

# Women's Health in 2026

## Trends & Focus Areas

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As we kick off 2026, women's health has reached a critical mass of awareness, migrating from niche need to necessary care. Fifty-one percent of the population is not "niche." A prevalence of clinical data and technology are driving the cultural shift to greater inclusion. From sophisticated wearables to rethinking postpartum care, the healthcare industry is finally treating women's health as population health.

Withings Health Solutions recently hosted a panel discussion in collaboration with French Tech Boston, bringing together healthcare and technology leaders from Carrot Fertility, Clue, and Babyscripts, to discuss the future of women's health. The conversation between Asima Ahmad, M.D., Chief Medical Officer at Carrot, Anish Sebastian, CEO of Babyscripts, Rhiannon White, CEO of Clue and Sadie Morahan, Director of US Revenue at Withings Health Solutions defined what will be the central women's health trends in the new year.

## Five Key Trends & Focus Areas of Women's Health in 2026:

### 1 Women's Health is Population Health

Let's start not with a trend but a long overdue recognition: when women thrive – in their health, their careers, their home and family life – their household health and the health of their larger community benefit.

There are straight lines that fan from an individual woman's health to her larger network, mapping the emerging industry recognition that women's well being is central to public health. The takeaway: women's health needs to be properly resourced. Unfortunately, women are 66% more likely to receive a medical misdiagnosis than men. That care gap is a reflection of a comparatively persistent dynamic where women's concerns are questioned rather than believed and the overwhelming emphasis of medical research on men's health.

The industry is ready for a correction. To improve women's health, collaborative, team-based care models, rooted in trust and inclusion, will help equalize outcomes, and the impact will be felt beyond the exam room. Finally, the larger importance of gender-equitable care is being understood, signaling a shift toward health systems that recognize women's health as a driver of population-level impact.

### 2 Beyond the Clinic: The Rise of Connected, Continuous Care

The explosion of virtual platforms, remote monitoring, and clinical-grade wearables means that care is no longer confined to the doctor's office.

The most therapeutically effective new technologies will be integrated into the growing patient-as-consumer healthcare ecosystem, not standalone apps. Why? Consider this: of patients monitoring postpartum hypertension with at-home blood pressure, 92% received digital clinical follow-up within 10 days vs. 58% who received follow-up in that time frame with in-person visits. Women, whose work-and-home demands disproportionately limit their access to in-person care, will receive more consistent care through the technological expansion of connected, continuous care – coordinated networks of clinicians, caregivers, and technology partners supporting women through every phase. According to Anish Sebastian, CEO of Babyscripts, "Let's make it easy for patients to get the care they deserve. Oftentimes, we think advanced healthcare technology is for the privileged. We're on a mission to say, Technology is an equalizer for everyone."

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### 3 Data as Agency: Turning Tracking into Empowerment

For women's health to achieve equal mindshare, women need the numbers to tell their story.

Rhiannon White, CEO of Clue, said, "Tracking equals data, data equals insight, and insight equals agency." Or, your health symptoms are not in your head, they're in your data. When women can clearly articulate what they're experiencing by quantifying dates and measurement, clinicians can – and will – provide better, faster, and more targeted care. Half of 3,000 women surveyed by Withings want more help understanding their symptoms and physiological changes and doctors haven't been the primary source for filling that gap. A whopping 62% of women with hypertension are unaware of their condition. Wearables and connected devices are arming women with precise, personalized health data that supports informed care decisions. Technology that converts individual data points into trend insights in real-time, giving the patient and their care team actionable insights, mitigates the data-overload syndrome and brings women into meaningful clinical conversations. And there's more to say about data as a conversation starter.

### 4 Normalizing Women's Health at Every Stage

Rhiannon White also said, "If we don't use the words and if we don't start talking about things openly, then we can't even do the work and move on. If we don't talk about it, we can't fix it."

As women's health conversations move from the shadows to the mainstream, activation will depend on making it scientific and data-driven, undoing the stigmas and taboos that have marginalized care. 82% of perimenopausal and menopausal women reported stigma associated with symptoms, which can be a deterrent to receiving care. The economic impact is extreme: the annual cost of menopause to the U.S. economy due to lost productivity, absenteeism, and premature exit from the labor force is \$1.8 billion. Breaking the taboos of health conditions like menopause will enable better data, more research funding, and smarter solutions across every life stage, from puberty to post-menopause.

### 5 Building the Right Incentives for a Healthier Future

Women's health is everybody's health. Real progress depends on aligning incentives – from paid maternity leave to reimbursement models that support postpartum and preventive care.

Employers, insurers, and policymakers play a crucial role in making women's health accessible and sustainable. 2026 will be defined by how well the system rewards investment in women's long-term health, not just short-term care episodes. As Withings' Sadie Moore said at the event, "Women's health spans more conditions, life stages, and care needs than any one organization can address alone. Bringing together the leaders on this stage underscores how progress depends on collaboration, with each of us contributing our expertise to better support the health of more than half the population."

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SADIE MOORE  
WITHINGS

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