopause](#)
- [Alternative therapies for menopause](#)



**THANK YOU**