

Adora – A Personalised & Confidential Menopause Support Platform

Overview

Adora is a personalised, confidential menopause support platform that helps women recognise and manage menopause symptoms through evidence-based guidance, digital tools, and access to qualified healthcare professionals.

Using innovative conversational technology combined with human clinical support, Adora enables women to better understand their symptoms and access timely, appropriate support.

How Adora Supports Users

Personalised symptom identification

Menopause presents differently for every woman. With over 40 recognised symptoms that may change over time, Adora helps users identify patterns in their symptoms and understand what may be contributing to how they feel.

Confidential, personalised support plans

Users receive tailored information and practical strategies covering topics such as:

- Hormone Replacement Therapy (HRT)
- Nutrition and lifestyle
- Sleep, anxiety, hot flushes, night sweats, brain fog and related symptoms

All support is delivered discreetly and confidentially.

Access to qualified menopause specialists

Adora combines digital support with human expertise:

- Direct nurse support via WhatsApp
- Weekly nurse-led menopause café sessions
- Expert-led webinars with anonymous Q&A

Community and peer support

Users can choose to engage with the wider Adora community through moderated online events and live sessions, reducing isolation and improving confidence in managing menopause.

Core Features

- Personalised menopause support tailored to individual symptoms
 - 24/7 conversational AI support, designed with clinical guardrails
 - Interactive symptom tracking to support insight and self-management
 - Health and wellbeing resource hub covering menopause care and treatment options
 - Regular online events with women's health experts
 - Nurse support via WhatsApp and weekly drop-in sessions
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Clinical & Expert Involvement

Adora works with experienced clinicians and women's health experts, including:

- **Dr Karen Morton** – NHS Consultant Gynaecologist
 - **Prof Joyce Harper** – Professor of Reproductive Science, Institute for Women's Health
 - **Dr Fran Cappelluto** – Safety Officer
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Summary

Adora provides a scalable, secure and clinically informed menopause support service that can be deployed as part of workplace health, public health or wellbeing programmes, improving access to menopause care while maintaining confidentiality and choice.