



## Specialty Wellness Center

A culturally appropriate specialty wellness center, that helps advocate for Somali/Ethnic women who want to have access to specialized care by eliminating barriers, socio-emotional trauma, and increasing access to holistic care options such as Doula services, health literacy & Family Planning.



### Our theory of Change:

The problem our customer wants to solve is...

- Reproductive health (preventative Care)
- Risk about FGC
- Infant mortality
- Maternal mortality
- Depression/trauma

### Our customer's needs can be solved with...

- Reduce emotional scare of FGC.
- Increase preventative screening, culturally relevant.
- Person-centered services
- Holistic treatment
- Person Centered

### Our customer can't solve this today because...

- Cultural Differences (transactional vs relational)
- Women, Immigrant
- Existing Racial In-equity
- Language barriers
- Poverty
- Lack of ethnic workforce
- One size fit all

### Specialty Care Clinic focused on:

FGC aftercare, Labor and Delivery, Rejuvenation, Counseling, Education, Peer Mentoring, Preventative Sexual Health/Ob/Gyn, Physician, Research Institute, Multi-disciplinary and alternative approach to African women's unmet needs= reduce health disparity

### Our Solution is unique because it is...

- Culturally appropriate and we understand the problem.
- Advocate for Somali/Ethnic/all women who want to have access to specialized care.
- Eliminate barriers and socio-emotional trauma.
- Increase access to holistic care options.
- Promote child spacing, preventative care access.



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