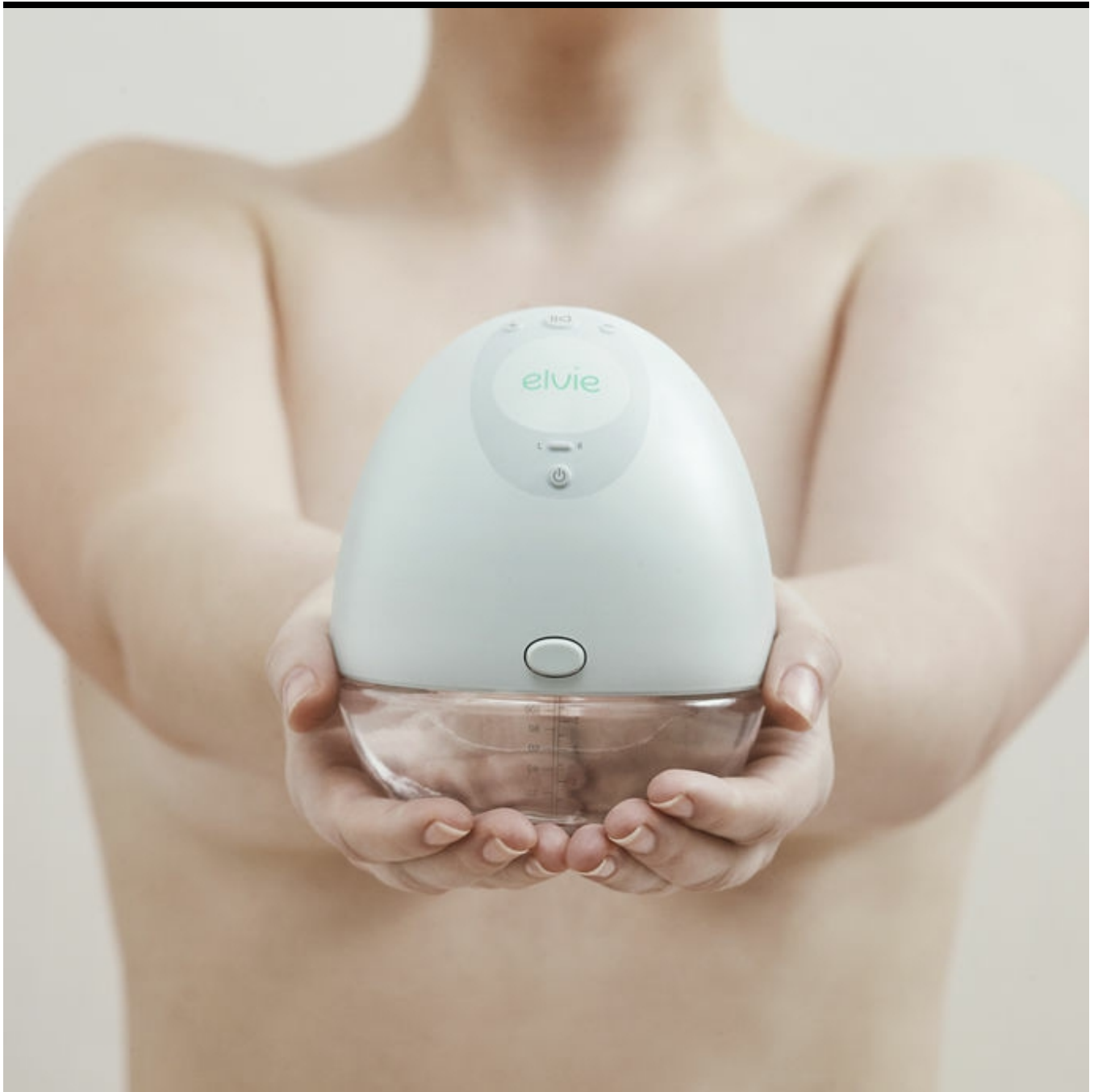


# THOUGHT-STARTER: HOW IS TECHNOLOGY CHANGING WOMEN'S CARE?

By Holly Friend and Livvy Houghton

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*Tania Boler, the co-founder and CEO of Elvie, discusses why careful design and playful marketing are crucial to drive engagement and conversation around women's medical care.*

According to Boler, Elvie is part of a mission to create smart technology for women. 'The Elvie Trainer sheds light on a very neglected area of women's health – the pelvic floor. It was something I knew very little about, but when I became a mother I realised that it was almost a hidden, taboo topic among women. Because nobody talks about it, there hasn't been much innovation.'

Her new product, the Elvie Pump, is a silent, wearable breast pump 'born out of the need to tackle other issues that new mothers deal with, which have also been neglected by technology. As we already had the experience of working with mums when creating the Trainer, we felt confident in creating a product that would help mothers to feel better in themselves.'

'In my view, the vast majority of medical devices are so badly designed. They're utilitarian in their approach, and because they're prescribed by health professionals to patients, they've relied on a business model that is outdated,' she says.

Read the full Q&A [here](#).