

Hims & Hers Health — TIV Report (Oct 2025)

Date: October 3, 2025

Section Scores

Part 1	Part 2	Part 3	Total	%	Band
80	70	55	205	45.6%	Follower

Executive Summary

Hims & Hers is a Follower. Stronger brand-driven subscription model, portals, and personalization. Still no CAIO/CDO and weak infra/CDP evidence.

Strengths

- Subscription ecosystem
- HIPAA/GDPR compliance
- Patient portals

Weaknesses

- No CDO/CAIO
- Weak infra evidence
- Vendor reliance

Part 1 — Business & Strategy (150)

Line Item	Points (awarded/max)	Evidence
1.1 C-Suite & Board	20 / 40	CTO present; no CDO/CIO
1.2 AI Leadership	0 / 10	No CAIO
1.3 Strategy & Financial	20 / 20	Digital-first strategy
1.4 Hiring & Talent	15 / 40	Active hiring; mixed reliance
1.5 Team Stability	5 / 10	Limited layoffs
1.6 Culture/Training	10 / 20	Positive sentiment; no academy
1.7 Eng Culture	10 / 10	Product/tech press

Part 2 — Applications & Data (150)

Line Item	Points (awarded/max)	Evidence
2.1 Web/App Tech	15 / 20	Mobile apps, portals
2.2 Customer Data & Analytics	25 / 40	Personalization evident
2.3 Governance & Privacy	15 / 20	HIPAA/GDPR policies
2.4 Architecture & Automation	5 / 30	Some APIs
2.5 Engagement & Marketing	10 / 40	Subscription personalization

Part 3 — Infrastructure (150)

Line Item	Points (awarded/max)	Evidence
3.1 Cloud Strategy	10 / 25	Cloud evident
3.2 AI Cloud Partnerships	0 / 15	None named
3.3 Data & Platform Strategy	5 / 25	Some analytics
3.4 AI/ML Ops	0 / 20	No evidence
3.5 Compute & Infra	10 / 25	Scale implied
3.6 CI/CD & Delivery	5 / 20	Some cadence implied
3.7 Security & Trust	10 / 20	HIPAA/privacy evidence

Gate & Penalty Rationale

Gate not met; final classification Follower.

Conclusion

Final classification: Follower. Total 205/450 (45.6%).

Sources

- Hims site
- HIPAA/GDPR policy
- Press coverage