



Two-Year Impact Report

In two years, Rosy Wellness has built the largest network of healthcare providers supporting women's sexual health in the U.S.

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Introduction



Rosy, the first ever, research-backed technology solution designed for women with sexual health questions and problems, was founded in 2019 with a singular purpose: to offer women a holistic approach to sexual health and wellness.

Since then, Rosy has become home to the nation's largest network of healthcare professionals that support women's sexual health by focusing on getting the right information into the right hands exactly when it's needed.


This report outlines the gaps that currently exist in women's sexual wellness, stemming from a lack of medical training, resources and funding, and highlights how Rosy continues to fill that void by empowering women and their healthcare providers through innovative partnerships and technology solutions.

Current State Of Women's Sexual Wellness




WOMEN HAVE QUESTIONS, AND MOST DOCTORS DON'T HAVE THE ANSWERS

Studies have shown that up to 43% of women in the U.S. experience some type of sexual dysfunction. This suggests that nearly 1 in 2 women struggle with low desire, arousal, difficulty with orgasm, or lubrication. Furthermore, more than 75% of women report painful sexual intercourse at some time in their lives. Yet, physicians receive little to no training in the area of women's sexual function, instead focusing on reproductive, surgical or other preventative medical matters. Though the American College of Obstetricians and Gynecologists (ACOG) has provided some guidance to its members on how to address a patient's sexual health as part of their overall well-woman care, the information largely focuses on sexually-transmitted infection (STI) prevention and pregnancy, rather than sexual pleasure or treatment of sexual dysfunction. This lack of training and professional resources, combined with a societal silence surrounding conversations around female sexual health and pleasure, has completely left women behind when it comes to their sexual health.



Approximately 61% of Ob-Gyns surveyed felt unequipped to discuss matters of sexual health with patients before learning about Rosy.



On the other hand, men appear to have endless resources at their disposal, compared to their female counterparts, seen most evidently in the 26 FDA-approved medications addressing sexual dysfunction in men versus the mere 2 that have been approved for women. In both funding for medical research and venture capital, there has been a significant discrepancy in attention and dollars to companies focused on men's sexual health over women's.

Less than 5% of venture capital funding and 4% of research funding is allocated to supporting women's health.

(Source: [MobiHealth News](#))

At the same time, social media sites like Facebook have been known to allow ads that openly address men's sexual health concerns while blocking ads for women – even ones with a more subtle tone – flagging them as adult content, as [reported](#) by MobiHealth News. The wide gender gap in sexual dysfunction research, funding and advertising make it even more difficult for women to find the help they need.

Without a source of trustworthy information or any open conversation about these common issues, women feel alone in their suffering and risk turning to non evidence-based sources for information that often lead to failed outcomes. This leaves women in a constant state of isolation and hopelessness. And as challenges persist, relationships, self-esteem and self-image suffer needlessly due to a lack of fulfilling

sexual interaction and connection. At the same time, without the proper training – and an ever-increasing list of demands on their schedules – healthcare providers have been left stranded in many ways, with their hands tied and no simple, reputable way to support their patients in these struggles.

Empowering Providers With A Multidisciplinary Tool



ROSY EMPOWERS HEALTHCARE PROFESSIONALS WITH THE RESOURCES THEY NEED

Founded to solve this double sided problem, Rosy seeks to remove the unnecessary shame and stigma that has infiltrated these conversations. Healthcare providers are now empowered with a credible, multidisciplinary tool they can easily share with their patients as they care for the whole woman throughout each unique stage of life.

And it's working.

In just two short years, more than 3,500 physicians, psychologists, therapists and other healthcare professionals now rely on Rosy to help fill the inequitable void that has existed for far too long in women's health. Founded by an ob/gyn, Rosy conveniently combines the evidence based interventions that exist for women with sexual issues, saving healthcare providers one of their most precious commodities – time. Physicians can quickly refer Rosy to their patients as a trusted resource they can depend on to help guide their patients through a holistic approach to sexual wellness, recognizing that it is often a mix of lifestyle, behavioral and medical changes that are often needed to support a patient's success.

The mobile-based app contains a large library of evidence-based content created by physicians and psychologists based on proven interventions to address sexual dysfunction in women. Rosy is broken down into four main components including educational videos, guided

self-help classes, romantic and erotic short stories, and a safe and authentic community forum that allows members to share, encourage and learn from one another.

Additionally, Rosy is a reliable source of connection for these doctors and their patients to gain access to board-certified and licensed providers, including physicians and therapists, who have specialized training in the field of sexual health, making it easier to refer patients with professionals ready to help.

A healthcare provider in the Rosy community will refer between 7 to 30 patients per month to Rosy, most of whom are more engaged users because their doctor referred them.

The one-stop referral resource for physicians to share with their patients, Rosy delivers the information and support women are looking for right to their fingertips and takes the guesswork out of the equation. And because there are no financial commitments to be part of the Rosy Healthcare Professional Community, Rosy is truly a benevolent partner in each physician's pursuit of providing quality care to their patients.

Rosy's Impact With Healthcare Providers



HERE'S WHAT THE DOCTORS ARE SAYING ABOUT ROSY:

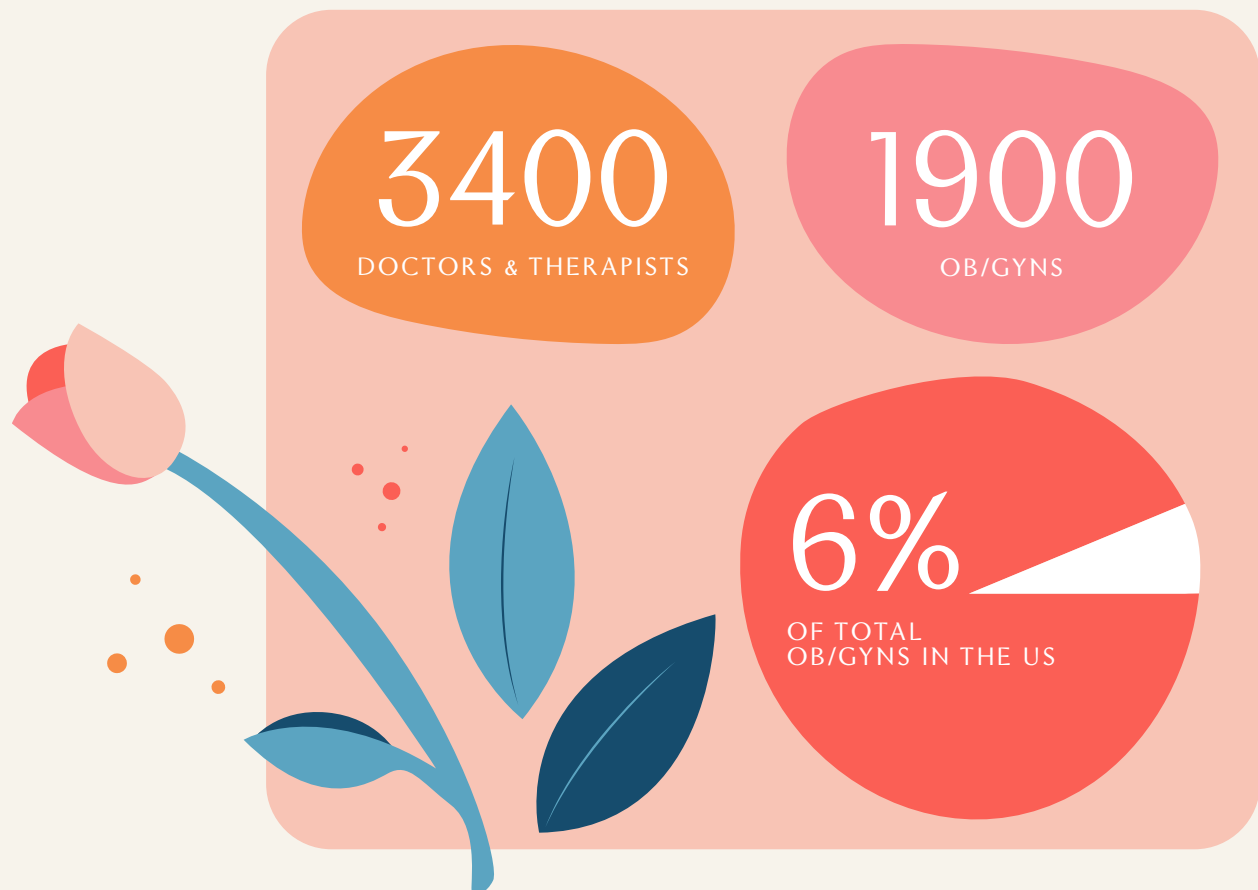
"As a gynecologist specializing in sexual health, I cannot recommend this app highly enough. The content is superb, timely and relevant."

"I love the feeling that I can provide patients worthwhile and accurate information that I can trust."

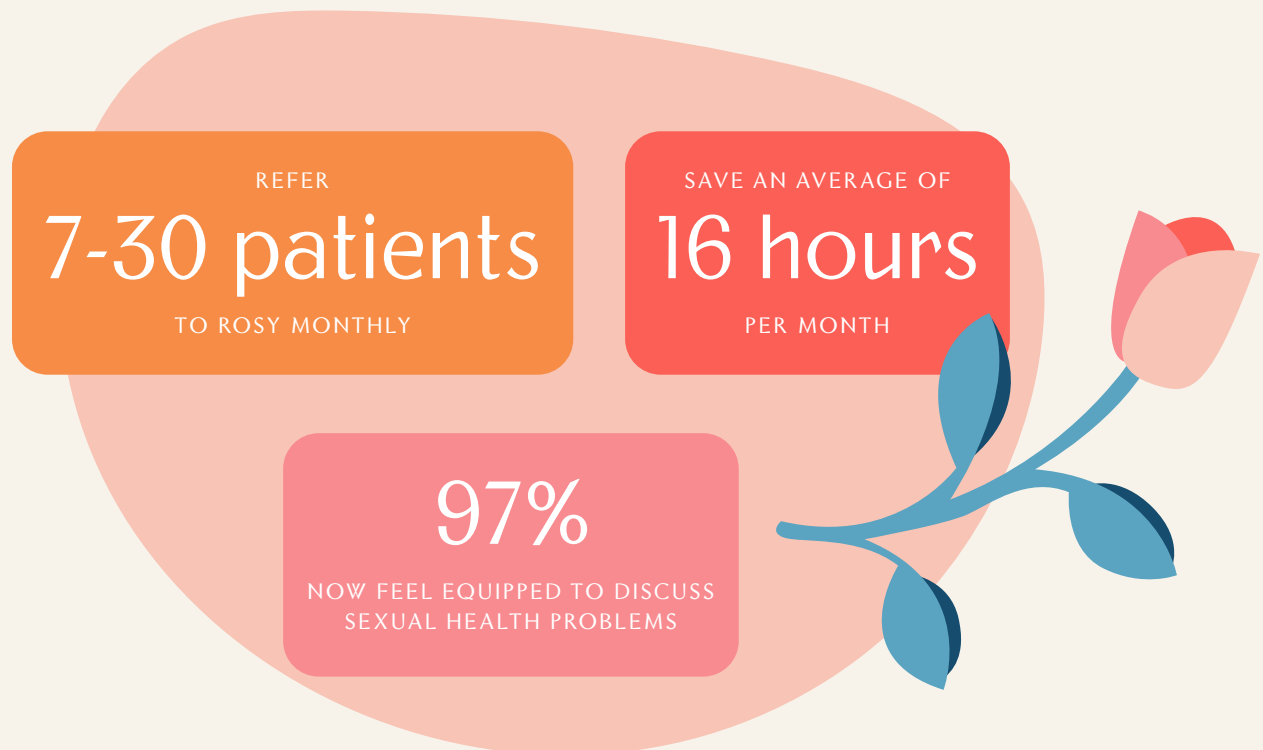
"Reliable information from a trustworthy source, backed by research and science. I am thrilled to have the resource for my patients."

In February 2021, Rosy surveyed its ob-gyn provider network, uncovering the benefits and significant time-savings it provides to healthcare professionals.

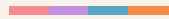
Rosy's Healthcare Provider Network: An Overview



In a recent survey,
Rosy Ob-Gyns said they...



Looking Ahead



ROSY'S FUTURE GROWTH

By improving the quality of the physician-patient relationship, Rosy is uniquely positioned for continued growth in the U.S. and abroad. There are approximately 35,000 ob-gyns currently practicing in the United States, and Rosy is already recommended in nearly 6% of their offices.

Through continued collaborative efforts to engage these partners as new content creators, bringing their own expertise and backgrounds to the platform, Rosy can meet the needs of an ever-expanding and diversifying customer base. And as word spreads over social media, at medical conferences and at hospitals across the nation, even more providers will benefit by joining the Rosy Healthcare Professional community and will, in turn, help more women find the comprehensive and evidence-based help and support they deserve.

Women have made great strides in recent years in their pursuit of equality, taking their rightful place in more boardrooms, courtrooms, and even the White House, and women are demanding more from their healthcare as well. We know that there is much work left to be done – and Rosy is dedicated to paving the way for both women and their healthcare teams in this much needed and long-overdue pursuit of women's sexual health and wellness.