

Panel: The Device is No Longer a Device: Convergence in Medical Technology

Femme Medical Abstract

Talk Titel : Redefining how urinary incontinence is treated - not just managed

Limor Halay , CEO

**Femme Medical is developing a discreet, non-invasive therapeutic device for women suffering from urinary incontinence, a highly prevalent and under-treated condition affecting approximately 1 in 3 women and significantly impacting quality of life.**

Today, many women rely on pads that only manage symptoms, struggle to adhere to pelvic floor training, or avoid invasive procedures. As a result, leakage is often normalized or left untreated.

Femme Medical is addressing this gap with an intravaginal, tampon-like medical device designed to provide real-time support during leakage-triggering events while contributing to pelvic floor strengthening over time. By combining sensing, electrical stimulation, a mobile app for the user, and patient centered design, the company aims to create an effortless therapy that fits naturally into women's lives.

The company's unique value proposition is its ability to bridge the gap between conservative care and invasive interventions, offering a clinical grade yet discreet and user-friendly solution.

Femme Medical has reached key milestones, including non-dilutive and private funding, an international PCT patent application, clinical collaboration with Ichilov Medical Center, engagement of urogynecology experts, patient focus groups, and preparation for a First-in-Human clinical study.