

## HER.NEWS

### QUARTERLY NEWSLETTER

FALL 2022

#### FUNDRAISING SUCCESSES

On Saturday August 6th, 2022, **Lutech** in partnership with HERhealthEQ ran a fundraising event at Carman's River Adventures in Brookhaven, NY. The paddle board race raised over \$4,000, and consisted of 29 participants racing a specialized course. In addition to funds raised through the event, HERhealthEQ partnered with organization **GIAHC** (Global Initiative against HPV and Cervical Cancer) to match donations, **fully funding the deployment of one whole system in our 10-for-10 project**. This project in total will screen 500,000 women for cervical cancer per year by deploying 100 colposcopes across 10 countries.

[Read More](#)



#### PROJECT DEVELOPMENTS

With the success of our fundraiser and combined funds received from the Hologic Foundation Charitable grant, HERhealthEQ is excited to announce the kick off of our 10-for-10 project this November. Scheduled for the first week of the month, members of the HERhealthEQ team will travel to San Jose and other regions within Costa Rica. HERhealthEQ will be working with longtime partner the **Anna Ross Foundation**, alongside the Costa Rican Ministry of Health (**CAJA**), to deliver **10 Colposcopes to 10 screening location sites** throughout the country.

We are excited to announce that an additional partnership with the **Coyol Free Trade Zone**, has made the full execution of this program in Costa Rica possible. HERhealthEQ will also be releasing education



Board members Samira Salman (m) and Simone Otenaike (r) with CEO Marissa Fayer (l) in Houston Texas

materials to the public within Costa Rica to promote this exciting opportunity and drive awareness towards equitable access.

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## IMPORTANT DATES

- Stay Tuned: HER.Talks Volume 8 is in the works!
- Stay Tuned: CEO Marissa Fayer to be interviewed on [Project Medtech](#)
- **October 27:** CEO Marissa Fayer to be interviewed at the HITLAB Digital Health Symposium
- **November 2:** HERhealthEQ team members deploy our first colposcope in Costa Rica
- **November 29 (Giving Tuesday):** HERhealthEQ will be hosting a fundraiser, stay tuned for further details.

**Less than 2% of giving in the US goes toward women and children.**

As we approach the holiday season, we encourage our supporters to donate in their gift giving. In 2021, we raised \$9,600, which funded 2 colposcopes and brought screening access to **10,000 women**. This year, give the gift of access through donating to one of our programs.

Our 10-for-10 project will deliver care to 96,000 women per country we deploy in. ***That breaks down to just \$1.68 per woman.***



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## BREAST CANCER AWARENESS MONTH

Did you know... Over 60% of breast cancer cases in India are already in stage 3 or 4 when diagnosed. The breast cancer survival rate is 99% when detected early. As part of our mission to bring equitable access to maternal healthcare for women, HERhealthEQ is championing proximity to breast cancer screening equipment in the smartest way possible - bringing it directly to women in need. In partnership with Jhpiego International, Wayu Health, and Niramai, HERhealthEQ's breast cancer screening program enables local Indian women to learn the basic techniques of a breast self-exam through the launch of a mobile phone app. This then connects them to follow up care with a clinical breast exam and screening technology. Make your contribution for this October's Breast Cancer Awareness Month!

*The total cost of screening one woman in India for breast cancer is just \$4.*

[DONATE WITH FUND MATCHING](#)

## PRESS AND EVENTS

**Creating Health Equity in Developing Countries Using A Circular Approach**

Wednesday, September 21st, 2022  
10am - 11am

**Marissa Fayer**  
HERhealthEQ Founder and CEO

**Robert Miros**  
3rd Stone Design CEO

**Danielle Reyes**  
Counsel, Goodwin

**Faith Legendre**  
Circular Economy Specialist

CLIMATE WEEK NYC  
CLIMATE GROUP

HERhealthEQ

## CLIMATE WEEK

On Wednesday, September 21, HERhealthEQ hosted a virtual panel for Climate Week NYC called "Creating Health Equity in Developing Countries Using A Circular Approach", with industry veterans about how the healthcare industry can drive a reduction in medical equipment waste. The panel was moderated by circularity specialist Faith Legendre, and featured HERhealthEQ CEO Marissa Fayer; 3rd Stone Design CEO Robert Miros; and Goodwin Counsel Danielle Reyes.

"Healthcare has more CO2 emissions than the airline industry," said Marissa Fayer, CEO. "How can we reduce? Really, we need to reuse. We need to reuse and repair and then repurpose" she said, referencing HERhealthEQ's mission to deploy durable medical equipment from high income countries to developing economies.

[Watch The Recording](#)

[Read The Press Release](#)





HERhealthEQ CEO Marissa Fayer is continuing to spread our message of women's health equity. This September, Fayer spoke at the Life Science Women's Conference in Tampa, FL and attended the Women's Health Innovation Series Summit in Boston, MA. Fayer was also interviewed on *The Healthability Project* and was quoted in an article by *Medical Product Outsourcing*. Last week, Marissa spoke at Outsourcing Clinical Trials about diversity and equity in research and was awarded FemTech Focus's *First In FemTech Award*. HERhealthEQ was also featured on Mission Megaphone's podcast Mission Megabites.

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