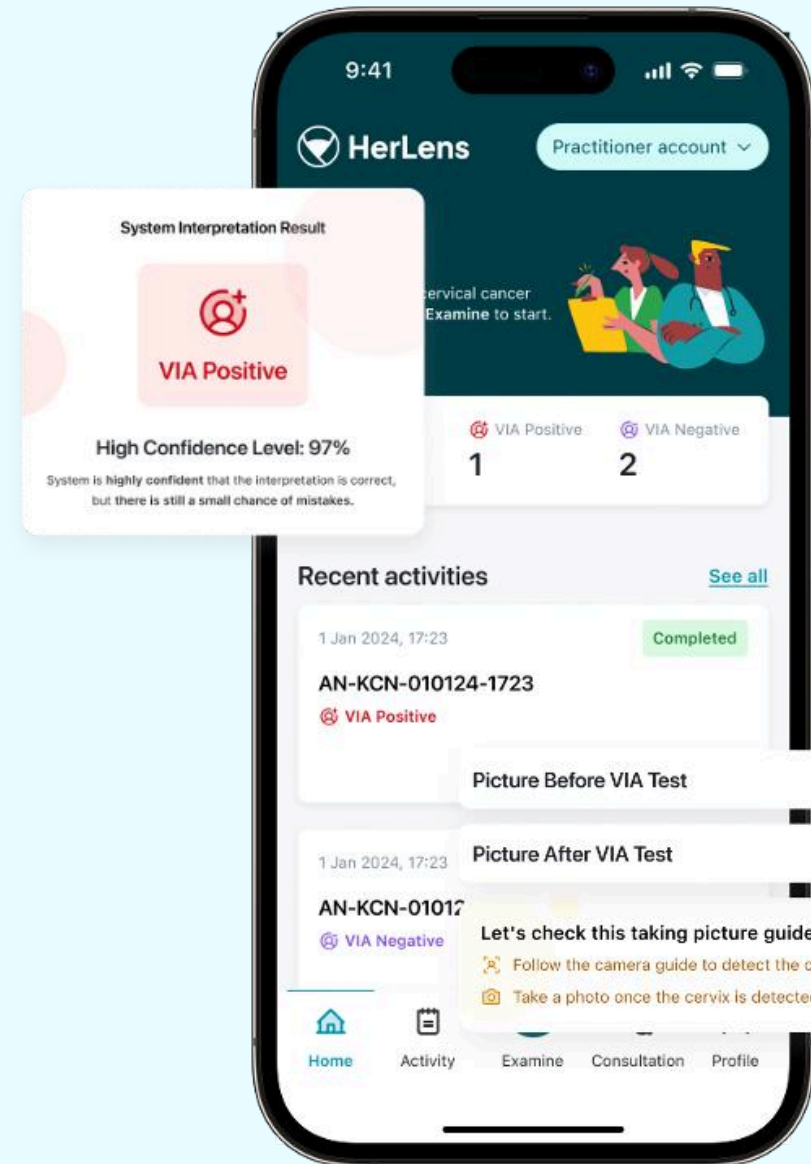




Annual Impact Report 2025

Saving women's lives by turning a phone into a tool for cervical cancer screening





Workshop dan ...
**BrightHer: Deteksi Dini Lesi Prakanker Serviks
dan Tindakan Lanjut dengan VIA-DoVA**
Kota Bengkulu, Provinsi Bengkulu, 21-22 November 2025

Diselenggarakan oleh: ...
Didukung oleh: ...

HerLens



TABLE OF CONTENTS

Overview	3
Highlights of Accomplishments	5
Regular Screening at RSCM Kintani	
Winning first place at the HealthHack 2025	
Winning First Place at Swiss Innovation Challenge 2025	
NUS Digital Health Accelerator	
YSEALI Seeds for the Future	
Pikiran Terbaik Negeri 2025	
Research and Development	29
Software Updates	
Hardware Updates	
Scientific Paper	
HerLens in Number	40
Overall Impact of HerLens in 2025	
HerLens social media growth	
The Road Ahead: Scaling for Greater Impact	52
Future Vision	
Strategic Focus Areas	
Implementation Plan	
Appendices	56
Connect with us!	

Message from Our Founders

Technology for Impact

This year, we redefined the standard for screening by bridging the gap between advanced engineering and clinical reality. By launching our first integrated hardware system and a fully redesigned digital platform, we have given practitioners the high-definition clarity and secure tools they need to make life-saving decisions with absolute confidence. This unified ecosystem is more than a technical upgrade; it is a vital commitment to precision, efficiency, and the safety of every woman we serve.

Nidya Anifa
Chief Engineering Officer
& Co-Founder HerLens



Hand in Hand

Our progress this year proves that sustainable business growth and profound social impact can, and should, go hand-in-hand. By expanding our reach through strategic partnerships and innovative financing models, we are turning our vision into a scalable reality. We remain dedicated to ensuring that cervical cancer prevention is accessible, affordable, and effective for women everywhere, bridging the healthcare gap through financial sustainability and a steadfast commitment to long-term social value.

Jihan Alfiyyah Munajat
Chief Executive Officer
& Co-Founder HerLens

About HerLens

HerLens provides an **AI-driven cervical cancer screening** solution in the form of a mobile application, supporting device, and VIA test kits designed to improve the **accuracy** and **accessibility** of the VIA test performed by healthcare workers.

Vision

Achieve health equity for all Indonesian women, ultimately reducing cervical cancer mortality rates.

Mission

Improve the accuracy of cervical cancer screening performed by healthcare workers through AI-driven technology.

Awards and Global Recognition



Global Final Top 6
Hult Prize 2024



Winner of STIC
Business Pitch
Competition 2024



1st Winner of
Swiss Innovation
Challenge Asia 2025



First Winner of
Pikiran Terbaik
Negeri 2025



NUS Digital Health
Accelerator Cohort
2025

and many more...



AUSAHA SOSIAL TERBAIK #1

Technology, and Circ
n Southeast As
Biotechnology, and
7 - Ju 202
e Pla
Lac

HEALTH HACK 25
For a Healthier Tomorrow
1st Prize Winner
Five Thousand Dollars Only
\$5,000/-
National University of Singapore

HEALTH HACK 25
For a Healthier Tomorrow
1st Prize Winner
Five Thousand Dollars Only
\$5,000/-
National University of Singapore

SWISS INNOVATION CHALLENGE ASIA
1st WINNER
Rp. 50.000.000

Ayo Cegah Kanker Per Rahun dengan Tes WABO/WA
Dian Widiyandari, Riganora

hai fest
HEALTH INNOVATION FESTIVAL

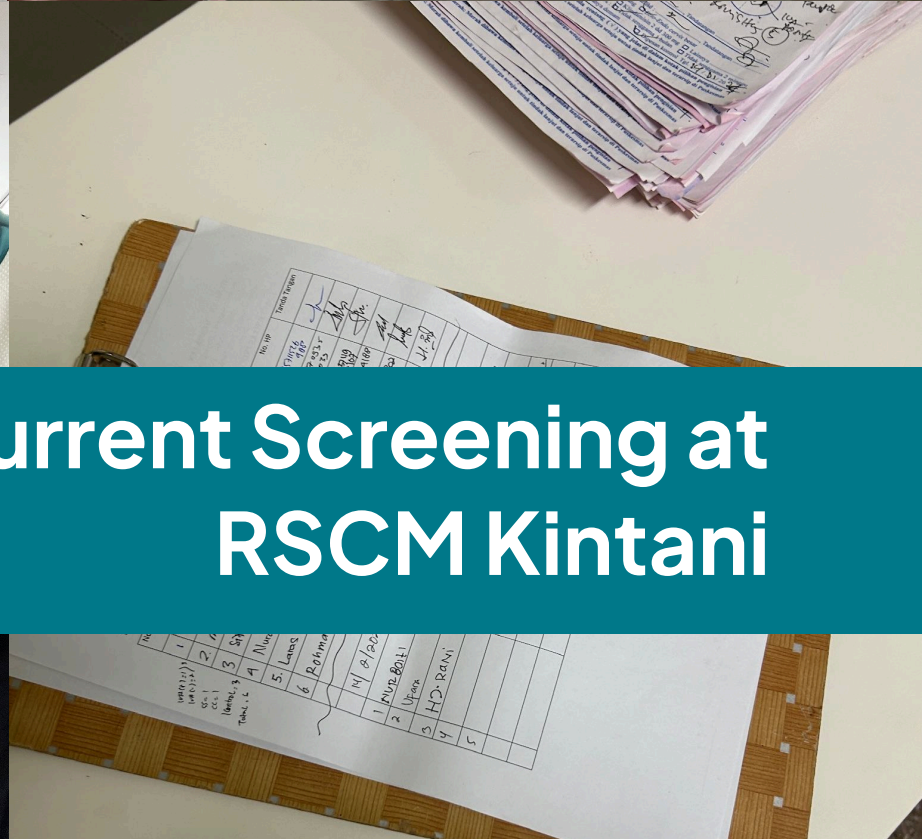
Catalyst
TOGETHER WE LEARN FOREVER WE GROW!

hai fest
HEALTH INNOVATION FESTIVAL

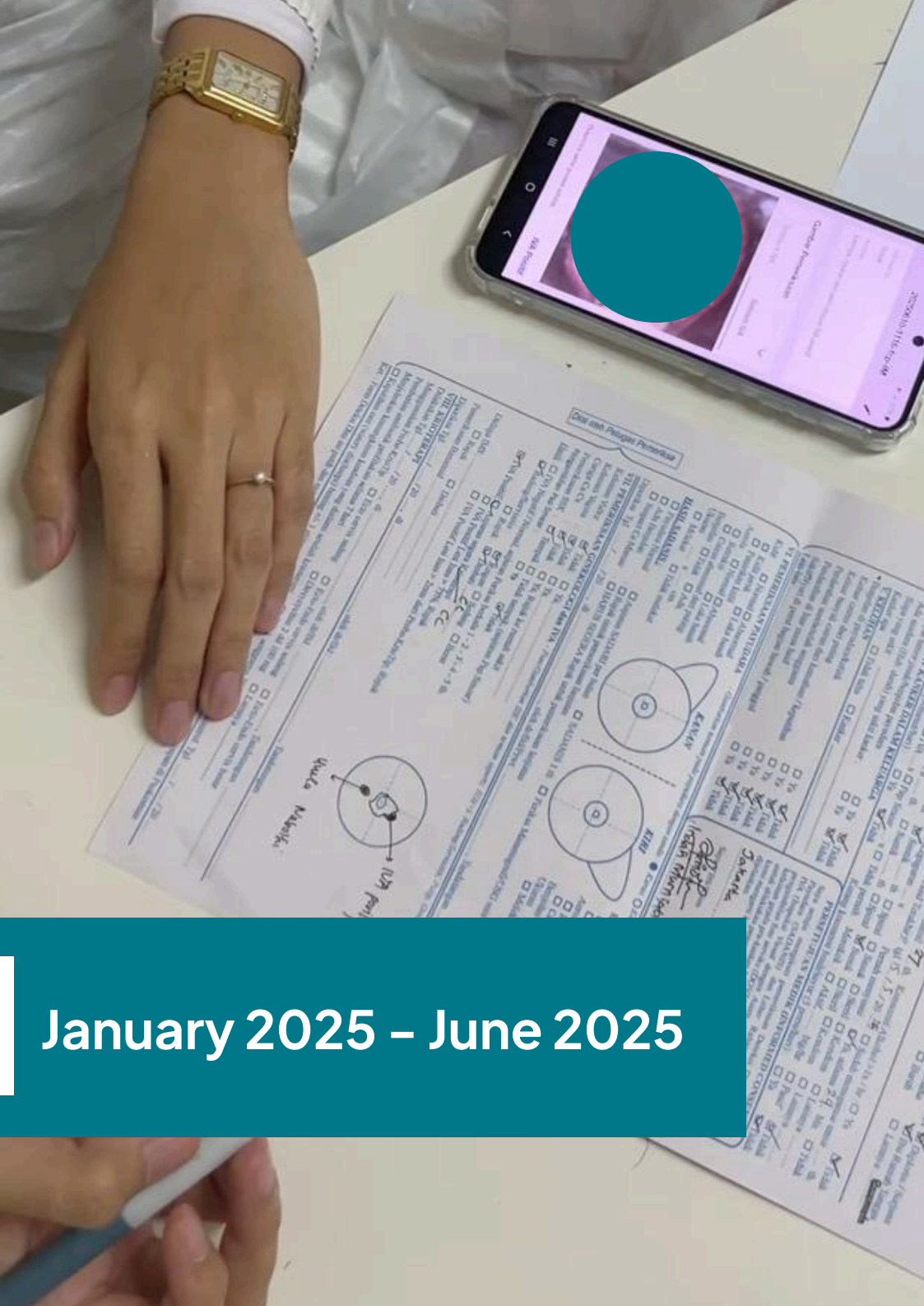
HerLens

hai fest

SECTION 1 Highlights of Accomplishments



Recurrent Screening at RSCM Kintani



January 2025 – June 2025

Program Accomplishment

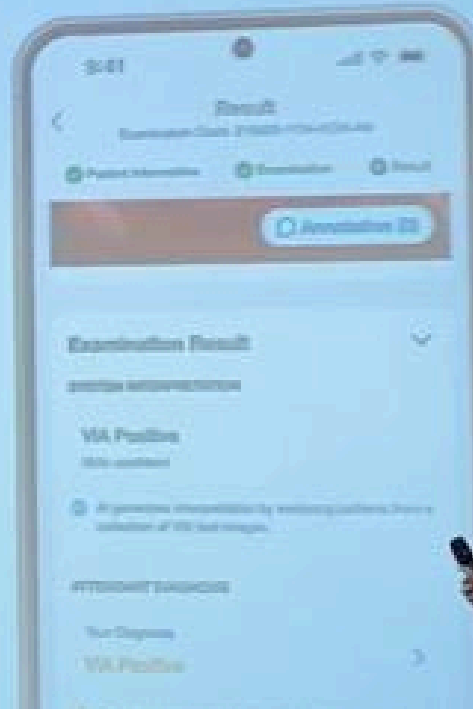
- **Screened** 127 women across the Jabodetabek region.
- **Mobilized** 10 healthcare professionals to lead and manage screening and treatment process.
- **Acquired** 110 new validated data points to refine our AI model and enhance diagnostic precision.



HerLens

Vision. Precision. Confidence.

Turning a phone into a cervical cancer screening tool to save women's lives.



**Winning First Place at the
NUS HealthHack 2025**

Event Accomplishment

- **Secured** S\$5,000 in prize funding to further our mission and accelerate product development.
- **Distinguished** ourselves among 100+ participants from across Southeast Asia
- **Earned admission** into the prestigious NUS Digital Health Accelerator Program.



March 2025



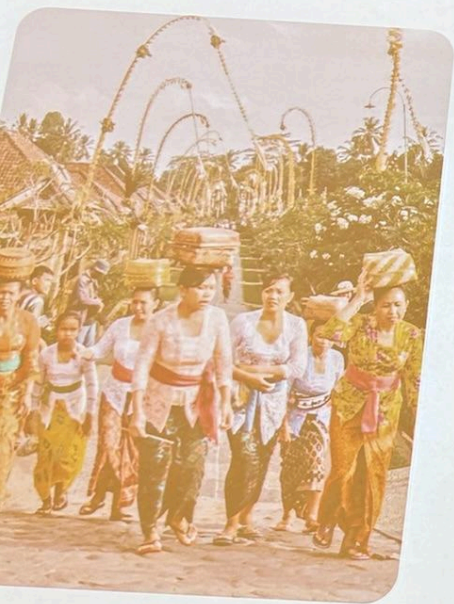
Winning First Place at the Swiss Innovation Challenge Asia 2025



August 2025

Event Accomplishment

- **Secured** IDR 50M in prize funding to accelerate our local initiatives and impact.
- **Excelled** among 100+ participants nationwide, distinguishing our vision on a national stage.
- **Qualified** for an exclusive global engagement in Switzerland, marking our expansion into the european ecosystem.



The **naked eye** is not enough.
Help us **save lives!**



herlens.id

HerLens

team@herlens.id

herlens.id



NUS Digital Health Accelerator

Program Accomplishment

- **Secure** pre-seed funding from 22 health ventures.
- **Develop** a clean cap table.
- **Develop** a regulatory strategy based on the initial countries targeted for deployment.
- **Refine** go-to-market strategy, including pricing model, highlighting various potential avenues.



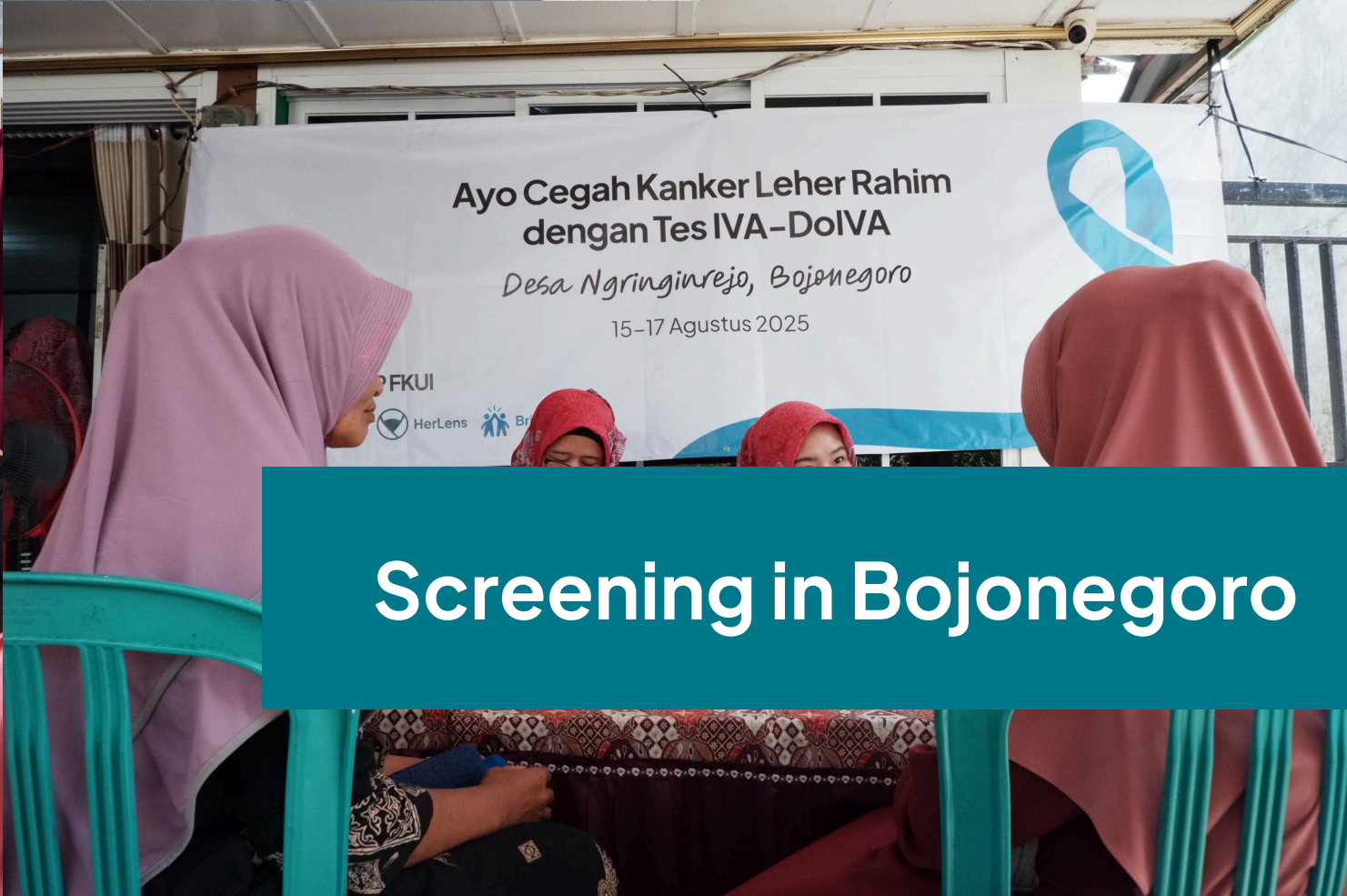
June 2025 – September 2025



YSEALI Seeds for the Future May 2025 - December 2025

Program Accomplishment

- **Established** "BrightHer: Brighter Future Together" as a flagship program for community empowerment.
- **Conducted** comprehensive screening initiatives in Bojonegoro to improve early detection rates.
- **Executed** high-impact workshops and screenings in Depok, West Java, bridging the gap between education and care.
- **Hosted** four live Instagram sessions to drive public awareness and digital engagement.
- **Delivered** a featured talk show at @america, Jakarta, highlighting innovations in cervical cancer prevention.
- **Developed** two specialized educational modules to standardize and enhance health literacy.



Screening in Bojonegoro



August 2025

Accomplishment

- **Screened** over 177 women in Ngiringinrejo Village, Bojonegoro, providing vital access to early detection.
- **Collaborated** with 20+ healthcare professionals, including specialists and midwives, to strengthen local clinical capacity.
- **Engaged** local regents to establish a foundation for future strategic partnerships and expanded outreach.



**Workshop at
Universitas Indonesia**



September 2025

Event Accomplishment

- **Empowered** 35 healthcare professionals through specialized clinical training.
- **Onboarded** 20 healthcare facilities across the Jabodetabek region into our diagnostic network.
- **Distributed** 100 educational modules to strengthen the community.
- **Screened** 35 women in Beji, Depok.



**Talkshow at
@america, Jakarta**

Event Accomplishment

- **Engaged** 70 in-person attendees from diverse professional backgrounds.
- **Featured** expert speakers from the Indonesia Ministry of Health, RSCM, and the ANGIN Foundation to lead high-level discussions.
- **Launched** the HerLens strategic roadmap, setting the vision for 2026 and beyond.

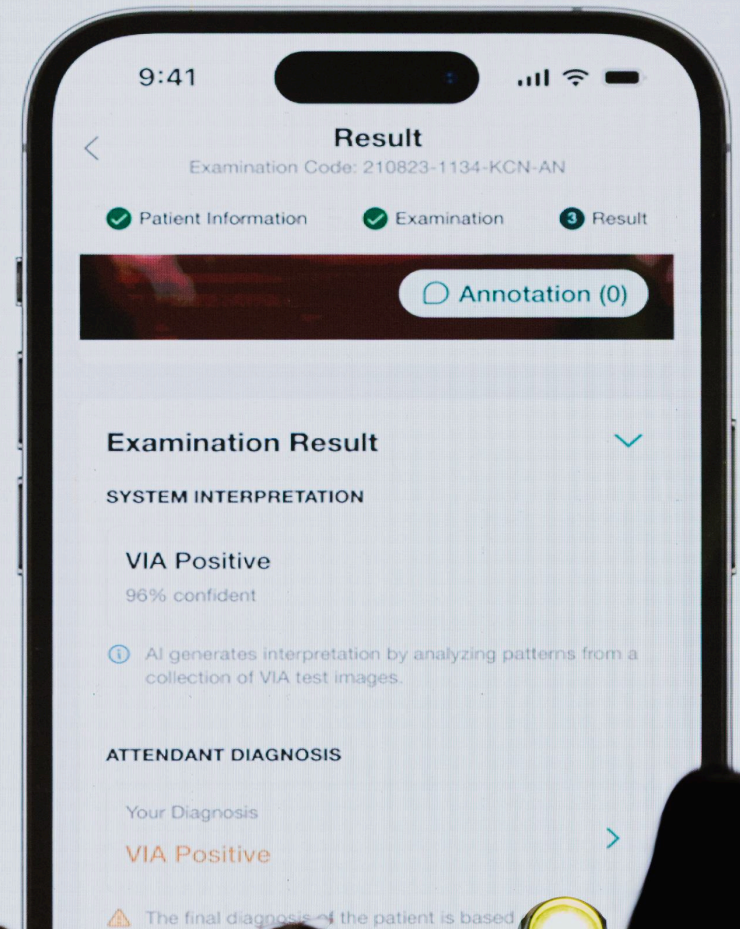


December 2025



HerLens

Mengubah ponsel menjadi alat
kanker serviks untuk menyelam
nya wa ta.



**Pikiran Terbaik Negeri
2025**

AUSAHA SOSIAL TERBAIK #1



September 2025 – December 2025

Program Accomplishment

- **Won** First Place in the grand final pitch competition.
- **Collaborate** with 20+ stakeholders during program implementation.
- **Establish** first HerLens network outside of Java island.
- **Accelerate** product development.



Workshop in Bengkulu

Event Accomplishment

- **Trained** 45 healthcare workers
- **Onboarded** 16 healthcare facilities from the Bengkulu Region.
- **Distributed** 300 VIA test kits to 10 healthcare facilities.
- **Distributed** 45 educational modules to healthcare workers and 2 educational institutions.

November 2025



Screening in Bengkulu





November 2025

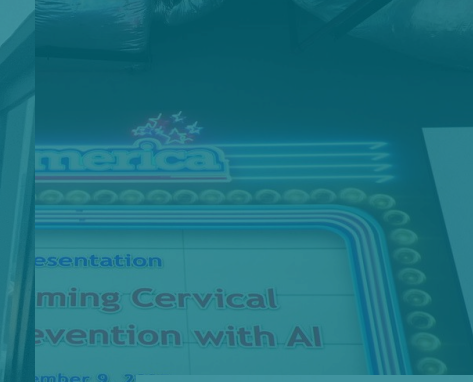
Event Accomplishment

- **Conducted** comprehensive screening initiatives at RSKJ Soeprapto (Mental Hospital) and Puskesmas Nusa Indah.
- **Provided** cervical pre-cancer screenings to 68 women.
- **Educated** 100 individuals on cervical health through specialized modules distributed during the events.



HerLens

- Jihan Alfiyya Munajat
HerLens Co-Founder
- Salsabila Zah Chinant
HerLens Co-Founder
- Andini Putri Pramudya Wardan
HerLens Co-Founder
- Nidya Anifa
HerLens Co-Founder
- Sae Pasomb Athif Muhar
HerLens Co-Founder
- Muhammad Naufal Nabel
HerLens Co-Founder



SECTION 2

Research and Development

1 Jan 2024, 17:23 Draft

210823-1134-KCN-AN
Capturing cervical images Continue

1 Jan 2024, 17:23 Completed

210823-1134-KCN-AN
VIA Positive See details

1 Jan 2024, 17:23 Ongoing

210823-1134-KCN-AN
Awaiting interpretation Provide interpretation

System Interpretation Result

VIA Positive

High Confidence Level: 97%

System is highly confident that the interpretation is correct, but there is still a small chance of mistakes.

VIA Positive 1 VIA Negative 2

1 Jan 2024, 17:23 Ongoing

210823-1134-KCN-AN
Capturing cervical images See details

1 Jan 2024, 17:23

210823-1134-KCN-AN
VIA Negative

1 Jan 2024, 17:23

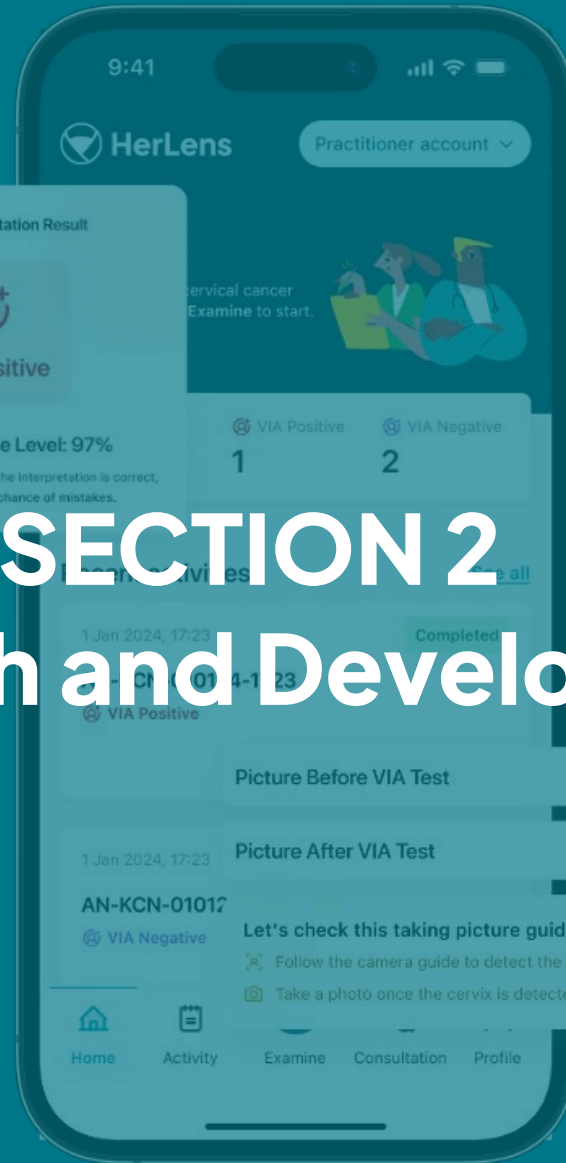
210823-1134-KCN-AN
VIA Positive

System Interpretation See more

Obtained from the analysis of VIA test image sets.

VIA Positive High confidence: 97%

See details



Position the cervix within the guide circle. System is detecting the cervix...

Picture Before VIA Test

Picture After VIA Test

Let's check this taking picture guideline!

- Follow the camera guide to detect the cervix.
- Take a photo once the cervix is detected.

Pinch and zoom to crop the picture

Please pay attention

- The system's interpretation is not a final diagnosis and only serves as a guide.
- The system provides an interpretation based on a collection of cervical photos taken after the VIA test is performed.

System Interpretation Result

VIA Positive

High Confidence Level: 97%

System is highly confident that the interpretation is correct, but there is still a small chance of mistakes.



Research

We lead with science to build clinical trust. By validating our AI through rigorous research, we transform cervical cancer screening into a **data-driven standard**, ensuring life-saving precision is accessible to every woman, everywhere.



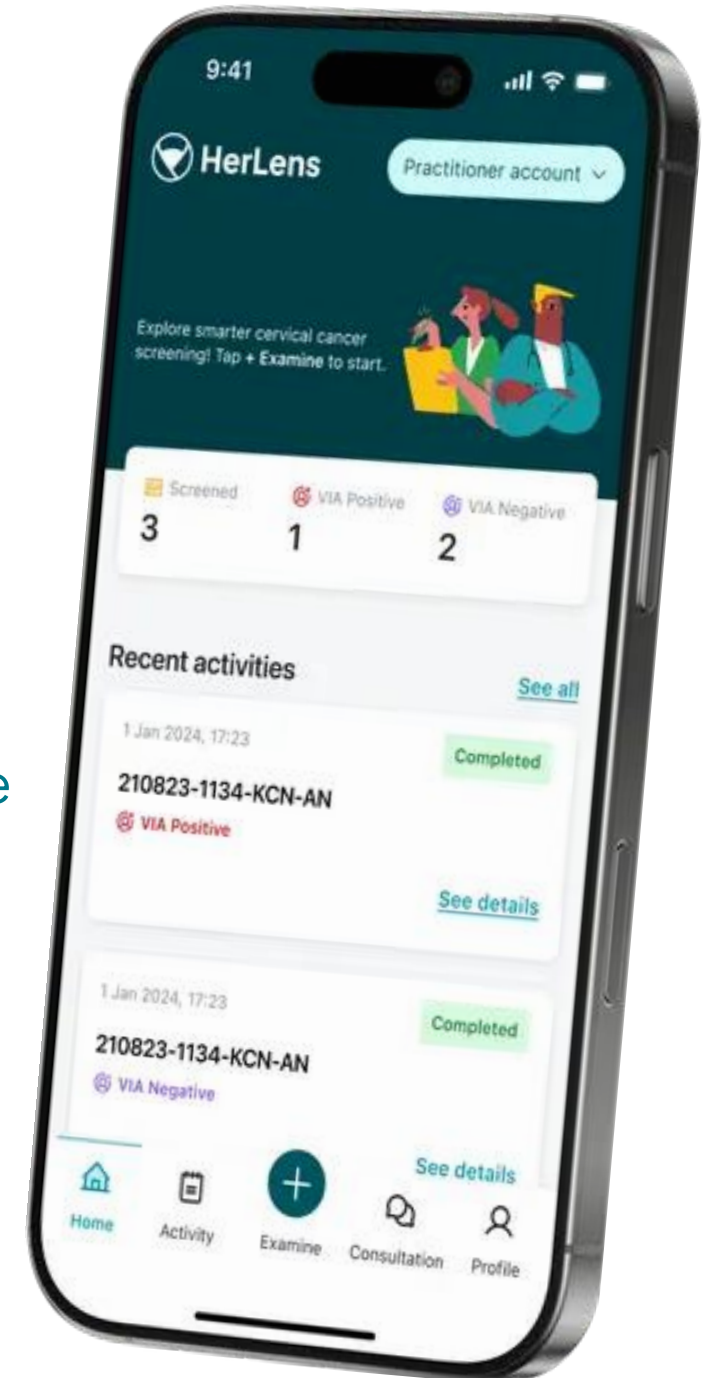
Development

We bridge advanced engineering with clinical reality. By merging **precision hardware** with a **secure software** ecosystem, we empower practitioners to deliver **accurate**, life-saving care with absolute confidence and **diagnostic clarity**.

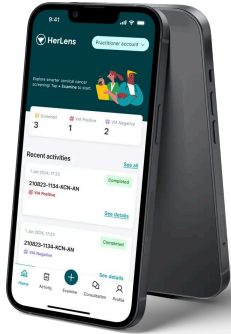


Transforming User Experience and Clinical Efficiency

This period focused on a **complete modernization** of our digital ecosystem. We transitioned from a functional tool to a comprehensive clinical platform, prioritizing **data integrity**, **seamless diagnostic workflows**, and an **intuitive interface** that reduces cognitive load for practitioners.

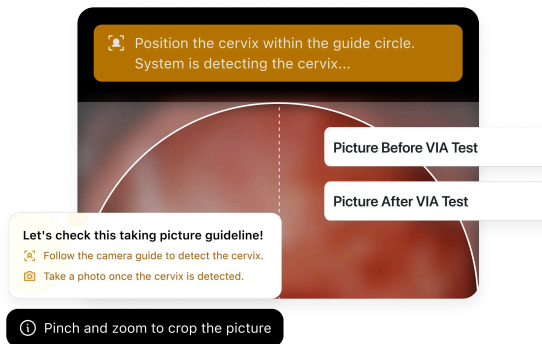


Comprehensive Platform Overhaul & UX



Total Ecosystem Redesign

Launched a unified visual identity across both the mobile application and web platform to ensure a consistent, professional user experience.



Precision Image Review

Integrated an enhanced zoom engine, allowing for high-fidelity review of captured clinical images to support more accurate manual assessments.

A screenshot of the HerLens mobile application showing a patient health record form. The form is organized into sections: 'Reproductive Health History (optional)' with sub-sections for 'Parity History' (1 Normal, 2 Miscarriages), 'Birth Control History' (Current: Injection. Previous: Implant...), 'Cervical Cancer Screening History' (VIA Test (Positive), Pap Smear (Nega...)), and 'Health Concerns' (Excessive vaginal discharge). To the right, a 'Patient Identity' section includes 'Full Name' (Andini Putri Pramudya Wardani), 'Date of Birth' (22/04/2002), and 'Age at examination: 22 years old'. The form is clean and easy to navigate.

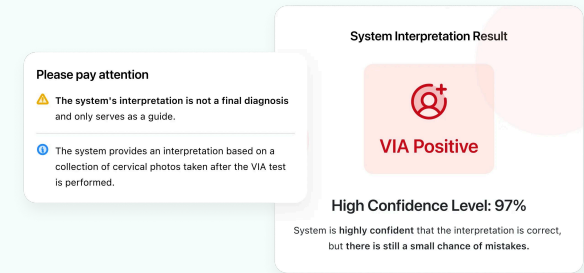
Optimized Data Entry

Reengineered patient health record forms with an intuitive layout designed to minimize entry errors and speed up documentation.

Advanced Diagnostic Workflow

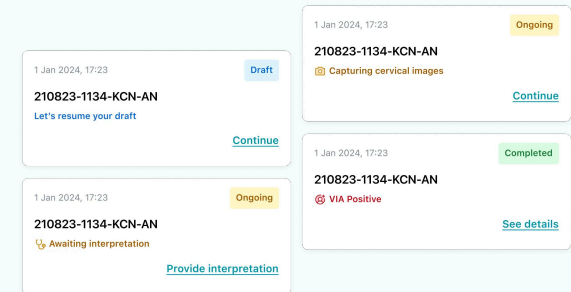
Enhanced AI Interpretations

Refined the AI Results View to present complex data with maximum clarity, enabling faster clinical decision-making.



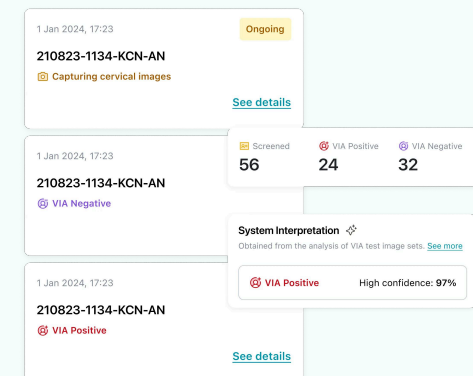
Structured Examination Management

Implemented Draft Examination capabilities, allowing practitioners to save progress and finalize reviews at their convenience.

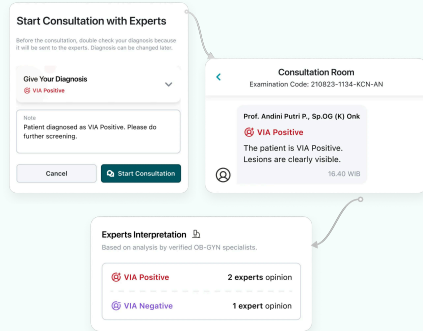


Personalized Workspaces

Added user profiles to manage individual practitioner settings and administrative oversight.

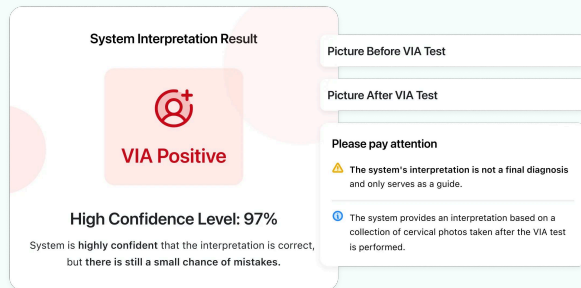


Security & Infrastructure Excellence



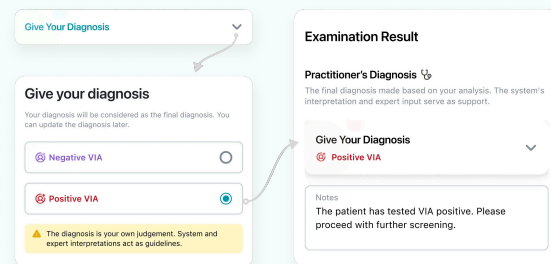
Robust Access Control

Implemented end-to-end secure authentication protocols to protect sensitive medical data and ensure regulatory compliance.



Secure Cloud Architecture

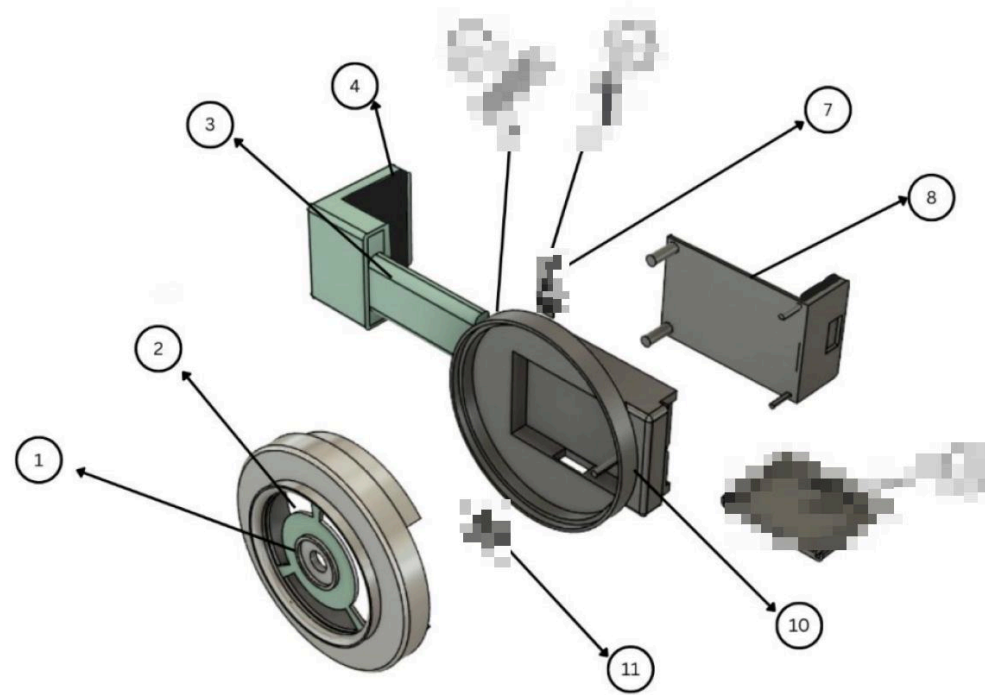
Migrated image storage to a hardened, cloud-based infrastructure, ensuring that high-resolution clinical assets are stored with redundancy and top-tier encryption.



Intelligent Data Management

Automated the backend processing of patient data to ensure it is presented contextually and securely across the platform.

Hardware Engineering and Innovation



Designed for seamless integration, this hardware provides optimized lighting for HerLens image acquisition through an ergonomic design that ensures user comfort without compromising mobile functionality.

Accomplishment

- **First Iteration Completion:** We successfully finalized our first hardware iteration, establishing a tangible foundation for our next generation of diagnostic tools.
- **Advanced Lighting Design:** Our team completed a custom-engineered external lighting system designed to provide the consistent, high-intensity illumination required for clinical precision.
- **Seamless System Integration:** We achieved a major technical milestone by integrating high-performance external cameras with our specialized lighting to ensure optimal image clarity.
- **Academic Collaboration:** This development was supported by the Biomedical Engineering Study of Universitas Indonesia.

Clinical Research & Validation

 **KOMITE ETIK PENELITIAN KESEHATAN
RSUP NASIONAL DR. CIPTO MANGUNKUSUMO
FAKULTAS KEDOKTERAN UNIVERSITAS INDONESIA**
Gedung H Fakultas Kedokteran UI, Jalan Salemba Raya No. 6 Jakarta 10430 PO. Box 1358
Telp: (021) 3157006, website: <https://komite-etik.fk.u.i.ac.id/>

 **UNIVERSITAS
INDONESIA**
FACULTY OF
MEDICINE
KEDOKTERAN

Nomor : KET-1266 /UNZF/ETIK/PPM.00.02/2024

**KETERANGAN LOLOS KAJI ETIK
ETHICAL APPROVAL**

Komite Etik Penelitian Kesehatan Fakultas Kedokteran Universitas Indonesia – RSUPN Dr. Cipto Mangunkusumo dalam upaya melindungi hak asasi dan kesejahteraan subjek penelitian kedokteran, telah mengkaji dengan teliti protokol penelitian yang berjudul:

The Ethics Committee of the Faculty of Medicine, University of Indonesia – Cipto Mangunkusumo Hospital with regards of the Protection of human rights and welfare in medical research, has carefully reviewed the research entitled.

"Pengembangan Aplikasi Pendukung Deteksi Dini Kanker Serviks Melalui Analisis Hasil Gambar Tes Inspeksi Visual dengan Asam Asetat (IVA) Berbasis Intellegensia Artifiisial (IA)"

Protocol Number : 24-06-0856

Peneliti Utama : Dr dr Gatot Parwoto, SpOG, Subsp Onkologi, MPH
Principal Investigator

Nama Institusi : Obstetri dan Ginekologi FKUI
Name of the Institution

Lokasi Penelitian : 1. Poliklinik Ginekologi RSCM
Site : 2. Lokasi program skrining Female Cancer Program Divisi Onkologi Ginekologi RSCM

Tanggal Persetujuan : 06 SEP 2024
Date of Approval (valid for one year beginning from the date of approval)

Dokumen Disetujui : Proposal Penelitian, Version 0.1 tanggal 18 Juli 2024
Document Approved : Lembar Penjelasan kepada Calon Subjek, Version 0.1 tanggal 18 Juli 2024

dan telah menyetujui protokol berikut dokumen terlampir:
and approves the above mentioned protocol including the attached document.

Ditetapkan di : Jakarta
Specified in

 **Widhi Dwi Restuti, SpTHTBKI, Subsp. Oto(K), MPH**

** Peneliti berkewajiban

1. Menjaga kerahasiaan identitas subjek penelitian.
2. Membedakikan status penelitian.
 - a. Setelah masa berlakunya kerangka lolos kaji etik, penelitian masih belum selesai, dalam hal ini etikol approval harus diperpanjang. Harap pengajuan perpanjangan etik dilakukan 30 hari sebelum masa aktif lolos kaji etik habis.
 - b. Penelitian berhenti ditengah jalan.
3. Melaporkan kejadian serious yang tidak diinginkan (serious adverse events)
4. Peneliti tidak boleh melakukan tindakan apapun pada subjek sebelum protokol penelitian mendapat lolos kaji etik dan sebelum memperoleh informed consent dari subjek penelitian.
5. Menyampaikan laporan akhir, bila penelitian sudah selesai.
6. Cantumkan nomor protokol ID pada setiap komunikasi dengan KEPK FKUI-RSCM.
7. Semua prosedur persetujuan dilakukan sesuai dengan standar ICM-GCP.

We conducted a cross-sectional study at Female Cancer Program (FCP) locations with ethical clearance from Universitas Indonesia.

Accomplishment

- **Standardized Data Collection:** Gathered high-quality data from 100 eligible patients between December 2024 and June 2025 using dedicated mobile devices.
- **Integrated Workflow:** Embedded the AI model into the HerLens app to streamline image capture, automated interpretation, and documentation.
- **Expert Benchmarking:** Evaluated AI performance against expert Oncologist-Gynecologist diagnoses using confusion matrix metrics and Cohen's Kappa statistics.
- **High Diagnostic Specificity:** Achieved a 97% specificity rate in identifying negative cases, demonstrating strong reliability in screening.
- **Reduced Subjectivity:** Validated the model's ability to provide consistent interpretations, helping to minimize variability in clinical assessments.
- **Decision-Support Tool:** Confirmed the AI's role as a "human-in-the-loop" assistant that empowers rather than replaces professional medical judgment.

SECTION 3

HerLens in Numbers



**Ayo Cegah Kanker Leher Rahim
dengan Tes IVA-DoIVA**

Desa Ngringinrejo, Bojonegoro

15-17 Agustus 2025

PKUI



HerLens



Br

HerLens Across Indonesia

Jabodetabek Region



2024–2025
145 women screened

RSCM Kintani
Puskesmas Cilincing
RIK, Universitas Indonesia

15–17 Agustus 2025
177 women screened

Desa Ngringinrejo,
Kabupaten Bojonegoro



Bengkulu, Sumatra



21 - 22 November 2025
68 women screened

Puskesmas Nusa Indah
RSKJO Soeprapto

Overall Progress

Accomplishments	Start of 2025	End of 2025
Cervical Images Collected	1200 Images	1590 Images
Women Screened (HerLens)	20 Women	390 Women
Healthcare Workers Trained	5 Healthcare Workers	76 Healthcare Workers
Provinces Covered	1 Province	4 Province

Healthcare Facilities Onboarded	1 Healthcare Facilities	46 Healthcare Facilities
Seminar & Webinar Participants	0 participants	6284 participants
Educational module distributed	0 modules	235 modules
VIA test kit distributed	0 VIA test kit	46 VIA test kit



HerLens in Social Media

@herlens.id



HerLens

As our primary corporate platform, this account chronicles the **evolution of HerLens**, highlighting our technical milestones, **global achievements**, and the **strategic growth** of our company as a leader in health-tech innovation.

@brighther.id



BrightHer

Brighter Future Together

Dedicated to our community-first mission, this account serves as the heartbeat of our **grant-funded initiatives** and **CSR activities**, showcasing the real-world stories and direct impact of the BrightHer program on the ground.

Accomplishments

Start of 2025

End of 2025

Total Number of Followers

1200 Cervical Images

1590 Cervical Images

Total Average Monthly Engagements

20 Women

390 Women

Total Number of Posts

5 Healthcare Workers

86 Healthcare Workers

Total Number of XXX

1 Province

4 Province

Overall Progress | @brighter.id

Accomplishments

Start of 2025

End of 2025

Total Number of Followers

1200 Cervical Images

1590 Cervical Images

Total Average Monthly Engagements

20 Women

390 Women

Total Number of Posts

5 Healthcare Workers

86 Healthcare Workers

Total Number of XXX

1 Province

4 Province



SECTION 4
The Roads Ahead





Alignment with Ministry of Health

We are engaging with the Indonesia Ministry of Health to align our AI with national health standards, and we invite **policy experts** and **health-tech stakeholders** to help us pioneer a safe, compliant framework for digital screening nationwide.

Software-as-a-Medical-Device (SaMD) Licence

By securing our SaMD license, we are formalizing HerLens as a trusted, professional clinical instrument, and we seek **clinical validation** partners to help us uphold the highest standards of diagnostic integrity in everyday practice.



Pilot Project with Local Government

We are launching strategic pilot programs to integrate our technology into community health centers (Puskesmas), welcoming **regional leaders** and **NGOs** to collaborate on bridging the gap between innovation and accessible local care.



R&D and Medical Device Licensing

Our continued focus on advanced R&D and medical device licensing ensures our hardware meets rigorous international safety standards, and we invite **manufacturing partners and investors** to join us in bringing this certified ecosystem to the global market.

Help us save lives!

Follow our social channels to explore the complete version and stay updated on our journey.



herlens.id



[HerLens](https://www.linkedin.com/company/herlens)



team@herlens.id



[herlens.id](https://www.instagram.com/herlens.id)



HerLens

