

ASX ANNOUNCEMENT

23 November 2022

### **Ramsay affiliated “Melbourne-Mothers” private practice signed agreement to adopt HeraCARE**

- Leading obstetrician and gynaecologist Associate Professor Vinay Rane, will lead the first private clinic commercial HeraCARE launch in Victoria, with deliveries across private hospital networks, mainly at Frances Perry House, a leading private maternity hospital, part of Ramsay Health Care;
- 250 mothers will take part in the initial stage of the commercial launch which will last approximately eight months;
- Represents the first ‘Connected Maternity Care’ (CMC) deployment to be undertaken by an independent obstetrician practice; and the second pilot with a Ramsay-affiliated hospital;
- Agreement includes the initial purchase of 250 HeraCARE licenses and HeraBEAT devices; and
- On successful completion of the first Phase, HeraMED and Dr Rane’s private practice ‘Melbourne Mothers’ aim to expand the utilization of the platform into affiliates and collaborators and enter a long term agreement with an expected annual purchase of up to 1,500 licences.

**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 a new agreement of its hybrid connected maternity care platform HeraCARE, and its clinically validated in-home, smart foetal and maternal heart rate monitor, HeraBEAT, led by Associate Professor Vinay Rane who is associated with Melbourne’s Frances Perry House Hospital.

The agreement includes 250 HeraCARE licenses (with a similar number of HeraBEAT smart foetal HR monitors) for a total of AUD 169,000 for one year. Associate Professor Vinay Rane’s private practice ‘Melbourne Mothers’ will undertake the project for deliveries to be done in conjunction with the Frances Perry House Hospital.

These initial 250 licenses represent Phase 1 of adopting the new ‘Connected Maternity Care’ (CMC) model and will assess several Key Performance Indicators, including:

- Pregnant mother satisfaction,
- Productivity and time efficiency for CMC pregnancies vs non-CMC pregnancies; and
- Melbourne Mothers workflow feasibility.

The project will include a dedicated branding and marketing campaign, which will document and emphasize the advantages of the CMC journey and the enhanced pregnant women’s experience.

**HeraMED CEO and Cofounder, Mr. David Groberman said:** “This agreement represents the first with a private obstetrician and the second linked to a Ramsay Health Hospital. I am delighted to be working with Associate Professor Vinay Rane, who I have long admired as a thought leader in Australia in Obstetrics and Gynaecology,” he said.

**Associate Professor Vinay Rane, who will lead the study said:** “Throughout my career, I have been focused on finding the best technology to improve maternity care, and I am confident the in-home foetal heart rate smart device, the HeraBEAT, supported by the comprehensive HeraCARE platform will enable an improved level of care and convenience for the 250 expectant mothers that will form part of the pilot.

“I am looking forward to sharing preliminary results of this project with the broader gynaecology and obstetrics community at The Royal College of Obstetricians and Gynaecologists, RCOG World Congress 2023” he said.

**About Assoc Prof Vinay Rane (MBBS BMEDSCI(HONS) LLB LLM PDLP, FRANZCOG FFCFM(RCPA), FACLM MFFLM (RCP, UK) MHSM)**

Vinay is a progressive, highly experienced, and accomplished Obstetrician and Gynaecologist located in central Melbourne. He studied Medicine and Law at the same time and has been fortunate enough to have gained experience in some of the best-known academic and clinical centres across the globe. His experience in England and Scotland inspired Vinay to pursue a career in Gynaecology and Obstetrics.

Melbourne Mothers, his private practice, is built around a family vision: as Vinay runs his practice with his wife, Dr Christine Sammartino - who is an Obstetric Medicine Physician.

Vinay has undertaken attachments at several institutions in the United States as a Fulbright Scholar, including the Mayo Clinic, the United Nations and Harvard University, where he maintains collaborative relationships. His in-depth academic background and practical training (both in Australia and overseas) make him a leader in his field and abreast of all of the latest treatment options available.

Vinay also serves as a state councillor for the Australian Medical Association (AMA) where he serves as the state secretary for specialists in private practice. Furthermore, he is the Victorian councillor for the National Association of Specialist Obstetricians and Gynaecologists (NASOG).

#### **About Frances Perry House:**

Frances Perry House is a leading private maternity and women’s health hospital, based in Melbourne. The hospital accommodates 93 beds, including surgical and maternity units, Level 4 Special Care Nursery, 6 birthing suites, 4 operating theatres, a day surgery unit, and urodynamics procedure room. Frances Perry House works with Melbourne’s most highly sought-after obstetricians, gynaecologists and women’s health specialists who provide important, personalised care and treatment for patients. As a fully accredited health care facility Frances Perry House offers the highest standards of clinical care, patient service, and technology.

**-ENDS-**

This announcement has been authorised by the Board of 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)

#### **Investor Relations**

Tim Chapman

T: +61 419 897 062

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

**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.