



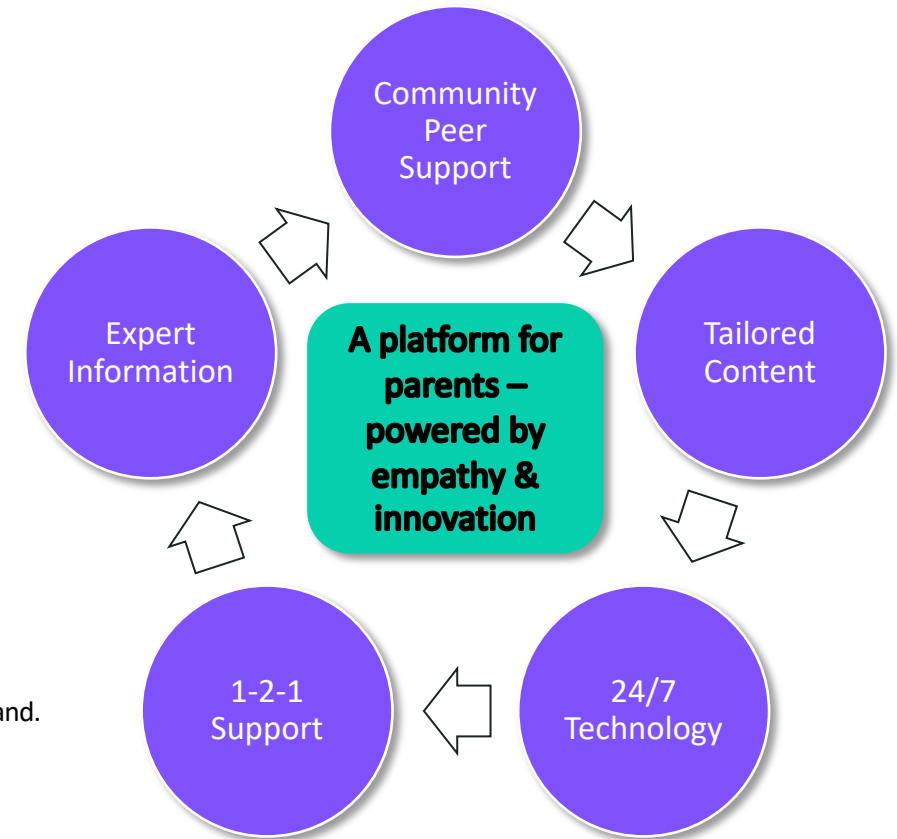
The parenting & feeding app
powered by empathy & innovation

Introducing Anya



- 👤 LatchAid™ launched in 2021, proving the positive impact of its innovative digital breastfeeding support
- 👤 Users exclusive breastfeeding at 6-8 weeks at double national average rate*
- 👤 We have become Anya to better reflect the extensive support offered throughout pregnancy and early parenthood
- 👤 No.1 breastfeeding app in the ORCHA digital library
- 👤 Available to over 4.3M NHS service users

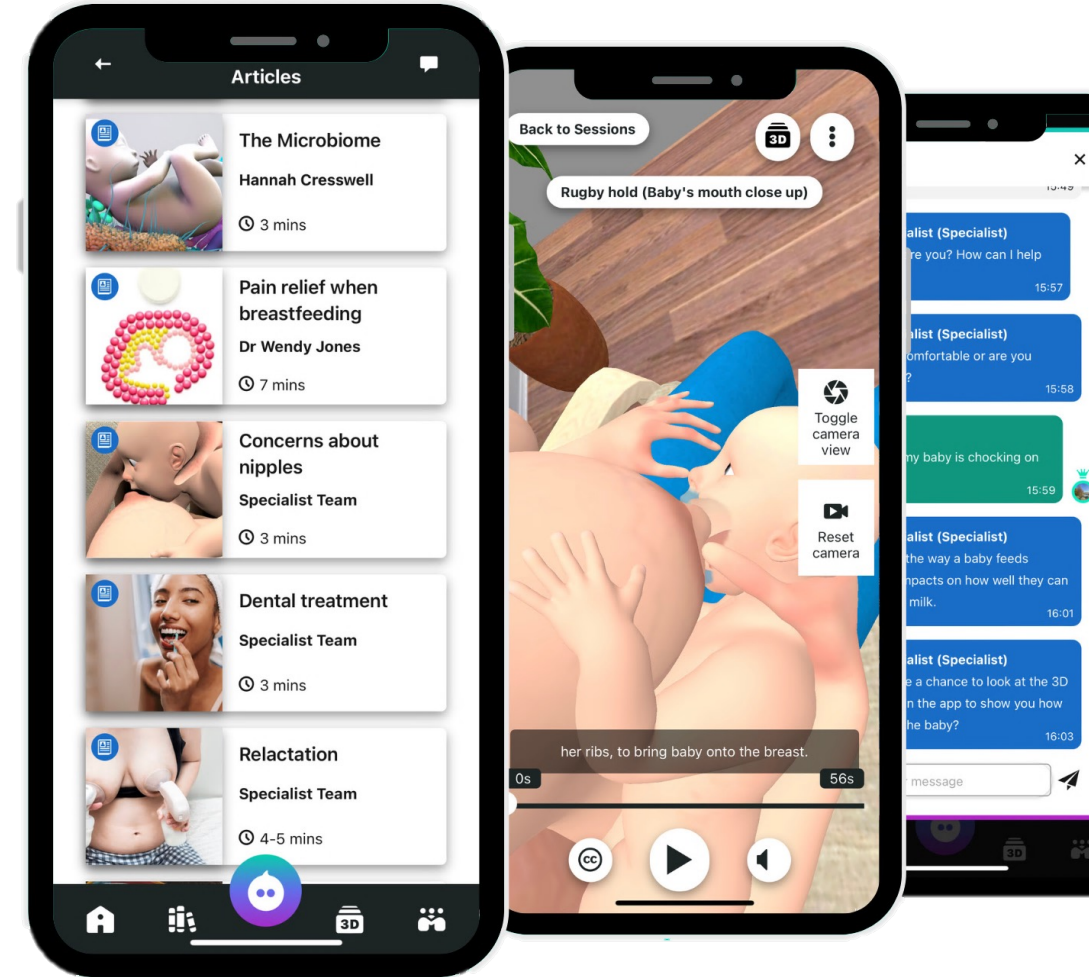
*NHS pilot outcomes study. Data analysis by Exeter University (271 respondents) vs. average breastfeeding rate in England.



What makes Anya unique



- 👤 Responsive **AI-powered virtual companion** providing **24/7 support**, backed up by a team of specialists.
- 👤 Our LatchAid™ **3D breastfeeding animation tool** is ground-breaking and entirely unique.
- 👤 **Tailored content based** on the ages & stages of mums, parents and babies.
- 👤 Themed **virtual communities** to create virtual support networks and safe discussion.
- 👤 Specialist support **drop-in**, deeper-dive **webinars & courses** on key parenting topics.



Evidence-based & expert backed



- Developed with leading infant feeding experts
- Specialist team that includes; IBCLC Lactation Consultants, Health Visitors, Specialist Midwives & a Clinical Psychologist
- Funding from Innovate UK, SBRI and the NHS
- WHO & BFI compliant
- DTAC compliant

2x

exclusive breastfeeding
rate at 6-8 weeks

78%










considered Anya to be **useful**
in **supporting the**
continuation of breastfeeding

62%

of user **support**
out-of-hours



Addressing Health Inequalities in Maternity Care

-  SBRI funded project
-  Phase 1 completed in 2023
-  Phase 2 begins soon
 -  Pilot in GM – launching in March
 -  PPIE specifically targeting demographic groups who experience health inequalities
 -  Engage with them to understand needs and challenges
 -  Co-develop app features and content
 -  Improve the app to better support these parents
 -  Health outcomes evaluation





The offer to families in Greater Manchester

- Anya pilot = free Anya premium app subscription
 - 'Pregnancy + three months'**: support throughout the journey to parenthood
 - Automatically upgraded through postcode
 - Available 24/7, covering an extensive range of topics
 - Unrestricted access to the Anya app and its team of specialists
 - Layering additional support alongside existing services





How can you help?

- 👤 Professional signposting is key to success. As we get closer to launch, we will ask for your support to:
 - 👤 **Ensure your teams know about Anya**
 - 👤 **Help to communicate the Anya offer**, using our promotional assets to support signposting
 - 👤 **Help us reach PPIE target groups** in your area
- 👤 In the meantime... you can download and familiarize yourself with Anya
 - 👤 Register and use the link provided to receive a premium app subscription for the duration of the partnership

“Signposting is easy... The Anya app compliments the care I provide” - Family Support Practitioner



If you need support...



To learn more about Anya –
anya.health

Key contacts at Anya

Emilie House, Client Success Manager

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Download Anya from your app store
using the QR...



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