



For women around the world, the journey to sexual health and wellness is confusing, unreliable, and disempowering. From puberty to menopause, juggling a variety of sexual and reproductive health and rights (SRHR) needs is stressful and it can be difficult to find reliable, personalized advice, and adequate, high-quality products and services.

In low and middle-income countries, foreign aid-driven unsustainable markets, limited access to information and quality care, and fragmented, siloed offerings make the experience even more challenging.

A SOCIAL BUSINESS APPROACH FOR SUSTAINABLE IMPACT

To address these barriers, PSI launched its first global sexual health and wellness brand and social business. As a social business, VIYA has a double bottom line: generating revenue from the sale of products and services and maximizing our health impact on consumers.

Consumer insights drive VIYA from start to finish. Their voices, from product exploration, to design, launch, and sales, ensure that products not only meet consumers' needs but exceed their expectations. The consumer is our CEO.

WHAT IS VIYA?

Founded on PSI's long history in family planning, VIYA is a digitally enabled sexual health and wellness ecosystem built to support women and men throughout the stages of their sexual and reproductive lives. From periods to pleasure and beyond, it's their go-to brand for reliable information, decision-making support, and access to a range of quality products and services, all housed on their phones.

To make the sexual health and wellness journey fun, frictionless, and even delightful, VIYA harnesses the power of technology to equip people to own decisions for their bodies, health and future.

OUR OFFERING



BRICK & MORTAR

Portfolio of health products distributed by VIYA to pharmacies and clinics.



E-COMMERCE

Portfolio of health products recommended by VIYA, online for convenient delivery.



CONTENT & COMMUNITY

SRHR education, information, and community-building curated by VIYA.



DIGITAL INFO & ADVICE

Online health resources, including chatbots, social media, and websites.



TELEMEDICINE

Access to service, including counseling, e-diagnosis, prescriptions, and referrals vetted or designed by VIYA.



PROVIDERS

Targeted health support, e-learning, and technological innovations.

OUR MARKETS & AUDIENCE

VIYA is for 18–35-year-old individuals who are:

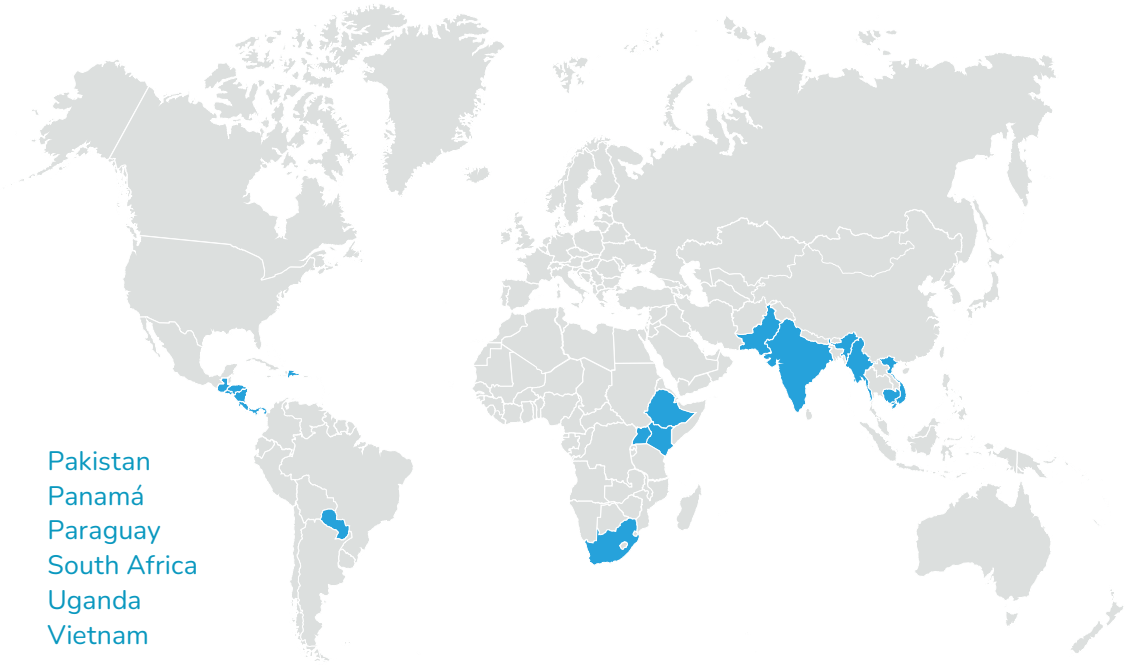
- Underserved but digitally connected
- Independent but lacks voice, choice, and agency
- Social media users with some disposable income

We are developing this model in various markets across the world, including in Africa, Asia, and Latin America and the Caribbean.

OUR MARKETS

Cambodia
Costa Rica
Dominican Republic
El Salvador
Ethiopia
Honduras
Guatemala
India
Kenya
Myanmar
Nicaragua

Pakistan
Panamá
Paraguay
South Africa
Uganda
Vietnam



OUR IMPACT

In 2022, VIYA achieved:



GUIDING PRINCIPLES

VIYA is the evolution from PSI's traditionally donor funded projects towards a stronger focus on sustainability for health impact over the long-term. To accomplish this, we have these guiding principles:

Putting the consumer first. Design, iterate and scale solutions alongside the people we serve.

Relying on localized, entrepreneurial leaders who can balance the evolving consumer needs with the interests of the sustained business.

Starting with the end in mind. Address consumer needs and integrate long-term financing models into the design.

Prioritizing activities that either generate revenue or create an environment that facilitates future revenue generation towards a sustainable business model.

Maintaining value-based partnerships to help our businesses address unmet consumer needs without reinventing the wheel.

INVEST IN SELF-SUSTAINING IMPACT

Health consumers need stronger mixed health systems that can continue to provide quality, affordable and integrated care, well after a project's funding ends.

Transitioning a donor-dependent program to financial self-reliance takes time and requires the support of bold, brave, and innovative investors and partners to build out the evidence, systems, and processes needed to catalyze social businesses towards success.

With this support, our social businesses can continue to overcome access barriers and meet the needs of consumers.

Join us in supporting health systems to build the foundation for self-sustaining impact. To explore how, email [Marcie Cook](mailto:Marcie.Cook@psi.org), Vice President, Social Business at mcook@psi.org.