

■ WORLD HEALTH INNOVATION SUMMIT (WHIS) · GLOBAL SOCIAL PRESCRIBING ALLIANCE (GSPA)

Hiya.

Women's Wellness & Fertility Network

By women. For women. With the **lived experience**. A new, whole-person approach to women's health in the United Arab Emirates, where clinical care, wellbeing and community come together in one connected journey.

Doctors save lives. They also create lives.

AN INTRODUCTION TO HIYA — UAE

For women, families and friends who would like to know more



Women's health deserves more than a diagnosis.

Too often, women's care is fragmented, rushed and focused only on the physical. Hiya was created by women who have lived these journeys themselves, to change that.

100%

of IVF clinics led or owned by men in the UAE.

~17%

of couples in the UAE are affected by infertility, an estimated 15–20% compared with a 10–12% global average.

<5%

of global medical research funding is dedicated to women's health.

WHAT HIYA DOES DIFFERENTLY

- **Female physicians**
All physical examinations and interactions are carried out by female doctors.
- **Wellbeing is prescribed**
Nutrition, emotional support, community and guidance are part of your care plan, not an optional extra.
- **One journey for life**
From first periods to fertility, pregnancy, menopause and healthy ageing.
- **Privacy first**
Designed for women who value discretion, time and results.

The \$ opportunity: Global wellness spend has increased from \$6.8 trillion in 2024 to a forecast of \$9.8 trillion by 2029. Women drive the majority of consumer health spending. Women's global wealth is increasing by around \$5 trillion every year.

■ WHAT IS HIYA



Healthcare designed around the whole life of a woman.

Hiya Women's Wellness & Fertility Network is the first and flagship pillar of the World Health Innovation Summit (WHIS), delivered through the Global Social Prescribing Alliance (GSPA). It is built in partnership with **established clinics and leading experts**, and brings together medical care with a structured programme of wellbeing support: **an end-to-end women's health ecosystem.**

WHO HIYA IS FOR

Women aged 18 to 65+ across every life stage, with fertility care as our initial focus · **Women who have been through IVF before** without success · **Women travelling to the UAE** for care and a break



Healthcare designed around the whole life of a woman. One woman. One health journey. One connected ecosystem.

Care that treats the whole person, not just the diagnosis.

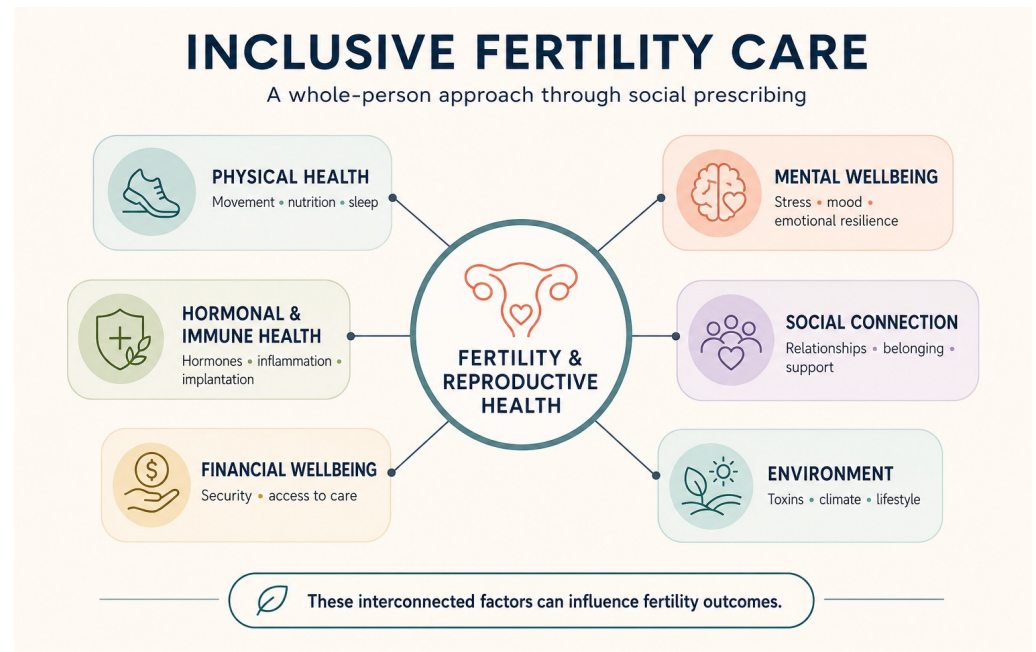
Social prescribing connects you with the non-clinical support that shapes your health: nutrition, psychological care, financial guidance, community and holistic therapies. At Hiya these are a **prescribed part of your care**, not an optional add-on.

For fertility, it means treating the whole picture (body, mind and life around you), not a physical diagnosis alone.

WHAT PUBLISHED RESEARCH SHOWS

- **53% and 41% higher odds** of clinical pregnancy and embryo implantation were associated with good sleep quality, across 6,754 fertility-treatment (ART) patients.
- **52% vs 20%** live-birth/pregnancy outcomes on a second IVF cycle for patients receiving structured mind-body support (Boston IVF).
- **69 studies, 5,935 women:** psychological support improved anxiety, depression and wellbeing, with modest gains in pregnancy rates.
- **Routine screening** and support for anxiety, depression, sleep and emotional regulation alongside fertility treatment is supported by the evidence.

THE WHOLE-PERSON MODEL OF FERTILITY CARE



Every person is different and outcomes vary. Hiya's wellbeing support complements, and never replaces, medical advice from your physician.

*In practice, your support is arranged by Hiya's **Link Workers & Wellness Specialists** at each site; a model founded by Gareth Presch and curated by Hiya's women leaders with global experts from Harvard Medical School and Oxford University.*

One woman. One health journey. One connected team.

01

Meet your doctor

Your consultation and any examination is with a female physician, in a private and unhurried setting.

02

Your wellbeing prescription

A Hiya Link Worker gets to know you and builds a plan: nutrition, emotional support, community, guidance and holistic therapies.

03

Care for your life stage

Hormones, periods, fertility, pregnancy and post partum, menopause and longevity, all under one network.

04

Connected all the way

The Hiya Pathway™ platform keeps your care, your team and your progress joined up.

Fertility first. Hiya is starting with fertility care, where the need for whole-person support is greatest, and will then grow across every area of women's health.

Social prescribing is already part of health policy in 24 countries.



24

countries have built social prescribing into national health policy, across Europe, North America, Asia and Oceania.

~3,200

NHS link workers delivered social prescribing in England in 2023.

England · Scotland · Wales · Northern Ireland · Republic of Ireland · Canada · USA · Portugal · Spain · Netherlands · Finland · Italy · Germany · Austria · Poland · India · Iran · Japan · Singapore · Malaysia · China · Taiwan · South Korea · Australia

COMING TO THE UAE

Flagship centres in Abu Dhabi and Dubai first, followed by Sharjah, Al Ain and Ras Al Khaimah, with access across the Eastern Region and Northern Emirates.

AND AROUND THE WORLD

Next Hiya sites planned in London, Manchester, Paris, New York and São Paulo, with talks underway for Yokohama, Japan.

A global team, here in the UAE.



Gareth Presch

Founder, WHIS & Social Prescribing

CEO & Founder, World Health Innovation Summit (WHIS) and Global Social Prescribing Alliance (GSPA). Former member, Vatican COVID-19 Commission; ex-Chief Officer, National Haemophilia Council (Ireland).



Noora Al Suwaidi

GCC Regional Chief Executive Officer, WHIS

Also Director of Academic International Exchange, American University of Sharjah. Leads GCC expansion of the social-prescribing model underpinning this Network.



Rini Laskar

Founder, Hiya Women's Wellness & Fertility; Owner, The Doctors Hub Polyclinic (Est. 1984)

Former Director, UBS & Citibank. Named a Top 100 Ethnic Minority Leader (Yahoo Finance, 2020) and a Top Power Woman in Data, AI & Analytics, Dubai (2025).

Dr Ron Daniels BEM *Global Clinical Lead* CEO, UK Sepsis Trust



Mohammad Peydavos

Chief Technology Officer

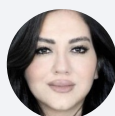
UAE lead; Head of New Business in IT and IT Services; CEO of The Doctors Hub Polyclinic (Est. 1984).



Dr. Mohammad Nami

Cognitive Neuroscience & Clinical Neuropsychology

Harvard-educated; Associate Professor, Canadian University Dubai. Owner, BrainHub Polyclinic, Jumeirah.



Dr. Gooya Madadi, MD

OB-GYN Specialist: Infertility & Reproductive Medicine

Fellowship-trained in reproductive medicine; supports the Network's infertility and reproductive care pathway.



Dr. Amna Ahmed Butt

Menopause Specialist & Family Medicine

UAE-based menopause specialist, supporting the Network's midlife women's health pathway.



Mercy De Savage

CEO, Women's Wellness & Resilience

Harvard Medical School; leads the Women's Wellness & Resilience arm of the Network.



Bianca Nico

Chief Digital Patient Acquisition Officer

Leads digital outreach so more women can find and join Hiya.

ADVISORY

Fatema Al Ketbi

CXP Officer · Ras Al Khaimah-based women's lead and advocate

Sandra Solano, M.D.

CMO, The Fyera Foundation · Ex-Ohio Medicaid & Health

Dr. John Naslund

Sr. Research Scientist, Harvard Medical School · Co-director, Mental Health for All Lab

James Sanderson

Chief Executive, Sue Ryder · Former National Director, Community Health Services, NHS England

■ JOIN US

Hiya.

By women. For women.

Whether you are starting to think about your fertility, going through treatment, entering menopause, or simply want care that sees the whole of you, we would love to hear from you.

Hiya is the flagship pillar of the World Health Innovation Summit. The UAE is where it begins.

This introduction is for general information only and is not medical advice. Please speak with a qualified physician about your own health.



GET IN TOUCH

Rini Laskar

rini@whis.world

Gareth Presch

gareth@whis.world

Noora Al Suwaidi

noora@whis.world

www.whis.world

IN PARTNERSHIP WITH

