WHIS 2026 REPORT

OCTOBER 13-15 • BOSTON, MA











> *WHIS this year felt like the JP Morgan of Women's Health! Great content, high caliber startups and tremendous breadth of investor representation. I can't wait to come again next year!*

Yvanka de Soysa
FOREGROUND CAPITAL

WHIS IN NUMBERS



900+

ATTENDEES



8,346

CONNECTIONS MADE



520+

PRE-SCHEDULED MEETINGS



88%

SPEAKERS DIRECTOR-LEVEL OR ABOVE



32

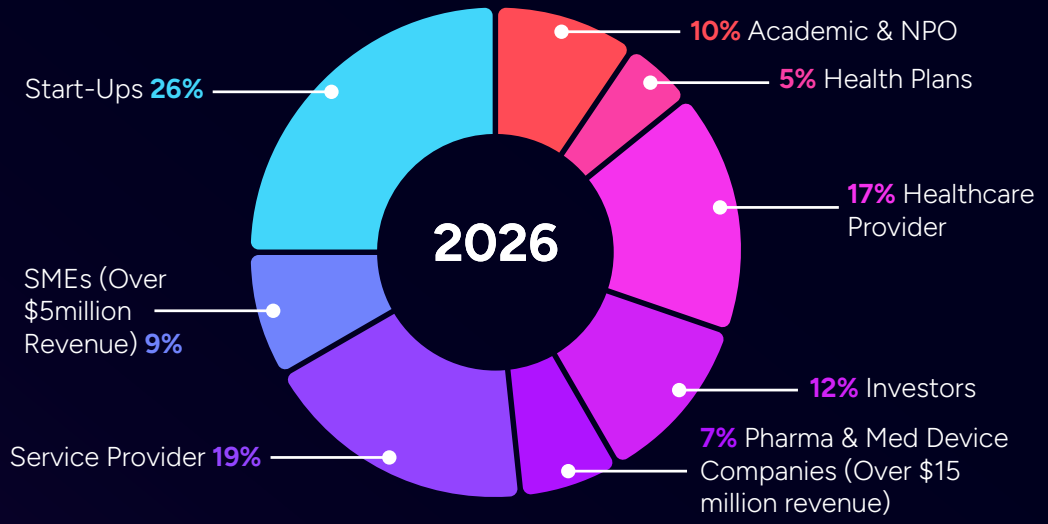
INDUSTRY PARTNERS

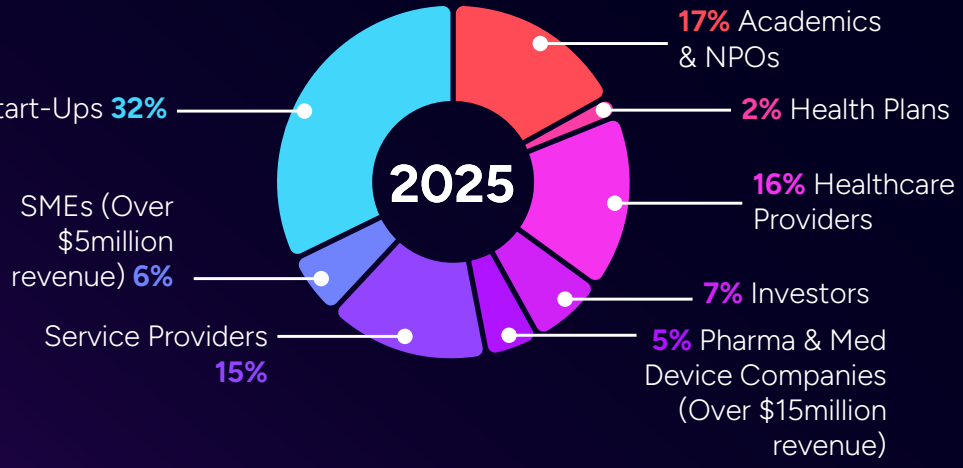


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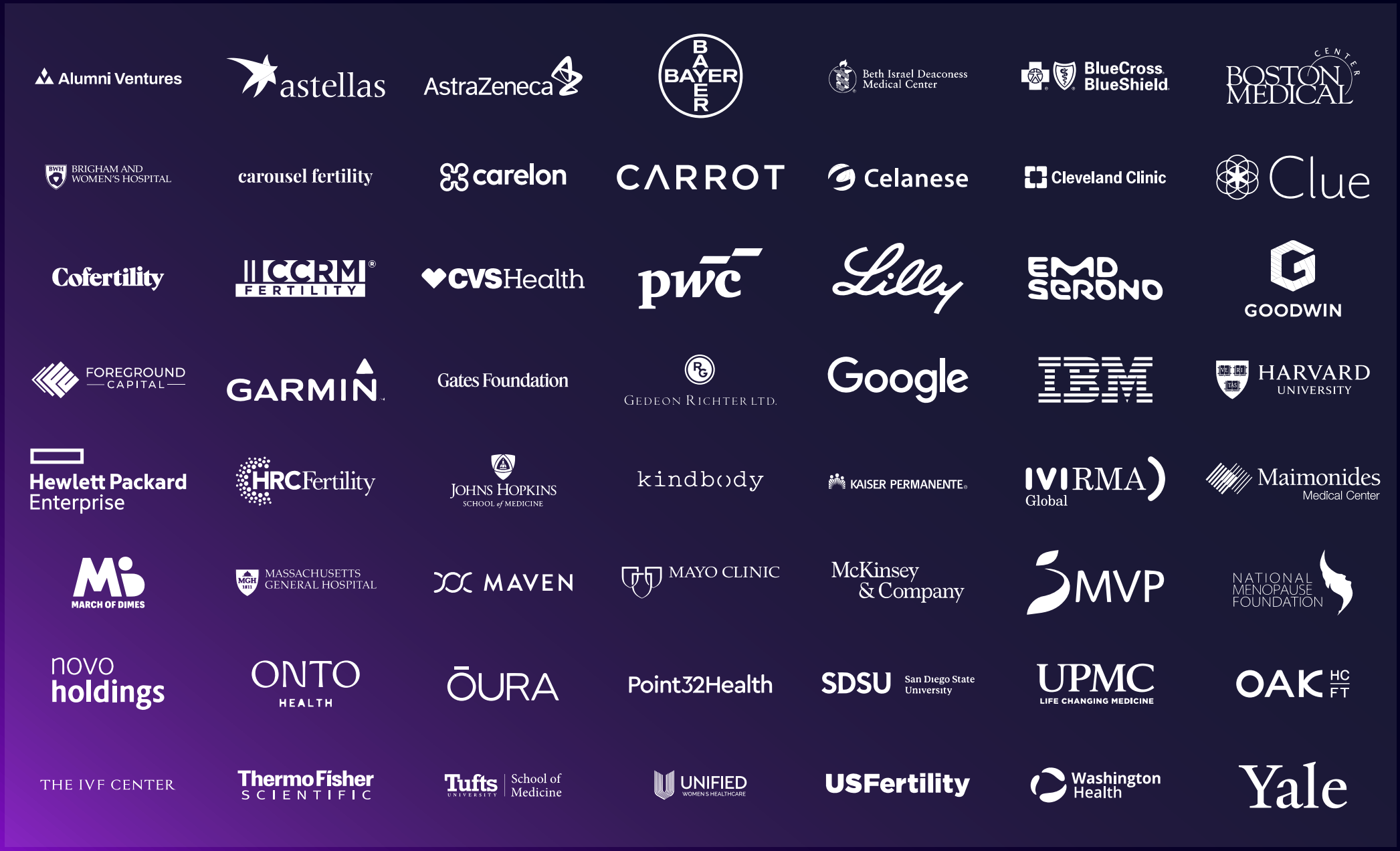
SESSIONS

AUDIENCE BREAKDOWN





WHIS 2026 ATTENDEES INCLUDED



WHIS 2026: KEY TAKEAWAYS

The women's health industry is currently navigating a period in which scientific and technological progress, growing financial support and increased system demand are all converging at once.

At WHIS, that convergence was evident. Investors, health plans, pharma companies, technology firms and health systems were all present in force, arriving focused on how to convert commitment into coverage, adoption and scaled care improvements. Over three days, leaders shared what is working and carved out actions needed where the path to progress is less clear.

THE BUSINESS CASE IS MADE. NOW IMPLEMENTATION MUST BEGIN.

There was no debate over whether women's health earns its place as a top priority for healthcare businesses, instead conversation centred on how to act on this priority. The conclusion, focus on care delivery.

Speakers pointed to existing tools, such as validated screening for perinatal depression, scoring routine mammograms as a heart disease signal and long-established lung function testing, but flagged the lack of consistent application of these tools as the biggest blocker for improved outcomes suggesting near-term progress in women's healthcare outcomes will depend less on new discoveries than on aligning clinicians, payers and partners so these approaches reach more patients.

Momentum has moved from advocacy to execution, and the organizations pulling ahead are the ones turning a proven case into delivery.



GAPS IN DATA REMAIN THE BIGGEST BOTTLENECK LIMITING PROGRESS

Speakers repeatedly cited weak or male-default data as the largest barrier to progress stumping every other ambition and showing up everywhere: AI models inheriting biased data, trials underpowered for women, and payers unable to see spend that sits miscoded across other categories.

The recipe offered was blunt: "count women." and make sex a biological variable in all care data collection. These were supported by HHS who credited data and partnerships as what drives policy.

New infrastructure is forming, including a global gynaecological bioresource consortium and sex-disaggregation work in pharma. For this market, data will be the foundational investment, because AI, evidence and reimbursement all inherit its quality.



WHIS 2026: KEY TAKEAWAYS

LOOK OUT FOR OUR UPCOMING TRACK REPORTS FOR MORE DETAIL ON SESSION INSIGHTS AND CALLS TO ACTION!

REIMBURSEMENT REMAINS A KEY CHALLENGE FOR MANY, AND THE RULES ARE CHANGING

Coverage, not evidence, is what decides whether innovation scales. New data presented at the summit showed payers rating a women's product as compelling as the identical men's version, yet they remained far less likely to cover it, a gap estimated to cost US life sciences over $4B a year.

The rules are also in motion. One of the most discussed topics of the summit was the January 2027 changes when maternity care moves from one global fee to separate payment for prenatal, delivery and postpartum care, producing data the field has never had alongside new documentation and audit demands.

The lesson repeated across sessions was to design evidence for the payer from the start, show the payer their own reclassified spend, and engage early with the coding and policy changes, which respond to participation more than most expect.

WOMEN ARE LOOKING FOR ANSWERS OUTSIDE THE CLINIC, AND TRUST HAS FRAGMENTED

Among the most distinctive findings of the summit, new consumer research showed women increasingly diagnosing and treating themselves outside the clinic. Two in three women aged 35 to 54 use an AI assistant for health and their feeds are dominated by credential-light "experts" influencing decision making.

Trust is becoming a harder won commercial asset, and calls were made for true industry experts to show up more frequently where decisions are made and help women judge what is worth their money. For the market, D2C is an increasingly important channel, and credibility will be the differentiator.



CAPITAL HAS MATURED, AND IT IS FOLLOWING BUYER PROOF AND TIMING

The Women's Health market has reached over $100B in acquisitions and IPOs since 2000 and is growing around 15% a year. The reverse pitch brought corporate venture arms from Lilly, Novo Holdings, Medtronic and CVS Health alongside specialist funds and investors clearly favoured companies with a named buyer and early paying customers over pilots, and recommended timing rounds ahead of regulatory or coverage milestones.

On exits, speakers cited a nine-year average time to exit and roughly $200M average value, skewed upward by large therapeutics deals, with secondary sales and tender offers now providing liquidity without a sale. For the market, capital is deeper and more strategic, but it is concentrating on companies that have solved the reimbursement and adoption problem.

Investors said they look for a clear buyer, early revenue and a realistic path to exit, and that timing funding around regulatory or coverage milestones can help. Several encouraged founders to discuss exit expectations with investors early.

THE BLACK BOX REVERSAL HAS RESET MIDLIFE, THE LARGEST MARKET IN WOMEN'S HEALTH

HHS called the removal of the hormone therapy black box warning revolutionary, and the effect is visible: surging demand and estrogen patch shortages, with the unfinished work now in supply chains and payment. The prize is large. McKinsey showed 62% of the $1 trillion global opportunity sits in midlife.

Testosterone for women is the next regulatory question for the market, midlife has moved from taboo to the clearest near-term growth category, with demand still ahead of supply.



WHIS GALLERY

WHIS reignited the passion behind my work in women's health.

Brittany Bucks
Clinical Program Manager
CIGNA HEALTHCARE





Caroline Berchuck, Expert Associate Partner / Leader of Women's Health - Mckinsey & Company / McKinsey Health Institute breaks down the Economics of Women's Health Coverage







WHIS is where leaders go to find what's next.

Jessica Kamada
Managing Partner
SWIZZLE VENTURES



Kelle Moley, VP of Women's Health Early Phase Clinical Development, Cardiometabolic Research, Eli Lilly & Company (Left) gives an interview on Pharma's Role in the Future of Women's Health





Chris Curry, Clinical Director - Women's Health, OURA moderates a debate on our ability to trust AI in women's healthcare



The Women's Health Innovation Summit should be on everyone's list of essential meetings.

Bruce Cohen
Venture Partner
XERAYA LIFE SCIENCE

WHIS GALLERY


Dr. Dorothy Fink, Deputy Director, NICHD, NIH (Left) and Deb Kilday, Deputy Assistant Secretary for Women's Health and Director of the Office on Women's Health HHS (Right), discuss Washington's Role in the future of Women's Health




Kyle Snook, CEO, Axia Women's Health weighs in on The Business Case for End-to-End Women's Health Models

"WHIS delivered an outstanding experience for both attendees and speakers. The event team was fantastic to work with and provided exceptional support throughout the months leading up to the conference."

Missy Moquin
Director of Program Strategy and Management of Fertility and HIV
EMD SERONO


Dr. Ami Bhatt, CMO, WHOOP discusses whether healthcare has become a consumer-centric industry

"No question, WHIS is the premier Women's Health Innovation Eco-system, Platform, and Summit of and for doers, visionaries, innovators, investors and enablers, bent on making the changes we all need in delivering healthcare for women."

Anna Valcheva
Founder, Managing Director & CEO
AVG



"This was my first time at WHIS and I definitely plan to return!"

Kristeena Wright
Director of Medical Communications & Content
PFIZER







WHIS INAUGURAL OVATION AWARDS

WHIS 2026 saw the introduction of the Ovation Awards, recognizing the tireless work of the organizations, partnerships and individuals who are moving women's health forward.



WINNERS

PROVIDER OF THE YEAR



KIMBERLY WELLS
VICE PRESIDENT OF WOMEN'S SERVICES
ASCENSION HEALTH

MOST INNOVATIVE PARTNERSHIP

SimpliFed
Biogen

PATIENT IMPACT AWARD

Visana

WHIS 2026 INNOVATION SHOWCASE WINNERS

The WHIS Innovation Showcase gives early-stage companies the opportunity to pitch their product or service onstage in front of the entire WHIS audience. We're delighted to announce our 2026 Winners!

MEDTECH
INNOVATION SHOWCASE WINNERS

JUDGES' CHOICE

Raydiant Oximetry

AUDIENCE CHOICE

Ultrasound AI
Visualizing the future of prenatal care.

THERAPEUTICS & PRECISION MEDICINE
INNOVATION SHOWCASE WINNERS

JUDGES' CHOICE

OsteoCure THERAPEUTICS

AUDIENCE CHOICE

AVIVA bio

WHIS THANK YOU TO OUR PARTNERS

PLATINUM PARTNERS

EMD Serono

pwc

KNOWLEDGE PARTNER

McKinsey & Company

DIGITAL MARKETING PARTNER

Helen + Gertrude

EXHIBITORS

MARANI™

WITHINGS HEALTH SOLUTIONS

GOLD PARTNERS

aqurio

carelon

COPD FOUNDATION

GARMIN HEALTH

Google Health

Heads Up™ Making Health Measurable

Heidi

Junction

LifeMD

ORGANON Here for her health

premier research

SERA™ The Pregnancy Company®

SPARK BIOMEDICAL

VENABLE

ZS

EVENT PARTNERS

BITSOL

Don't Ban Equality

Exponent

GOODWIN

mdgroup

upstream USA

WANT TO GET INVOLVED IN WHIS 2027?

WWW.WHISUSA.COM

GET IN TOUCH



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