

ASHLEE WISDOM

Health In Her HUE

2025 Global Fellow



BIG BOLD IDEA

Improve the health outcomes of Black women and women of color by creating the first digital health platform to connect them to culturally responsive healthcare providers, content, and community support.

ORGANIZATION OVERVIEW

Health in Her HUE is a digital platform addressing healthcare gaps for Black women and women of color. It connects them to culturally responsive providers, health content, and community support. Health in Her HUE offers a searchable provider directory, curated content, expert-led virtual events, and peer support. It creates a trusted space where women can find healthcare providers, get answers to their healthcare questions, and share experiences. Its vision is to leverage technology, media, and community to reduce racial health disparities and improve health outcomes for Black women and women of color.

PERSONAL BIO

Ashlee Wisdom is founder and CEO of Health In Her HUE. Her mission emerged from her personal frustrations navigating and working within the healthcare system. Ashlee has over a decade of experience working across the healthcare industry, including at Weill Cornell Medicine, NYC Health + Hospitals, and Junto Health. Her previous roles include grants management, clinical research management, and consulting healthcare investors. Ashlee has been recognized as an Aspen Institute Healthy Communities Fellow and among the Top 50 in Digital Health by Rock Health. She is a recipient of the First in FemTech Award. Ashlee's thought leadership on health equity has been featured on Good Morning America, CBS News, Forbes, Vogue, and TEDx. She holds a bachelor of science in psychology from Howard University and a master of public health from New York University.

Organization/Fellow Location

The Bronx, United States

Impact Location

United States

Organization Structure

For-profit