

# News Release

**FOR IMMEDIATE RELEASE**

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## **eSense Launches North American Pilot Expanding Access to Evidence-Based Care for Women's Sexual Health**

**VANCOUVER, CANADA.** eSense Health announced today the launch of its North American pilot program, introducing a clinically validated digital program designed to support women experiencing sexual concerns.

Sexual concerns, including low desire, difficulty with arousal, or emotional distress related to sex, affect up to 40 per cent of women. While effective treatments exist, they can be difficult to access due to stigma, high costs, and a shortage of trained specialists.

eSense addresses this gap by translating gold-standard psychological treatments, including cognitive behavioral therapy (CBT) and mindfulness-based therapy (MBT), into a structured digital program women can access privately and affordably from home.

"Women's sexual health has been overlooked in healthcare for far too long, despite the fact that millions of women experience concerns that affect their well-being, relationships, and quality of life," said Elayne Wandler, CEO of eSense Health. "eSense was created to make evidence-based support accessible beyond the walls of specialized clinics. This pilot represents an important step toward ensuring more women can access effective care when they need it."

Female sexual concerns are often influenced by a combination of biological, psychological, and relational factors including stress, hormonal changes, medications, body image, life transitions, and past experiences. Importantly, all of these factors tend to be interconnected, so psychological changes can alter physical processes and vice versa.

"The science has been clear for years, we have treatments that work," said Dr. Lori Brotto, clinical psychologist and professor of obstetrics and gynecology at the University of British Columbia. "The challenge has been making them accessible. Digital programs like eSense have the potential to extend evidence-based care to far more women than traditional therapy models alone."

In the pilot, approximately 300 women will be able to access eSense through participating healthcare providers and invitations from the company's waitlist. Peer-reviewed research has shown eSense provides comparable benefits to those demonstrated with in-person therapy.

“As menopause practitioners, we regularly see women who are struggling with sexual concerns but have very few accessible treatment options,” said Dr. Marianne Trevorrow, one of the clinicians participating in the pilot, and a certified menopause specialist based in Ottawa. “Specialized sexual health therapy can be difficult to find, often involves long waitlists, and some women may feel uncomfortable seeking formal help. Tools like eSense have the potential to expand access to evidence-based care and give patients meaningful support.”

By delivering clinically validated therapies digitally, eSense aims to make effective sexual health care more scalable, affordable, and accessible. Insights from the pilot will guide ongoing product development and the broader commercial rollout of the platform expected in the second half of 2026.

Clinicians and individuals interested in participating in the pilot are encouraged to join the eSense mailing list for updates and participation opportunities, by clicking [here](#).

### **About eSense Health**

eSense Health is a digital health company focused on expanding access to evidence-based care for women experiencing sexual concerns. Its clinically validated platform translates cognitive behavioral therapy and mindfulness strategies into structured self-guided programs, offering accessible, private, and effective treatment developed by leaders in sexual health research.

For more information, visit  
[www.esensehealth.com](http://www.esensehealth.com)

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