

# HeraCARE

Digital Pregnancy Monitoring Platform

Utilizing years of research, data  
and proprietary technologies in  
developing  
the world's most advanced  
digital prenatal care solution  
- HeraCARE -



# Disclaimer

## Important notice regarding forward looking statements

This document contains a general summary of the company and is provided for information purposes only. For full details please review HeraMED Limited ACN 626 295 314 (HeraMED) ASX page -

<https://www.asx.com.au/asx/share-price-research/company/HMD>

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“ Transforming the  
prenatal care to a  
personalized journey

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# Large, addressable and recurring market\*

"70% prefer using a digital solution to monitor their health metrics at home."

McKinsey  
&Company

"Personalized Technology Will Upend the Doctor Patient Relationship."

Harvard  
Business  
Review

"80 percent of the things doctors do today will be done by machines."

Vinod Khosla – billionaire investor

**213 Million**

World Wide Pregnancies  
Annually

The cumulative costs of childbirth is estimated at well over USD 50 billion annually in the U.S. alone

Source: The New York Times, June 2013

**\$50**  
billion

Global Digital Health Market Expected to Reach USD 423.11 billion By 2024

Source: Zion Research, July 2018

**\$423**  
billion

the AI in healthcare market is estimated to be valued at USD 2.1 billion in 2018 and is expected to reach USD 36.1 billion by 2025.

Source: Markets & Markets, Dec 2018

**\$36**  
billion

540,000 babies are annually born preterm in the US alone with a total annual burden of more than US\$26 billion

Source: The National Academy of Medicine

**\$26**  
billion

\*See Appendix 3 for sources







# Disrupting a global industry via digital transformation





The pregnancy experience hasn't changed since the 50's



## DOCTORS/ PROVIDERS

-  Shortage of fundamental services
-  Lack of time and attention
-  Low reliability of analysis
-  Episodic, Reactive, not connected

## EXPECTING MOTHERS

-  14+ clinical sessions per pregnancy
-  Loss of time away from work / childcare
-  Personal anxiety and stress
-  Lack of continuous support

# HeraMED Mayo Clinic collaboration

- HeraMED and the Mayo Clinic have joined forces to co-develop a new platform based on the Mayo's Clinic successful and now "standardised" OB Nest program.
- OB Nest is a service model developed to combine traditional prenatal care office visits with connected care visits and in home monitoring.
- The program offers a tailored approach to in-home monitoring of patients leveraging technology and professional health providers expertise.
- HeraMED and Mayo Clinic are currently developing the world's most advanced platform that will deploy AI-algorithms, a combination of digital tools and smart connected devices to assist expecting mothers and healthcare professionals to optimise pregnancy care.
- Both parties will develop the 'Hera' app, which will leverage unrivalled clinical databases combined with proprietary machine learning algorithms enabling better management of pregnancy situations at a lower cost.
- The solution will include professional 24/7 support services with optimised human interaction to ensure best practise.
- The platform is under development and is planned to be deployed during 2020.



# MAYO CLINIC'S PRENATAL CARE MODEL

OB NEST – CLINICALLY STUDIED AND VALIDATED FOR YEARS



**CLINICALLY VALIDATED**  
5 YEARS OF RESEARCH 2011-2016



**14 PRENATAL CARE OPTIONS TRIALED  
& TEST**



**DEPARTMENT OF OBGYN  
& MC CENTER OF INNOVATION**



OB Nest aimed to de-medicalize the experience of pregnancy by providing a supportive and empowering experience that fits within patients' daily lives.

Self Monitoring

Text-Based Communication

Online Communities

<http://centerforinnovation.mayo.edu/mayo-clinic-ob-nest/>

# MAYO CLINICS PRENATAL CARE MODEL

## OB NEST – STUDY RESULTS

REDUCED  
COST OF  
CARE



IMPROVED  
PATIENT  
SATISFACTION

14



8

REDUCED

Visits From 14 to 8

1.41



1.34

LOWERED

Pregnancy Stress

95%



77%

IMPROVED

patient satisfaction

THE HOLY GRAIL  
OF PRENATAL  
CARE



STANDARD  
OF CARE  
SINCE 2016

[https://journals.lww.com/greenjournal/Abstract/2016/05001/OB\\_Nest\\_A\\_Novel\\_Approach\\_to\\_Prenatal\\_Care\\_21\\_21.aspx](https://journals.lww.com/greenjournal/Abstract/2016/05001/OB_Nest_A_Novel_Approach_to_Prenatal_Care_21_21.aspx)



# HeraCARE Powered by OB NEST

## SCALABLE OUTCOMES – MARKET DISRUPTION

### Pregnant women

Reduced in-person  
clinic visits (14 down to 8)

Potentially save \$1000+  
per pregnancy

Early warning in case  
of complications

Save 7 million workdays  
for expecting moms

### Employers, Insurers

Save over 1 million  
professional workdays

Dramatically reduce  
costs and save expenses

Increase patient  
engagement, retention

Reduce litigation  
risks



THE WORLDS MOST  
ADVANCED AND  
CLINICALLY PROVEN  
PRENATAL CARE  
SOLUTION

<http://centerforinnovation.mayo.edu/mayo-clinic-ob-nest/>

# The HeraCARE Platform

The world most advanced digital prenatal care solution

Powered By Mayo Clinic's OB Nest

## Care Manager Dashboard



Supervision Tool



Social Network



Powered by  
**ORION AI**



Communication

## HERA Pregnancy Companion



Fetal Heart Rate



Urine



Weight



Pregnancy Education



Blood Pressure

# HeraCARE - Highlights

A new pregnancy care approach | digital | connected | home based



Data  
Driven



Integrated  
Analysis



Professional  
Service

Based on empowerment, education & self-measurement

Fully customizable to local prenatal care standards

Seamlessly integrated into IT infrastructure of  
healthcare organizations

Optimized adherence to prenatal care guidelines

24/7 Midwife consultants empowered by a set of  
data, technology and digital health tools

Machine learning engine designed to provide  
meaningful & actionable insights

# An end-to-end medical grade solution

Data and technology pregnancy home care is the future



PROVIDING CONTINUOUS TRACKING AND TREND BASED ANALYSIS



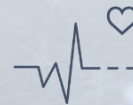
Affordable  
Accessible



Continuous  
Connected



Home use  
Friendly



Accurate  
Reliable



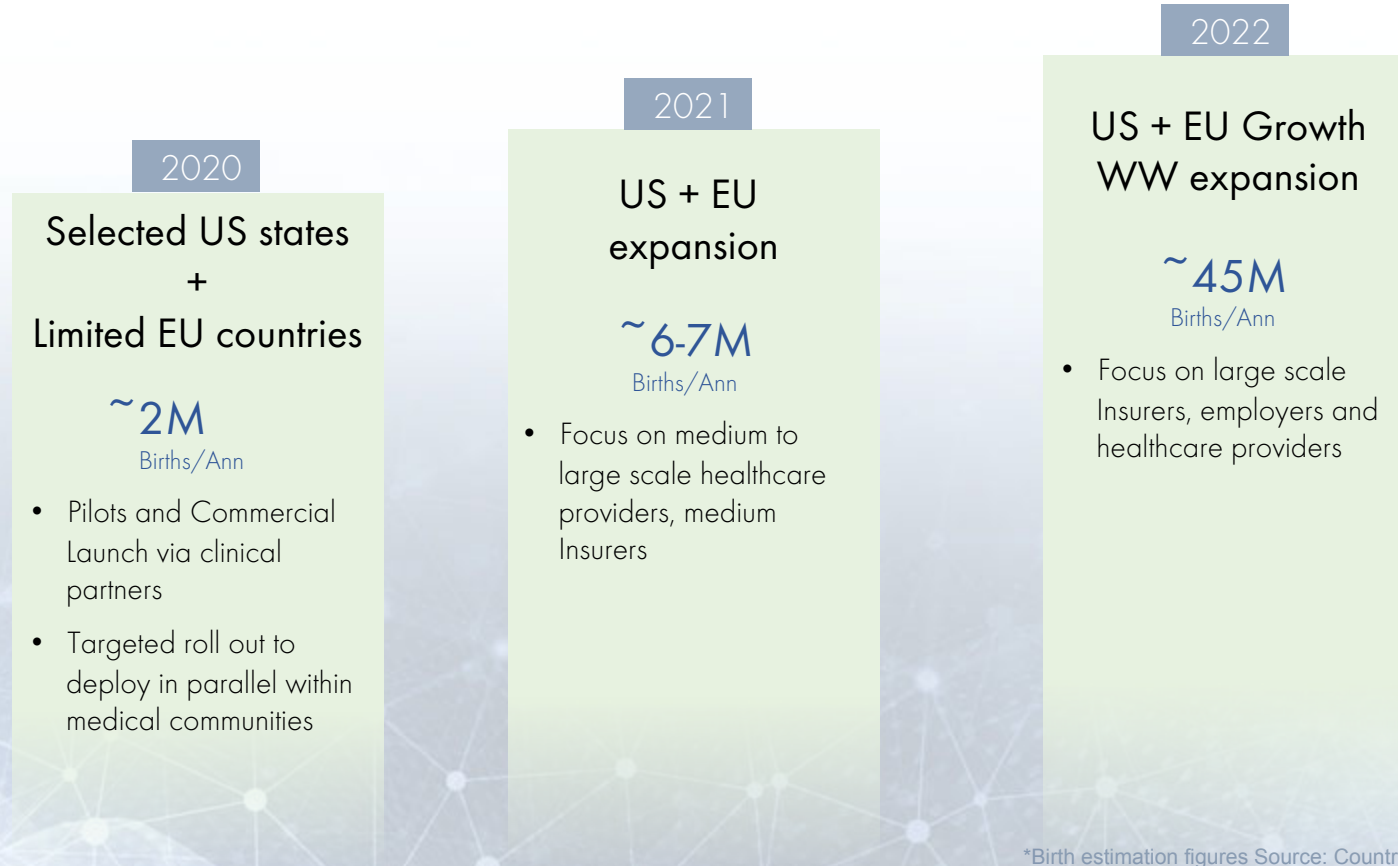
Technology  
Data Driven



Personalized  
Empowering









# Market Potential Opportunities



\*Birth estimation figures Source: CountryMeters.info

# HeraCARE Scalable Recurring Pricing Model

Features \ LICENSE fee	HeraBEAT Plus US\$299 / Purchase	HeraCARE PREMIUM US\$69 / Month or US\$199 / Pregnancy	HeraCARE GOLD US\$99 / Month or US\$399 / Pregnancy
 Task Based Prenatal Care	NA	Included	Included
 Social Support Network	NA	Basic	Enhanced
 Patient Education	NA	Basic	Personalized
 Midwife consultancy	Working Hours Chat, Hot line limited to 3 calls	Working Hours Chat, Hot line unlimited	24/7 Hot Line/ Chat/Video
 Self Monitoring (Connected Devices)	HeraBEAT	HeraBEAT (Rent)	HeraBEAT+ BP + Weight Scale + Urine (Rent)
 Points Based Rewards	NA	Basic	Advanced

# Defined Cooperation Model

Allows for rapid scalability through partners

- Provide a base service offering to existing clientele on a month to month subscription model ensuring recurring revenue for all parties
- Flexible and Tailored platform for Healthcare providers, commercial telemedicine medical insurance and government reimbursement
- Rev-Share based cooperation model
- HMD to provide all hardware and other equipment
- HMD to integrate platform and provide necessary technical support – cloud/software/integration/SDK's on SaaS model
- Local partner provides leadership, management, staff and preliminary funding



# Value Proposition



## Insurers/ Healthcare Providers

- Reduce unnecessary clinic visits
- Empower professionals to be more informed & efficient patient advocates
- Reduce costs
- Strategic advantage and engagement with household decision makers.
- Increase patient satisfaction
- Early detection of complications
- Better clinical outcomes



## Employers

- Reduce absence from workplace
- Enhance focus and work engagement during pregnancy
- Reduce costs
- Increasing loyalty among satisfied employees
- Positive positioning as “employee centric” “Innovative” and “Digital”



# USA - Prime Opportunity

Digital Pregnancy Care is the next frontier in chronic disease management

▲ **COST: \$111 BILLION**  
All payers

“ With 3.95 million annual births and \$111 billion spent by all payers for pregnancy-related conditions, maternity care represents the second-highest healthcare expenditure for employers in the United States and the largest for Medicaid

▼ **OUTCOMES: POOR**  
Maternal/infant

“ Despite this high spend, the U.S. experiences some of the worst maternal infant health outcomes in the developed world

## A changing landscape:



“Use smart, connected devices, personalized digital guidance, and 24x7x365 access to health professionals to make it easier for people with chronic conditions to stay healthier.

IPO US\$ 355Million @3.4 Billion valuation, July 2019



“Omada works with more than 600 employers and health plans across all 50 states, delivering an integrated experience that adapts to participants' health needs, and personalizes their journeys to create the best health outcome

Raised US\$ 73Million @600 Million valuation, June 2019

# US CPT Codes

New CPT codes recently introduced in the US are better suited to reimburse for the realities of current technology and staffing models, potentially the HeraCARE features and modalities will be covered by it

## CPT code 99453 - \$19.46 One time:

"Remote monitoring of physiologic parameters, initial; set-up and patient education on use of equipment."

Reimbursement for the work associated with onboarding a new patient onto a remote patient monitoring service, setting up the equipment and educating the patient on using the equipment.

## CPT code 99454 - \$64.15 / Monthly:

Remote monitoring of physiologic parameter, initial; device(s) supply with daily recording(s) or programmed alert(s) transmission, each 30".days." Reimbursement for providing the patient with a device and monitoring the data obtained for a 30-day period

Note that this code can be billed each 30 days.

## CPT code 99457 - \$51.54 (non-facility) and \$32.44 (facility) / Monthly:

"Remote physiologic monitoring treatment management services, 20 minutes or more of clinical staff/physician/other qualified healthcare professional time in a calendar month requiring interactive communication with the patient/caregiver during the month."

Reimbursement for clinical staff time that contributes toward remote patient monitoring, billed per 30-day period to 20 minutes per month.

# Solution Components

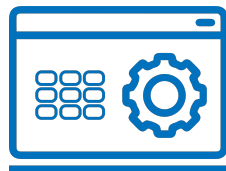
Designed Based On Clinical Research

Software and IOT platform for the creation and implementation of digital health solutions for prenatal care management



Hera

The digital  
pregnancy  
companion



Prenatal Care  
Composer

Configurable  
and flexible  
prenatal care  
standards



Care Manager  
Dashboard

Realtime data  
driven decision  
support for  
connected care



# HERA

## The Digital Pregnancy Companion

Designed Based On Clinical Research





# Hera - 6 Layered Solution

Designed Based On Clinical Research



## Task Based Prenatal Care

- Simple to follow daily tasks
- Optimizes user adherence
- Integrated with reminders and incentives



## Social Networking

- Community sharing & support
- Reinforcement network
- Relief stress and anxiety



## Patient Education

- Rich, personalized knowledge library
- Articles, Blogs, Vlogs and
- Controlled access to the most recent & accurate info



## Midwife Consultancy

- 24/7 empathetic interaction
- Human intervention when needed
- Empowered by accurate, relevant and updated patient data



## Self Monitoring

- Set of connected, digital health tools
- Optimized for simple home use
- Provides comprehensive pregnancy health trend base analysis



## Incentive Program

- Rewards and point-based
- Adds gamification element
- Enhances user engagement

Integrated into a pregnancy companion user experience

# HeraCARE – Highlights

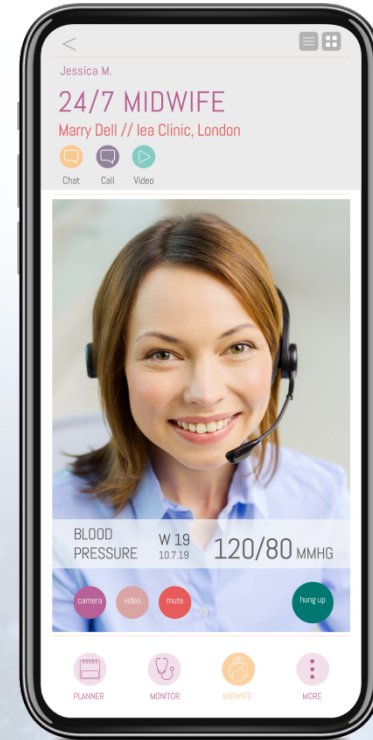
Designed Based On Clinical Research



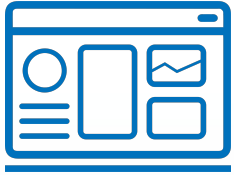
Task Based  
pregnancy planner



Self monitoring  
dashboard



24/7 midwife  
consultancy



## Care Manager Dashboard

Real-time  
data driven  
decision support  
for connected  
care



# Care Manager Dashboard

Dashboard Driven By Medical Evidence

A professional dashboard enabling real-time data driven decision support  
providing connected care and secured communication channels

## Key Features

Tracking of Usage/ adherence

Alerts and notifications

Administrative patient management

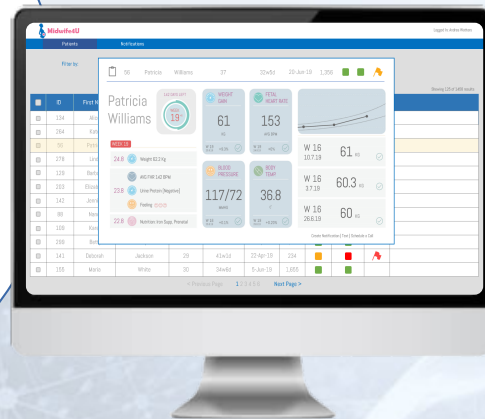
Monitoring of remote measurements

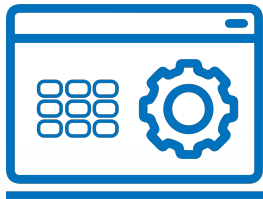
Synchronic and a-Synchronic Communication

Protocols and Guidelines



## Supervision Tool





## Prenatal Care Composer

A configuration  
system for  
Prenatal Care  
Guidelines

A 40 weeks journey defined by 3 layers of  
building blocks:

Recommendations	Presented to the user as <b>tasks</b> to complete
Self-monitoring	Tracking data and measurements (Weight, Blood Pressure, Proteinuria / UTI, Mood, Physical Activity, Nutrition, etc' )
Pregnancy Milestones	Pregnancy education via <b>content</b> quizzes and other interactive formats per relevant weeks

Configurable and flexible according to  
country specific medical standards



# HeraCARE Triple Aim

The service is offered through health care providers, insurers and employers to their pregnant audience to achieve the triple aim



## Cost Reduction

Reduction of both scheduled and unscheduled clinic visits.

Reduction of pregnancy related absence from work.



## Increased Satisfaction

Reassurance and peace of mind

Digital personal pregnancy companion

24/7 access to midwife consultants

Dedicated social reinforcement network



## Better Outcomes

Stress and depression reduction

Better adherence to prenatal care guidelines

Early detection of potential complications

“An individual’s lifetime health and disease  
is most probably programmed at a very early stage  
– while a child is still in the womb”

Thank You For  
Your Time

\* The Origins Project



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# Appendix 1: Board of Directors



**Dr. Ron Weinberger** – Non-Executive Chairman

Highly experienced business executive, with strong scientific background and international span |  
Ex president and CEO of Nanosonics Ltd. ASX: NAN, Mkt cap ~\$AUD 1.35 Billion



**David Groberman** – CEO, Co-Founder and Executive Director:

Serial Entrepreneur | Mechanical and Bio-medical expertise | Ex CTO & Co-Founder of Meytar R&D |  
Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude TAU | Alumni IDF elite computer division



**Tal Slonim** – COO, Co-Founder and Executive Director:

Serial Entrepreneur | Operations, Mechanical and management expertise | CEO & Co-Founder of Meytar R&D |  
Co-Founder Breathe.me | Co-Founder ADVA-Bio | B.Sc. Cum Laude BGU, MBA BIU | Naval officer IDF



**David Hinton** – Non-Executive Director

Senior company executive | Vast experience in the communication and IT sector | CFO and Company Secretary of Empired Limited ASX:EPD | 2005-2015 CFO AMCOM and involved in a \$1.6 Billion merger with Vocus Group | Bachelor of Business and qualified Accountant



**Doron Birger** – Non-Executive Director

Distinguished leader of the Israeli MedTech industry | Ex chairman of Given Imaging Nasdaq/TASE: GIVN (2014 - acquired by Medtronic for ~\$US1 Billion) | Ex president & CEO of Elron Nasdaq/TASE: ELRNF (investing more than \$US350 Million with a focus on Medical Device) | BA and an MA in economics from the Hebrew University

# Appendix 2: Corporate Overview

## Corporate overview:

ASX code:	HMD
Shares on issue:	87.5m
Total holdings:	114.8m (fully diluted)
Market capitalisation: (@0.16 per share)	A\$14m (11 Oct 2019)
52 week high – low:	0.14 – 0.33
Debt:	Nil
Cash Balance:	A\$2.59m (30 September 2019)

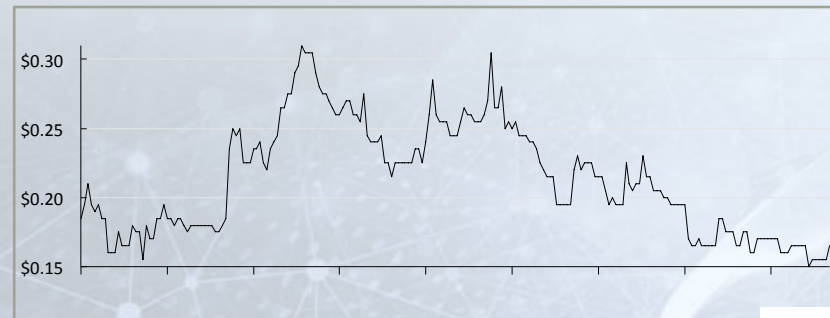
## Board & Management

Non-Executive Chairman	Dr Ron Weinberger
CEO & Co-Founder	David Groberman
COO & Co-Founder	Tal Slonim
Non-Executive Director	David Hinton
Non-Executive Director	Doron Birger

## Major shareholders:

Holley Pharma Company	10.81%
David Groberman	9.14%
Tal Slonim	9.14%
The Mayo Clinic	0.85%
Board and Management	18.66%
Top 20	62.69%

## Price since listing: (12 December 2018 – 11 October 2019)



# Appendix 3: References

## Slide 4:

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<http://www.pbgh.org/maternity>

<http://www.pbgh.org/maternity>

[www.biospace.com](http://www.biospace.com)

[www.livongo.com](http://www.livongo.com)



# Appendix 4: Case study Hapvida integration

First commercial deployment outlines validity and opportunity

- Brazil's 3<sup>rd</sup>. largest medical organization. ±6.5m customers, ±100 hospitals, ±1,000 clinics, ± 220,000 births/annum
- HeraBEAT device and HeraCARE PRO customized platform integrated into Hapvida's EMR in July
- Trial valued at US\$60,000 includes 100 HeraBEAT devices and 2,400 subscription licenses (100 users over 24 month)
- Integration included rigorous technical testing by medical professionals that will trial HeraBEAT and HeraCARE as an alternative to competitors products – existing solutions cost considerably more with less functionality
- Integration allows for seamless data upload and sharing between HeraBEAT and HeraCARE PRO allowing Hapvida professionals to monitor analytics in real time
- 100 HeraBEAT devices now being distributed across Hapvida's network – as of today: we're running in 4 hospitals in Fortaleza, Maracanau and Recife. We have monitored over 500 patients since the beginning of its implementation
- Pricing structure will be optimized following initiation of trial allowing HMD to capitalize in the future
- Provides Hapvida the ability to save on device costs, reduce strain on hospitals due to unnecessary visits and optimise patient satisfaction

