

WOMEN FIRST DIGITAL: FEATURES AND SERVICES

Improve awareness of your organization’s contraceptive and abortion care offerings through innovative and robust eHealth solutions.

ABOUT WFD

Women First Digital (WFD) has been bridging gaps in Sexual and Reproductive Health (SRH) self-care since 2014. We understand the unique barriers that hinder access to and uptake of information and services.

Our customizable suite of digital tools and strategies help SRH organizations overcome these barriers, regardless of size or location.

TRANSFORMING HOW YOU DELIVER SELF-CARE

WFD is an ideal digital partner for organizations looking to leverage high-response digital solutions to:

- promote safe abortion and/or contraceptive products and services,
- combat stigma and misinformation, and
- create a supportive self-care environment that encourages healthier lifestyles.

ESTABLISHED DIGITAL BRANDS

WFD manages three global brands. Each brand offers unique eHealth solutions and customizable cross-channel marketing strategies for both local and global organizations of all sizes.



A leading provider of self-managed medical abortion information, assistance and training.



A sex-positive resource for tailored contraceptive information and user-to-user SRH conversations.



A secure, global network of trained abortion counselors and on-the-ground healthcare providers.

WHY WFD?



Trusted

Brand awareness in over 30 countries with experience entering new markets



Scalable

Our digital solutions allow for rapid and cost-effective expansion



Quantifiable

Detailed evaluation reports to assess return on investment

THE RIGHT DIGITAL SOLUTION FOR YOUR ORGANIZATION

WFD provides novel eHealth solutions for organizations looking to maximize reach, improve demand generation and bridge communication gaps with their customer base.

WE OFFER THE FOLLOWING COMPREHENSIVE PORTFOLIO OF PRODUCTS AND SOLUTIONS THAT ARE INDUSTRY FOCUSED, AGILE, SCALABLE, AND COST-EFFECTIVE:

MOBILE FIRST

Enable a mobile optimized experience for users in low-data settings.

RICH MESSAGING

Curated safe abortion and contraceptive care messaging for your target audience.

WHATSAPP CHATBOT

Deliver instant, self-care information to 2 billion users worldwide.

SEAMLESS INTEGRATION

Embed our abortion counselling facility into your existing website. We take care of all the coding.

ROBUST REFERRALS

Get added to our safe abortion provider database and receive referrals to your on-the-ground services and products.

DE-MEDICALIZED LANGUAGE

Ensure your target audience has access to simple, stigma-free and easy-to-understand information in multiple languages.

CUSTOMIZED COUNSELLING

Access a global team of medically trained counselors who guide users through medical and surgical abortions.

DIGITAL ADVERTISING

Promote your services by advertising on global platforms such as Facebook, Instagram, Google and more.

LOCAL PARTNERSHIPS

Engagement of local influencers, bloggers, animators, and organizations to build brand awareness.

ONLINE FORUM

Enable open discussions on a variety of sexual health topics, safely and anonymously.

CERTIFICATED COURSES

Provide healthcare professionals access to online medical abortion training and improve service quality.

MULTI-CHANNEL MARKETING

Engage audiences across their preferred platforms and at each stage of the decision-making journey.

LEARN MORE

[White Paper](#)

[Newsletter 1](#)

[Newsletter 2](#)

We're ready to help you design the perfect eHealth experience for your audience!

Customizable digital packages available upon request.

Contact us at info@womenfirstdigital.org for more information

WFD Women First Digital