

HeraCARE paid pilot commences at Joondalup Health Campus (JHC)

- Commenced paid pilot of HeraCARE technology solution, as initial phase of an anticipated commercial roll-out for use as standard service, offered to all pregnant mothers under Joondalup Health Campus (JHC) care
- Paid pilot involving 100 expectant mothers commences with JHC paying A\$50 per user per month on a Technology as a Service (TaaS) recurring revenue model
- Agreement with JHC follows the successful clinical study at JHC which delivered excellent clinical and functional validation of the HeraBEAT device
- JHC (part of Ramsay Health Care) is one of Western Australia's largest hospitals, a leading medical institution and a maternity care service provider to an average of 3,000 expectant mothers annually

HeraMED Limited (ASX:HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, is pleased to announce it has commenced the paid pilot of its HeraCARE solution involving 100 expectant mothers. This milestone represents the initial phase of an anticipated commercial roll-out for the use of HeraMED's technology as a standard service to be offered to all pregnant mothers under JHC's care.

Since this pilot was first announced in April 2021, HeraMED's team including a dedicated local project manager has been working closely with JHC's obstetrics department and the midwives that are leading the pilot, to ensure the HeraCARE platform is fully integrated with the workflows and clinical pathways. All parties have been focused on configuring and optimising the platform to accommodate JHC's requirements, as well as providing training to the project's staff. The paid pilot represents the last stage of the collaboration in which JHC is undertaking to incorporate the HeraCARE platform to introduce an innovative model for remote monitoring and care management for pregnant women, allowing for the HeraBEAT device and foetal heart rate data to be used in telehealth consultations.

Last year, HeraMED announced outstanding results from a clinical study undertaken by JHC that delivered clinical and functional validation of the HeraBEAT device. The accuracy of the HeraBEAT device was found to be excellent when compared to the industry standard CTG (Phillips Avalon) machine. The Foetal Heart Rate (FHR) was detected on 100% of occasions by clinicians and importantly, the FHR was detected on 100% of occasions by the expectant mothers when using the device without assistance.

This represents the second paid pilot that HeraMED has commenced this month, following the announcement on 19 July, regarding the paid pilot commencing at Obstetrix Medical Group in United States.

HeraMED CEO and Co-founder Mr David Groberman, said: "As part of Australia's largest private hospital operator; Ramsay Health Care Group, JHC are well regarded as early adopters of new technologies in obstetrics and I am delighted that their paid pilot has commenced, representing an important next step in our collaboration."

JHC CEO Dr Amanda Ling, said: “We are delighted to be progressing our collaboration with HeraMED and, if this pilot is successful, we would hope to incorporate the platform into our remote monitoring and care management programs for pregnant women. At JHC, we are continually evaluating and adopting new technology that will improve the patient care and this agreement is a demonstration of that strategy at work,” she said.

About Joondalup Health Campus (JHC)



The JHC campus is in Western Australia and provides specialist services for the entire family from birth through to old age. The campus is comprised of a standalone 146-bed Joondalup Private Hospital and a co-located hospital that provides public patient services. JHC is managed by Australia’s largest private hospital operator, Ramsay Health Care.

Caring for both public and private patients and with a total of 722 licensed beds and bays, JHC is one of the largest hospitals in Western Australia, treating more than 73,000 inpatients annually. JHC offers a range of medical and surgical services, including maternity, neonatal and paediatric services and aged care and rehabilitation.

This announcement has been authorised by the Board of HeraMED Limited.

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HeraMED Limited

CEO and Co-Founder

David Groberman

M: +972 52 6991188

E: David@hera-med.com

Company Secretary

Jonathan Hart

T: +61 2 7251 1888

E: Jonathan@hera-med.com

Investors

PAC Partners

Tim Chapman

T: +61 419 897 062

E: tchapman@pacpartners.com.au

About HeraMED Limited (ASX:HMD)

HeraMED is an innovative medical data and technology company leading the digital transformation of maternity care by revolutionising the prenatal and postpartum experience with its hybrid maternity care platform. HeraMED offers a proprietary platform that utilises hardware and software to reshape the Doctor/Patient relationship using its clinically validated in-home foetal and maternal heart rate monitor, HeraBEAT, cloud computing, artificial intelligence, big data and a digital social networking dashboard.

About HeraCARE

The Company’s proprietary offering, HeraCARE, has been engineered to offer a fully integrated maternal health ecosystem designed to deliver better care at a lower cost, ensure expectant mothers are engaged, informed and well-supported, allow healthcare professionals to provide the highest quality care and enable early detection and prevention of potential risks.