

Strategic collaboration and commercial agreement signed with GPEX

- GPEX is a national organisation headquartered in South Australia that aims to shape the future of health in Australia by delivering programs and services that promote excellence and equity, meeting the health and medical workforce needs of the communities which they serve.;
- GPEX has been delivering innovative solutions for primary care since 2002, including high-quality education and training, and workforce planning and capacity-building. They also run South Australia's state-wide GP Obstetric Shared Care Program, which contributes to 17% of births in the state;
- GPEX and HeraMED are undertaking a pilot to better understand how the HeraCARE platform can benefit pregnant mothers and the health industry, in regional and remote South Australia, with the overarching goal to deliver a mother-centred experience in a continuous model of care;
- The pilot will involve up to 100 pregnant mothers, based in regional, or remote South Australia, to be monitored as part of a six to nine-month commercial pilot;
- Several partners including SA Local Hospital Networks are expected to be involved in the pilot in various capacities; and
- The collaboration seeks to evaluate and deliver several key outcomes including to demonstrate the platform's clinical usability, patient satisfaction, value for money, and economic benefit, and to enhance accessibility, consistency, and quality of maternal care; increase productivity of the health system by accommodating a higher volume of expectant mothers; demonstrate safe and effective use of the remote monitoring platform that could be adopted by SA Health as a shared care model for patients with high-risk pregnancies.

HeraMED Limited (ASX:HMD) ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, today announced that it had entered into a strategic collaboration agreement with GPEX (SA), an organisation that delivers innovative solutions for primary care, including education and training, GP shared care programs, workforce solutions and clinical trials.

The strategic collaboration will evaluate the deployment of the HeraCARE digital monitoring and management platform in high-risk pregnancies in regional and remote South Australia, with the aim of ultimately improving outcomes and experiences, increased monitoring, decreasing face-to-face antenatal visits, and easing the burden on the health system.

Pregnant women often face challenges when navigating healthcare during pregnancy. These challenges can be amplified for women who are at high risk in their pregnancies compounded by living in regional and remote locations.

HeraCARE allows expectant mothers to measure vitals at home via a mobile app and several smart connected devices, including a fetal heart rate monitor, blood pressure and glucometer. Doctors may then

remotely monitor the mother and baby via a dashboard, improving the experience of telehealth consultations, identifying early complications, and providing increased peace of mind during pregnancy.

The real-time data-sharing and smart alerts enable close monitoring, early identification of complications, optimised and customised care plans and improved patient outcomes. Benefits include personalised remote monitoring for high-risk pregnant women, reducing in-person doctor visits and incorporating telehealth and virtual meetings.

Terms of the Collaboration:

Pilot phase: 80- 100 pregnancies

This is a paid pilot at commercial rates for the set-up, customisation, maternity care plans, low level integration training, HeraBEAT and ongoing support.

Post Pilot success: revenue and activity share model between GPEx and HeraMED

The South Australian pilot seeks to deliver the following outcomes:

- Demonstrate and evaluate the platform's clinical usability, patient satisfaction, value for money and economic benefit;
- Enhance accessibility, consistency, and quality of maternal care;
- Enhance the healthcare experience for high-risk pregnant women and their families;
- Increase productivity of the health system by accommodating a higher volume of expectant mothers; and
- Demonstrate safe and effective use of the remote monitoring platform that could be adopted by SA Health as a shared care model for patients with high-risk pregnancies in the future.

Adoption of this digital technology has the potential to deliver significant patient and system benefits including:

- Reduced travel time for midwives and ability to closely monitor high-risk expectant mothers;
- Reduced travel time for expectant mothers;
- Improved patient experience, by reference to travel time, better education and informational outcomes, frequency, and precision of monitoring;
- Increased activity and efficiency, by reference and comparing remote monitoring and telehealth session effectiveness and time compared to in-office traditional model of care;
- Increased patient satisfaction and peace of mind;
- Identified interventions on potential adverse outcomes not likely to have been identified during ordinary standard of care; and
- Incidents of additional teaching/training required for expectant mothers beyond standard care.

HeraCARE is a comprehensive and innovative approach to improving maternity and pregnancy care in remote and rural areas of Australia. This initiative seems to address the challenges identified by the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG), particularly the scarcity of healthcare professionals and inadequate access to essential maternity services in these regions. By incorporating telehealth technology, education, and personalized care plans, HeraCARE aims to tackle the factors contributing to higher perinatal mortality rates and prevalent health issues in remote areas, such as geographical isolation, socioeconomic status, and limited resources.

The use of telehealth to overcome geographical barriers, combined with onsite and outreach care, aligns with the goals of reducing healthcare disparities in rural areas. Addressing issues like late antenatal visits and behavioural risk factors is crucial, and HeraCARE's potential to improve the health and well-being of mothers and babies in these communities is significant.

This initiative's alignment with national strategies in the Australian National Maternity Services Plan also highlights its integration within the broader healthcare framework. Overall, HeraCARE presents a commercially viable solution that could revolutionize maternity care accessibility and outcomes in remote and rural Australia.

HeraMED Executive Vice President ANZ Anoushka Gungadin said: “The team at GPEX represent a highly relevant partner for HeraMED with a large network in the healthcare industry within South Australia as well as more broadly in Australia. Evaluating and understanding how HeraCARE can be implemented in remote and regional settings is very important and relevant given how vast Australia is, and critical to increasing access and equity in maternity care.

“I am looking forward to working on this project, to demonstrate the relevance of the HeraCARE platform on the quality of care, enhanced accessibility, consistency, and quality of maternal care,” she said.

GPEX CEO, Stephanie Clota said: “We believe HeraCARE is a cost-effective, end-to-end digital maternity monitoring and management platform offering a simple and effective way of seamlessly integrating an innovative model of digital maternity care. We look forward to collaborating with HeraMED and SA Health on the pilot, and to demonstrating how technology increases capacity and safety, while simultaneously optimising productivity gains and quality of care.”.

About GPEX

GPEX aims to shape the future of health in Australia by delivering innovative solutions for primary care. With a history spanning over 20 years, they have cultivated an excellent reputation for the quality of their programs and services, which include:

- Education and training, including Continuing Professional Development and GP Fellowship exam preparation;
- Strategic workforce planning;
- Workforce capacity building, including GP shared care; and
- Clinical trials in primary care.

During 2023, GPEX's GP Obstetric Shared Care Program celebrated a year of notable achievements, including contributing to 17% of births in South Australia. Central to this success is the substantial growth in the number of participating GPs, with 802 successfully accredited and an additional 22 provisionally accredited to the program. This expansion fortifies the shared care model, ensuring continuity of care while efficiently managing outpatient hospital demands.

The program's accomplishments are further amplified through robust partnerships with public hospitals, and the dedicated efforts of Obstetric Shared Care Midwife Coordinators and GP Advisors, who uphold the program's integrity and effectiveness.

-ENDS-

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

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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, and big data.

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.