

## **Dr Friedman joins HeraMED advisory board**

- **Dr Paul A. Friedman MD is a leading researcher and the Chair of the Department of Cardiovascular Medicine at the Mayo Clinic**
- **He has considerable experience in innovative medicine – he holds over 40 patents, has issued over 250 scientific research publications and has authored over 60 book chapters**
- **Currently leading a research team that specialises in medical applications of Artificial Intelligence (“AI”) and machine learning.**
- **Dr Friedman will act as co-investigator of the co-venture ‘OrionAI’ project, working in cooperation with Dr Abimbola Famuyide MD, Chair of the Department of Obstetrics at Mayo Clinic**
- **OrionAI sets the goal of bringing an innovative breakthrough in foetal monitoring analysis using AI and machine learning**
- **Appointment highlights the strength of HeraMED’s collaboration with the Mayo Clinic, who are also a shareholder and R&D collaborator partner**

Medical technology company, HeraMED Limited (ASX:HMD) (**HeraMED** or **Company**) advises that researcher and physician Dr Paul A. Friedman of Mayo Clinic will join the Company’s advisory board.



Dr Friedman is the Chair of the Department of Cardiovascular Medicine at the Mayo Clinic in Rochester, Minnesota. He is certified in cardiovascular medicine and cardiac electrophysiology by the American Board of Internal Medicine and previously served as director of the Cardiac Implantable Device Lab at Mayo Clinic.

<https://www.mayoclinic.org/biographies/friedman-paul-a-m-d/bio-20053442>

**HeraMED CEO and Co-founder David Groberman said:** “We are excited to welcome Dr Friedman to our advisory board. His considerable experience and depth of knowledge of the innovative medicine space will be greatly beneficial to HeraMED as it progresses its next phase of growth.

“We look forward to commencing our work with Dr Friedman and leveraging his considerable experience and network to create value for obstetricians and pregnant women across the world.”

A trained electrical engineer, he has experience in innovative medicine and has previously been named Minnesota’s top inventor. Dr Friedman holds more than 40 patents, has issued more than 250 scientific research publications and has authored more than 60 book chapters. Currently, he is leading a research team that specialises in medical applications of Artificial Intelligence (AI) and machine learning.

The appointment highlights the strength of HeraMED’s collaboration with the Mayo Clinic which is both a shareholder and the Company’s research and development collaborator.



Dr Friedman will act as a co-investigator, contributing his vast expertise to HeraMED’s co-venture with the Mayo Clinic, ‘OrionAI’ working in cooperation with his distinguished Mayo’s colleague Dr Abimbola Famuyide MD, Chair of the Department of Obstetrics who is the primary investigator of the project -

<https://www.mayoclinic.org/biographies/famuyide-abimbola-o-m-b-b-s/bio-20054435>.

The vision of the OrionAI initiative is to utilise and leverage big data and integrate it into an AI and machine learning-powered decision support algorithm. This would enable immediate, objective and accurate pregnancy monitoring interpretations, by providing a fully automated, easily implementable software tool for physicians to use. The solution will provide doctors and other authorised personnel with risk predictors and improve pregnancy care management.



Machine learning functionalities will enable OrionAI's algorithm continuous improvement, with the ultimate goal being the ability to identify pregnancy risks and complications before they become symptomatic. OrionAI also empowers obstetricians and gynaecologists, by potentially providing them with the opportunity to have data analysis duties outsourced which will allow them to apply their knowledge and experience in a more focused and efficient way.

OrionAI's technology will potentially enable the healthcare community with the ability to develop preventive and personalised pregnancy care models, while also offering healthcare providers the opportunity to work at the highest level of efficiency. OrionAI's insights have the potential to ensure physicians are more informed and become effective patient advocates.



**-ENDS-**

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**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 challenges associated with the reliability and accessibility of pre-natal care. Through development and utilisation of end-to-end medical grade solutions, HeraMED overcomes the barriers of high-cost and shortage of fundamental services, enabling smart monitoring devices, cloud-based platform and AI capabilities

HeraMED is commercialising its 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 is diversifying its product range and services with the launch of SaaS services and cloud based monitoring systems.