

## HeraMED, Project Rozana, and Sheba Beyond join forces to provide innovative maternal telemedicine solutions to Palestinian mothers in the West Bank

- The Sheba Medical Center and Project Rozana - an Australian-inspired, non-profit organization building bridges to better understanding between Israelis and Palestinians through health - have together launched a maternal telemedicine healthcare initiative on the eve of U.S. President Joe Biden's trip to Israel.
- HeraMED's technology, including the HeraCARE remote monitoring platform and HeraBEAT smart fetal HR monitoring device, are central to this collaboration.
- Project Rozana, which is leading the initiative, first plans to establish a remote OB-GYN unit in rural Hebron area, that will be remotely supported by Sheba's OB-GYN Beyond and fully operated by Palestinian healthcare teams.
- Project Rozana then aims to expand throughout the West Bank, delivering significantly improved healthcare to expectant mothers across this high population region in the near future.
- This initiative is part of an extensive series of confidence-building measures that President Biden unveiled during his visit, including healthcare initiatives and other humanitarian gestures.

**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 that its remote monitoring technology was chosen as one of the key components of a collaboration between Israel's Sheba Medical Center and Project Rozana, targeting improved healthcare services for expectant mothers in the West Bank.

### **HeraMED technology is being used in now-underway Sheba & Project Rozana initiative**

HeraMED's remote pregnancy monitoring platform HeraCARE is the key component enabling the initiative to provide virtual, remote care. It is already underway, with Sheba Medical Center, Israel's largest medical center and Newsweek Top 10 ranked world's best hospital for the last four years, having launched a training and health delivery program for female Palestinian healthcare professionals in collaboration with HeraMED and Project Rozana.

The program will assist Project Rozana in its efforts to deliver improved healthcare access to Palestinians and engage in professional development and capacity building to contribute to an independent and resilient Palestinian healthcare system. The program is designed to reduce the mortality rate of babies born in Gaza and the West Bank due to complications that may arise from inadequate medical care, overstretched healthcare facilities, poverty and a lack of access to nutritious food, as well as the impact of the ongoing conflict.

HeraMED and OB-GYN Beyond (Sheba's virtual OBGYN department), have pioneered maternal-fetal telemedicine, creating a breakthrough in remote fetal assessment by providing remote care for pregnant women. The collaboration between HeraMED, Sheba and Project Rozana aims to establish a remote OB-GYN unit in the rural Hebron area that will be fully operated by Palestinian healthcare teams.

Stage 1 is defined as an initial soft launch and includes 30 pregnant mothers that will use the technology and services; HeraMED’s expected revenues from this stage are US\$15,000 based on the Company’s SaaS model.

The Palestinian team of healthcare professionals involved in this Sheba/Project Rozana/HeraMED initiative will undertake hands-on training with some of the cutting-edge telehealth technologies now used by OB-GYN Beyond. The virtual clinics created will provide services to women in the target communities of Khursa, Um Al-Kheir and Deir al-Asal al-Fuqua, screening for health issues and referring for medical treatment if necessary.



Figure 1: The HeraCARE platform hierarchy that will be used by Project Rozana and Sheba Beyond staff.

At the end of the training program, this team, comprising gynaecologists, midwives, nurses, a paediatrician, a nutritionist, a physical therapist, and a psychologist, will receive ongoing clinical support on a bi-monthly basis from Sheba Medical Center staff.





Figure 2: Project Rozana staff training in progress by HeraMED’s head midwife Maya Steele and Dr Azi Tsur (director of the Women’s Health Innovation Center) at Sheba Medical Center.

**HeraMED Chief Financial Officer, Sivan Sadan said:** “We are excited that our HeraBEAT technology has become an integral part of the collaboration now occurring between Sheba Medical Center and the not-for-profit group Project Rozana. It is a real honour to see our connected maternity care solution playing a role in efforts to make meaningful improvements to healthcare services across the West Bank. By leveraging our technology, the Rozana Project will significantly improve the care of Palestinian expectant mothers and hopefully, save many lives. We thank Project Rozana, led by Ronit Zimmer, and Sheba and Dr Avi Tsur for their professional leadership and look forward to continuing our work together as this humanitarian project works towards its end goal of training local Palestinian health workers and providing enhanced diagnostic and service support to a population of 3 million plus people.”

**Director of the Women’s Health Innovation Center at the Sheba Medical Center, Dr Avi Tsur, said:** “HeraMED’s technology will help OB-GYN Beyond deliver on its goal of providing women with the medical care they need, wherever they are located. Telemedicine allows us to bridge geographical, political and cultural gaps in the shared vision of optimal health outcomes. We are excited to work with Project Rozana in achieving this goal.”

**Executive Director of Project Rozana, Ronit Zimmer said:** “Enabling Palestinians to provide healthcare in their remote communities lays the groundwork for an empowered people. The training at Sheba will enable local healthcare workers to operate virtual clinics in remote areas, eliminating many logistical, bureaucratic, and security obstacles for rural residents seeking quality healthcare.”

### **About Rozana Project**

Established in 2013, Project Rozana is an initiative to use Israeli excellence in healthcare to benefit the Palestinian community. It emerged from the leadership of Hadassah Australia and has subsequently been embraced by affiliates in the United States, Canada, Israel, and across the Palestinian Territories. The Rozana Project has gained traction overtime on the realisation that healthcare can build bridges to peaceful coexistence between Israelis and Palestinians. It only has one agenda, without regard to politics, national identity, gender, sexual orientation, or religious belief. This is to provide the Palestinian community with the best training and treatment available in Israel. So Palestinian society can build its own institutional capacity to provide world-first healthcare for its people.

**About Sheba Medical Center**

Established in 1948, Sheba Medical Center is now the leading medical center in the Middle East and an internationally recognized healthcare facility. In 2019, Newsweek magazine named Sheba on their prestigious global top ten hospital list. Since then, Sheba has maintained its top ten ranking in all subsequent yearly lists. Located on a comprehensive campus, Sheba offers a wide range of medical divisions and specialties. Its highly qualified doctors are involved in many innovative treatments and cutting-edge research programs to advance the clinical care of patients everywhere. Sheba also functions as a tertiary care center and accepts referrals of complex cases from throughout the region and the world.

-ENDS-

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

**HeraMED Limited**

CEO and Co-Founder

David Groberman

M: +972 52 6991188

E: [David@hera-med.com](mailto:David@hera-med.com)

**Company Secretary**

Jonathan Hart

T: +61 2 7251 1888

E: [Jonathan@hera-med.com](mailto:Jonathan@hera-med.com)

**Media Enquiries**

The Capital Network

Julia Maguire

M: +61 2-8999-3699

E: [julia@thecapitalnetwork.com.au](mailto:julia@thecapitalnetwork.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 and big data.

**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.

**About HeraBEAT™**

HeraBEAT is HeraMED's first medically accurate, scientifically optimized, smartphone-based fetal heart rate monitor for home use. It empowers expectant mothers to monitor their fetus' heartbeat anytime, anywhere. Enabling seamless data sharing of fetus' vital signs with medical professionals, parents can rest assured that their fetus is receiving the medical attention needed while they take their time to focus on the health of and the bond with their unborn child. Designed from the ground up to be used by the expecting mother, HeraBEAT™ integrates state-of-the-art technology and professional accuracy with a simple, straightforward user interface and a distinctive design into a safe, reliable, and affordable solution.