

**Panel :** Te Device is No Longer a Device: Convergence in Medical Technology

**Title of the speaker** Dr. Edit Goldberg, Escala CEO & Director

**Talk Title:** Expanding the Horizon of Women's Health: The First Solution for All Stages of POP.

**Abstract:**

Pelvic organ prolapse (POP) is a common and under-addressed condition affecting approximately 50% of women over age 40, with a major impact on quality of life, including discomfort, pain, and incontinence. Despite its prevalence, nearly 90% of diagnosed patients are in stages where traditional surgical repair options are not available, creating a substantial untapped market opportunity estimated at \$3.4 billion in the U.S. alone.

Escala Medical is changing this paradigm with Mendit, the only solution designed to address all stages of POP through a traditional or incision-free approach. Mendit enables an under-10-minute repair procedure performed vaginally, including under local anesthesia, making treatment accessible to early-stage patients who would otherwise remain untreated. In this way, Mendit extends care across the entire POP continuum, from incision-free early intervention to surgical repair, through a single platform. With more than 1,700 successful procedures to date and robust clinical evidence showing zero device-related adverse events, Escala is helping shift POP treatment from invasive surgery to a scalable early-intervention model, expanding the total addressable market to \$7 billion.

In this talk, we will discuss how focused innovation in women's health can simplify procedures, expand patient access, and create a scalable commercial opportunity, supported by growing clinical and real-world experience.