

FOR IMMEDIATE RELEASE

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Reimagining Health for Women of Colour, Powered by AI.

Athena empowers women of colour through Gen-AI to provide personalised culturally relevant health and wellness solutions.

Women of color face unique and often overwhelming challenges in accessing quality healthcare, with issues like inaccessibility and unaffordability disproportionately affecting them. Despite their greater need for medical care, they remain underrepresented in clinical trials, limiting the biological understanding of their health needs and deepening existing health inequities.

Reproductive health concerns, such as abortion, miscarriages, infertility, and menstrual issues, are often considered taboo, leaving many women of color feeling unheard and underserved, even when they seek professional help. Athena is here to change that—by offering personalized, culturally relevant health and wellness solutions, we are bridging these gaps, empowering women of color to take control of their health and ensuring their voices are finally heard.

What We Offer

Many women of color face the frustration of short GP appointments, often lasting just 10 minutes, leaving little room to address complex or culturally specific health concerns. Rising healthcare costs further limit access to private care, forcing them to navigate between inadequate GP services and unaffordable alternatives. Even more troubling, 84% of women feel unheard by healthcare professionals. Athena Health AI is here to change that.

Athena empowers women of color with personalized, evidence-based healthcare through advanced AI and machine learning. Our Gen-AI-powered chatbot offers 24/7 support, addressing health concerns that are often overlooked in traditional appointments. By bridging the gap between GP services and costly private care, Athena provides affordable, accessible, and culturally relevant health guidance tailored to individual needs, ensuring that comprehensive healthcare is within reach for those who might otherwise be priced out of private care.

Through cutting-edge technology and medical expertise, Athena delivers comprehensive support that enables women to take control of their health. Our platform offers real-time, personalized health recommendations, ensuring that users receive guidance relevant to their cultural and medical backgrounds, in a way that respects and understands their unique experiences, while fostering a sense of belonging. With evidence-based solutions derived from scientific research, Athena goes beyond generic advice, delivering accurate and relevant healthcare insights.

By providing a safe space for community support, Athena empowers women of color to share their experiences, ask questions, and find strength in a network of peers. Through Athena, women can access holistic healthcare solutions that not only improve their well-being but also amplify their voices in the healthcare landscape.

Attendees can experience Athena and meet the team at the Web Summit.

Contact:

Zahara Miriam – Founder & CEO
+44(0)7-946-291-893

zahara@athenahealthai.uk
<https://www.linkedin.com/in/zaharamiriam/>