

From Episodes to a Lifetime: How AI can Enable Women's Health Brands to Build a Partnership that Lasts

By Jennifer M. Barrett, MSc

Senior Vice President, Client Services, Woven Health Collective

Works cited

1. World Economic Forum; McKinsey Health Institute.
Closing the Women's Health Gap: A \$1 Trillion Opportunity to Improve Lives and Economies. World Economic Forum website. Published 2024. Accessed June 11, 2026. <https://www.weforum.org/stories/2024/10/women-health-gap-healthcare-gender/>
2. PricewaterhouseCoopers (PwC).
From Margin to Mainstream: The Future of Women's Health. PwC US website. Published March 11, 2026. Accessed June 11, 2026. <https://www.pwc.com/us/en/industries/health-industries/library/the-future-of-womens-health.html>
3. AI Magazine.
How and Why 70% of Healthcare Companies Are Implementing AI. AI Magazine website. Published 2025. Accessed June 11, 2026. <https://aimagazine.com/news/how-and-why-70-of-healthcare-companies-are-implementing-ai>