



ASX ANNOUNCEMENT

26 March 2019

HeraMED appoints Dr Arturo Weschler MD to lead Orion Artificial Intelligence operations

- **OrionAI is HeraMED's cloud based, machine learning SaaS offering for advanced pregnancy monitoring analysis being developed in conjunction with the Mayo Clinic**
- **Dr Weschler has held multiple senior positions and was CIO of one of Israel's largest healthcare organisations for 11 years - he also held operative and practical roles with multiple machine learning, algorithm focused healthcare startups globally**
- **Dr Weschler will promote the technology internationally, to hospitals and medical institutions, and work closely with the Mayo Clinic to drive product uptake**
- **Provides further validation of the Company's "top down" approach of working with large scale organisations**

Medical technology company, **HeraMED Limited (ASX:HMD)** ("HeraMED" or the "Company") is pleased to advise it has appointed leading digital healthcare executive, Dr Arturo Weschler MD, as VP of Innovation to lead HeraMED's OrionAI project.

OrionAI is HeraMED's cloud based, machine learning Software-as-a-Service (SaaS) platform, being developed with the Mayo Clinic. The technology harnesses and utilises big data to analyse and evaluate thousands of records in real time, enabling unprecedented analysis accuracy and potentially detecting pregnancy complications before they become a problem, thus having a dramatic impact on the lives of both expecting mothers and unborn children.

Dr Weschler has considerable healthcare sector experience. For 11 years, he was Chief Information Officer at one of Israel's largest healthcare organisations, the Tel Aviv Sourasky Medical Centre. Recently, Dr Weschler was Chief Medical Officer at Medial Research, an AI company that overlays algorithms with electronic health records to detect health risks and early warning signs. He has also held operational and practical positions with digital health start ups, which have helped him develop a deep understanding of the space and clear pathway which will assist in progressing the OrionAI project.

As VP of Innovation and Orion Project leader, Dr Weschler will actively promote OrionAI technology to medical institutions and hospitals on a global scale. His aim is to leverage his existing connections to expand HeraMED's network of healthcare providers, furthering the Company's top down approach.

He will also work closely with the Mayo Clinic to ensure OrionAI assists in solving problems associated with the low reliability of analysis, the shortage of fundamental services and social and financial and social costs associated with pregnancy monitoring.

Discussions with leading international medical institutions and hospitals regarding OrionAI are well progressed and feedback has been very positive. The Company will now advance these discussions and leverage Dr Weschler's established network and develop cooperation agreements with additional health organisations on a global scale.

Dr Weschler said: "I am very excited about joining HeraMED. I am a firm believer in the transformative power of AI in healthcare. The unique combination of a medical grade fetal heart rate monitoring at home and AI powered fetal heart rate interpretation puts HeraMED in a strong position to lead the digital transformation of antenatal fetal health monitoring"

HeraMED CEO and Co-founder Mr David Groberman said: "Dr Weschler is an established figure in the healthcare and medical technology space and attracting him validates OrionAI's tremendous potential.

"OrionAI has received strong initial support from hospitals and medical staff as more accessible and effective AI based solutions are integrated into the care continuum, allowing healthcare providers to work at the highest level of their ability by making them far more informed and effective patient advocates.

HeraMED Limited ACN 626 295 314

T: +61 8 6189 1155 | **A:** Level 2, 46-50 Kings Park Road, West Perth WA 6005

“HeraMED has progressed discussions with hospitals and medical institutions regarding pilot trials, which it will look to advance in the near term.”

-ENDS-

HeraMED Limited

CEO and Co-Founder

David Groberman

M:+972-52-6991188

E: David@hera-med.com

Company Secretary

Stephen Buckley

T: +61 (0)8 6189 1155

E: stephen@companysecsol.com.au

Released through: Henry Jordan, Six Degrees Investor Relations, +61 431 271 538

About HeraMED Limited (ASX:HMD):

HeraMED Limited is an innovative medical technology company delivering smart pregnancy monitoring solutions for home and professional use. HeraMED provides peace of mind to expecting parents by solving problems associated with the reliability of pre-natal analysis, as well as the cost and shortage in fundamental services through end-to-end medical grade solutions utilising monitoring devices, cloud based platforms and AI capabilities.

HeraMED is commercialising the worlds most advanced, smart medical grade ultrasound monitoring device HeraBEAT. The device has passed multiple clinical trials and secured approval by key regulatory bodies including TGA (Australia), CE (Europe) and AMAR (Israel) for commercial sale.

The Company has partnerships with two leading medical organisations, the Mayo Clinic and TEVA Pharmaceutical Industries Inc. (NYSE: TEVA). HeraMED diversifying its product range and services with the launch of SaaS services and cloud based monitoring systems.