Beat: Health

FEMTEC HEALTH Taps GENIEUSRX As EXCLUSIVE ONLINE PHARMACY PARTNER

FOR D2C PLATFORM AWESOME WOMAN

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USPA NEWS - On February 18, FemTec Health, the leading health and beauty sciences company, announced an exclusive partnership with online pharmacy company GeniusRx that will provide Awesome Woman members access to on-demand, door-to-door medication delivery.

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Launching later this month, Awesome Woman is FemTec Health's consumer brand that will provide personalized health and wellness services along with products that are meaningful and effective to women at all life stages. Areas of focus include menopause, fertility, wellness and prevention, reproductive care, sexual wellness, mental health, chronic care, and beyond. GeniusRx will offer Awesome Woman members access to medications at the best price.

"Women are ready for a new experience. We believe that a woman deserves a single trusted source that unifies and personalizes her healthcare. It's time for the healthcare industry to transform into an end-to-end personalized experience for every woman, at every stage of her life," said FemTec Health Chief Medical Officer Dr. Laura Clapper.

FemTec Health was founded in May 2020 and publicly launched in October 2021 by serial entrepreneur Dr. Kimon Angelides who serves as Executive Chairman and Interim CEO of the company. Previously, Dr. Angelides founded several renowned digital health tech companies including Diabetes America, Vivante Health and EosHealth which was renamed Livongo. GeniusRx was launched in 2020 by telemedicine industry veteran Randy Parker. Both founders believe in solving inefficiencies to fix an expensive, fragmented healthcare experience.

"We're excited to partner with GeniusRx to include pharmacy into the Awesome Woman offering of integrated personalized products and services to support women having the information, power and control to make their own health and wellness decisions from home," said Dr. Angelides. "With Awesome Woman's telehealth services and GeniusRx's competitive pricing and door-to-door accessibility, we remove the stress associated with having to go to the doctor and then to the pharmacy. This is the first of many partnerships we will be announcing to reinvent women's healthcare."

"At GeniusRx, we take a patient-centered approach to help people achieve better health. We do it by providing convenient home delivery of medications and easy access to pharmacists who can provide optimal care and guidance around medications. We want to support women on their health journey and are excited to partner with FemTec on this mission to empower their health and wellness," said Randy Parker, CEO of GeniusRx.

Source: FemTec Health

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