

## Strategic collaboration signed with leading obstetricians and physician; appointed as key opinion leaders

- Binding two-year agreement signed with PHI Research, led by Associate Professor Paul Porter, joined by Dr Kym Jones; the leading clinical team and private obstetrician that led each of HeraCARE's clinical trials as well as the rollout of HeraCARE within the public hospital at JHC;
- Paul and Kym to make up a newly formed medical advisory team, supporting HeraMED as HeraCARE experts and Key Opinion Leaders;
- Agreement also brings the two most experienced HeraCARE administrators responsible for supporting HeraCARE at JHC since 2020; Brooke Schneider and Emma Chambers, who will take on the roles of 'HeraMED Navigators'. This is an important step, in the Australian commercialisation strategy of HeraCARE to provide local training and capability support to enhance the implementation process as HeraCARE is rolled out across new sites;
- Through this relationship, HeraMED will be able to collaborate with PHI Research to explore and identify medical and research grants and other non-dilutive funding sources in Australia; and
- In addition to the medical and clinical collaboration, education, and training for HeraMED, Paul and Kym will subscribe for up to 500 HeraCARE SaaS licenses for use in their private practices.

**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 binding two-year strategic collaboration agreement with two leading private Obstetricians at Joondalup Health Campus.

A key part of HeraMED's commercialisation strategy is the establishment of a dedicated advisory body of medical and clinical experts to educate prospective customers on the merits of the HeraCARE platform and then to provide expertise around training and integration processes.

The two private obstetricians represent the most experienced health professionals in using HeraCARE and HeraBEAT and were responsible for the clinical trials that were peer reviewed and published in Nature Portfolio:

- Dr Paul Porter, *MBBS, FRACP*, Associate Professor, Faculty of Health Science, Curtin University, Paediatrician and Director of Clinical Training (Paediatrics) JHC, and Private Medical Practice, Paediatric Endocrinology and General Paediatrics.
- Dr Kym Jones, *BAppSc (MRT) PostGradDipAppSc (US) MBBS FRANZCOG DDU*, Specialist Obstetrician Gynaecologist, Sonologist at Joondalup Health Campus, Ultrasound Services and Ultrasound North as well as Medical Director of Simply Women, a boutique integrated women's health care practice.

## Role of Medical advisory team

This dedicated advisory body of medical experts with Paul and Kym as Key Opinion Leaders and training and implementation group called ‘HeraMED Navigators’ has been established. Paul and Kym will play a pivotal role in facilitating the initial engagement and onboarding process of the clinical teams and decision makers across healthcare providers, encompassing hospitals, private obstetric facilities, and GP clinics as well as strategic health related partners.

Two of the most experienced HeraCARE team, Brooke Schneider, and Emma Chambers, who have been involved with HeraCARE since 2020, will take on the roles of ‘HeraMED navigators’ to provide local training and capability support and to improve implementation processes as HeraCARE is rolled out across new sites.

Recently, the first of these ‘HeraMED navigator’ collaborations took place on-site at Gold Coast Hospital, where training, onboarding, troubleshooting, and best practices were delivered in the implementation phase of the trial, a hands-on component to complement our standard training delivered virtually by our product training team.

Separately, Brooke Schneider, in her role as HeraCARE’s clinical Manager at JHC, recently won a Clinician Researcher Training (CRT) scholarship from Curtin University to undertake her PhD. This research will continue to be supported by the HeraMED team as part of the new agreement announced today. The project title is ‘To evaluate the Connected Maternity Care model on health, workforce, and economic outcomes at JHC antenatal clinic’ and has several objectives including to compare the connected maternity care model to historical care and health outcomes and to evaluate the impact of the model on cost efficiency and effectiveness of care delivery compared to historical care. Further details can be found here:

<https://fhrifund.health.wa.gov.au/News-and-Events/2023/07/01/FHRI-Fund-supports-HDR-scholarships-to-build-the-clinician-researcher-workforce-in-WA>

As a result of this strategic collaboration with PHI Research, HeraMED will collaboratively be able to explore non-dilutive funding opportunities including government grants, industry bodies and foundations.

The financial structure of this agreement has been fulfilled through discounted HeraCARE licences. HeraMED has offered 500 annual HeraCARE SaaS licences for \$25,000 to be paid six-monthly in advance. HeraMED is delighted to be gaining direct access to this expertise and deep experience using HeraCARE without incurring the cash burn usually associated with accessing a team with such experience.

**Associate Professor Paul Porter** said: “During the past three years, my team has accumulated significant experience using the HeraCARE platform and HeraBEAT device and I continue to believe the technology has the potential to improve maternal and neonatal outcomes. I am pleased to be in a position to share my experience and educate other specialists in obstetrics about the merits of this technology.”

**Dr Kym Jones** said: “After several years using the HeraCARE platform for the pregnant mothers I take care of, I absolutely believe HeraCARE is the solution to modernise maternity care providing clear benefits for the pregnant mothers as well as their care providers. I am looking forward to sharing my extensive knowledge with other obstetricians as they familiarise themselves with this unique technology.”

**HeraMED Executive Vice President ANZ Anoushka Gungadin** said: “I am delighted to have signed this new agreement with the most experienced obstetricians and team that have used the HeraCARE platform in a

clinical setting in the world. The potential of the partnership can now be unlocked in this new structure allowing us to deliver more value for mums and practitioners.

“I am looking forward to creating an enabling ecosystem for the knowledge sharing and capability building to our growing channel of business opportunities to share and learn about their recommendations, best practices, new application and overall, the benefits of the platform, integration and training,” she said.

**HeraMED Executive Chairman, Ron Weinberger** said: “Having these key experts working directly with HeraMED significantly elevates our capability and presence in Australia. A key component of our commercialisation strategy at HeraMED, is to prove that we can bring significant clinical, social, and economic outcomes.

“Winners in this space will have evidence-based approaches and for that you need outstanding clinical partners. Such partnerships allow us that opportunity here in Australia as well as the development of unique intellectual property and strategic market advantages. This will provide us with greater capability for customer acquisition and growth.

“It is important to note, this agreement will operate separately to that of JHC and HeraCARE’s deployment in the public section of the hospital. This agreement provides an access point to the other private practices that also use the obstetrics ward within the private practice at JHC hospital,” he said.

-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.