

FROM SILENCE TO SYSTEMS CHANGE

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When I was 28, I was told I had an 18 cm fibroid pressing against my uterus, bladder, and colon. The words were clinical, but the experience was anything but.

What followed were years of “standard care”: hormone therapy, endless scans, contradictory advice, and the subtle but familiar dismissal that so many women know too well. The phrase that echoed most often? “You’re fine.”

Except I wasn’t.

That’s when I realized something fundamental about women’s health: our bodies were being managed, not understood.

And more importantly, our lived experiences weren’t being valued as data.

Why Women’s Health Needs Innovation

For decades, the design of medical products and protocols has been biased by omission.

- Most clinical trials excluded women.
- Many devices were designed for a “universal” patient who happened to be male.
- And in boardrooms, conversations about menstrual cycles, fibroids, or pelvic pain were treated as niche, instead of the global reality they are.

This is why innovation in women’s health looks different. It doesn’t begin with market reports.

It begins with stories.

With whispers between friends.

With women comparing symptoms, swapping advice, and eventually saying: “There has to be a better way.”

Those whispers, when taken seriously, become the seeds of systemic change.



From Whisper to Blueprint

At Go Vertical ICM, where I serve as COO, we've learned that the most powerful innovations don't start in labs – they start in lived experience.

- The woman is the research, not just a data point.
- The prototype often begins as a note in a phone, a sketch on a napkin, or a question asked late at night: “Is it just me?”
- And dignity is just as important a design feature as function.

We've built products inspired directly by these stories – from fibroid management solutions to femtech tools that address pelvic health and hormonal wellness.

Each one started with something the mainstream didn't want to talk about.

The Education Gap

Innovation in women's health is also about unlearning.

For too long, women have been told that pain is normal, that silence is polite, and that their experiences are “too personal” to be part of professional dialogue.

But when we treat women's lived experience as primary intelligence instead of background noise, everything shifts.

- Products fit real lives instead of abstract “average users.”
- Solutions prioritize dignity, not just compliance.
- Industries can no longer say “there's no demand” when the need is visible, consistent, and undeniable.



Where We Go From Here

Innovation in women's health isn't just about new devices or supplements.
It's about designing a system that listens.

A system that respects the intelligence of women's bodies.

And a system that no longer requires us to choose between being believed and being cared for.

I didn't plan on becoming a builder in this space.

But when the system failed me, I realized I had a choice: stay silent, or turn my story into a blueprint.

We've chosen the second path.

And we're not alone, the movement is growing.

Because when women stop whispering and start building, the future of healthcare changes.

