

## **Binding Strategic Partnership Agreement signed with US-based FemBridge; a pioneer in maternal healthcare; to develop a scalable, comprehensive maternity care solution**

- FemBridge, a leading innovator in maternal healthcare solutions, based in Winfield (West Virginia) has signed a binding commercial agreement with HeraMED to develop and deliver a scalable, seamless, and comprehensive maternity care solution;
- Since the Memorandum of Understanding, announced in December 2023, FemBridge has been engaged by HeraMED as an out-sourced business development function;
- This binding agreement will immediately expand the partnership with Fembridge agreeing to provide health professionals, sales executives, and other services;
- During recent months, FemBridge and HeraMED have successfully integrated HeraCARE into a comprehensive service offering and sourced grants and payment options best suited to the offer;
- In November 2023, FemBridge reached a commercial agreement with the North Carolina Hospital Association to provide the FemBridge solution powered by HeraCARE representing a significant opportunity for HeraMED; and
- This partnership with Fembridge has already resulted in a large and growing pipeline of sales opportunities across several groups including hospitals, health providers, governments, and employers.

**HeraMED Limited (ASX:HMD)** ('HeraMED' or the 'Company'), a medical data and technology company leading the digital transformation of maternity care, today announced that it has signed a binding agreement with FemBridge to develop a scalable maternal health solution. FemBridge and HeraMED have already made good progress on creating a scalable solution that delivers high quality maternal healthcare for preconception through postpartum related health issues and nurturing maternal mental wellbeing. This agreement follows a Memorandum of Understanding with Fembridge that was announced in December 2023.

FemBridge has developed a comprehensive and empathetic solution dedicated to empowering women throughout their journey from preconception to postpartum. Recognising that women's health extends beyond medical parameters, the approach is both holistic and personalised. By addressing Social Determinants of Health, providing Access to Technology, implementing Maternal and Fetal home monitoring, delivering personalised virtual coaching, and prioritising mental health screening, support, and treatment, the FemBridge solution ensures that all aspects of a woman's well-being are considered.

To date FemBridge has been engaged by HeraMED as an outsourced business development function. This binding partnership agreement with FemBridge is a strategically important step for HeraMED's commercialisation strategy in the United States.

HeraMED is moving to a healthcare customer focussed solutions provider. Taking a holistic approach to maternal health allows for platform differentiation and sets HeraMED up as a “one stop shop” for maternal health, aligning it to key behavioural and social drivers of healthcare, and allowing for a more flexible customised solution. This partnership allows HeraMED to expedite this process as FemBridge brings valuable expertise in several key areas for HeraMED.

Under the terms of the binding agreement, FemBridge will provide ten experienced Sales Executives and five Clinical coaches and obstetric registered nurses. This partnership will provide access to infrastructure, through key personnel, as HeraMED advances its commercialisation journey in the US. The specialised team will comprise the following:

- Maggie Huether: responsible for client and partner development, identifying and securing National, Government, Hospital, and Association strategic partnerships and alliances. Maggie has deep experience with C-level, Government, Hospital and employer group partners in sales and operations;
- Traci Quillen: responsible for strategic partnership development and customer facing sales lead. Traci has significant experience in sales cycles of large complex sales in healthcare and the payor space. Traci is a Hospital and Payor revenue expert; and
- Rachel Sheehan: Clinical Advisor, consultative role for strategic alliances and sourcing grants in the maternal and women’s care market.

HeraMED will collaborate with FemBridge to integrate three essential solutions in a comprehensive and scalable service offering including:

1. Social Determinants of Health (SDOH);
2. Maternal and Fetal Monitoring Clinical Coaching;
3. Behavioural Health and Substance Use Disorder; and
4. Doula Services

Social determinants of health (SDOH) are the non-medical factors that influence health outcomes; the conditions in which people are born, grow, work, live and age. SDOH is an international and USA federal healthcare strategy to improve health outcomes of which maternal health is one of the worst and a strong contributor to mental health issues.

FemBridge will assist HeraMED in developing a pricing structure, potentially using a ‘per patient per month’ model and agrees to exclusively use HeraCARE as the sole Remote Patient Monitoring (RPM) platform. Under this agreement, HeraMED agrees to employ FemBridge exclusively for their SDOH solution, Clinical Coaching, and Behavioural Health services.

As part of HeraMED entering into this binding agreement with Fembridge Mr Keith Koby will step down as President USA for HeraMED.

**HeraMED Executive Chairman Ron Weinberger** said: “I’m confident that this agreement represents the start of a successful relationship that has the potential to transform maternal and infant care with our scalable solution, which is needed now more than ever in some parts of USA.”

**FemBridge Co-Founders Traci Quillen and Maggie Huether in a joint statement** said: “We are excited to announce the finalization of our strategic partnership with HeraMED, and we are eager about the potential for our businesses to bring substantial advancements to maternal care from preconception through postpartum. As we finalized this agreement with HeraMED, our team has concurrently been actively developing and advancing our pipeline of opportunities. With this accomplished, we anticipate achieving commercial milestones in the immediate future, with a steady growth trajectory expected throughout the remainder of 2024.”

### **About the agreement**

- Retainer - HeraMED will pay FemBridge US\$40,000 per calendar month for provision of business development, sales, and marketing services.
- HeraMED will reimburse FemBridge \$7,083 per month for the salary of employing to employ a full-time Sales Executive to market the FemBridge/HeraMED solution.
- Performance Milestones - The Parties intend to finalise performance milestones for Fembridge within the next 30 days. If the Parties fail to agree upon Performance Milestones within thirty (30) calendar days after the Effective Date, the retainer shall automatically amend to US\$25,000 per calendar month until such time as the Parties agree on the Performance Milestones.
- HeraMED shall pay FemBridge a commission equal to 10% of all sales generated by HeraMED as a result of HeraCARE licence sales facilitated by FemBridge.
- Additionally, a Development Plan will be established that will set out the steps for the deployment of the combined solution incorporating all the additional services Fembridge intends to offer such as mental health support, doula services and SDoH screening.
- On additional revenue generated from the additional services provided by Fembridge as part of the care solution managed through HeraCARE (all of which have existing reimbursement codes) the revenue split will be 50:50 revenue split between HeraMED and Fembridge net of costs.
- Under the agreement, HeraMED will exclusively engage FemBridge for the Social Determinants of Health, Maternal/Fetal Monitoring Clinical Coaching, Doula services and Behavioural Health and Substance Use Disorder functions of the FemBridge Product.
- Term: 2 years with an option to extend for a third year.
- Termination: Either party can terminate with 90 days’ notice without cause.

### **North Carolina Hospital Association**

In November 2023, FemBridge signed an agreement with North Carolina Hospital Association (NCHA) to collaborate on a maternity solution. North Carolina Hospital Association represents over 130 hospitals and health systems across the state delivering in excess of 120,000 births per year. There are 21 counties in North Carolina that are classified as maternity care deserts and there is an urgent need for improved maternity care across the State. FemBridge has been appointed to lead the solution which will be powered by HeraCARE. The first hospital to deploy this solution is currently being established between FemBridge and the NCHA. Shareholders will be updated in due course.

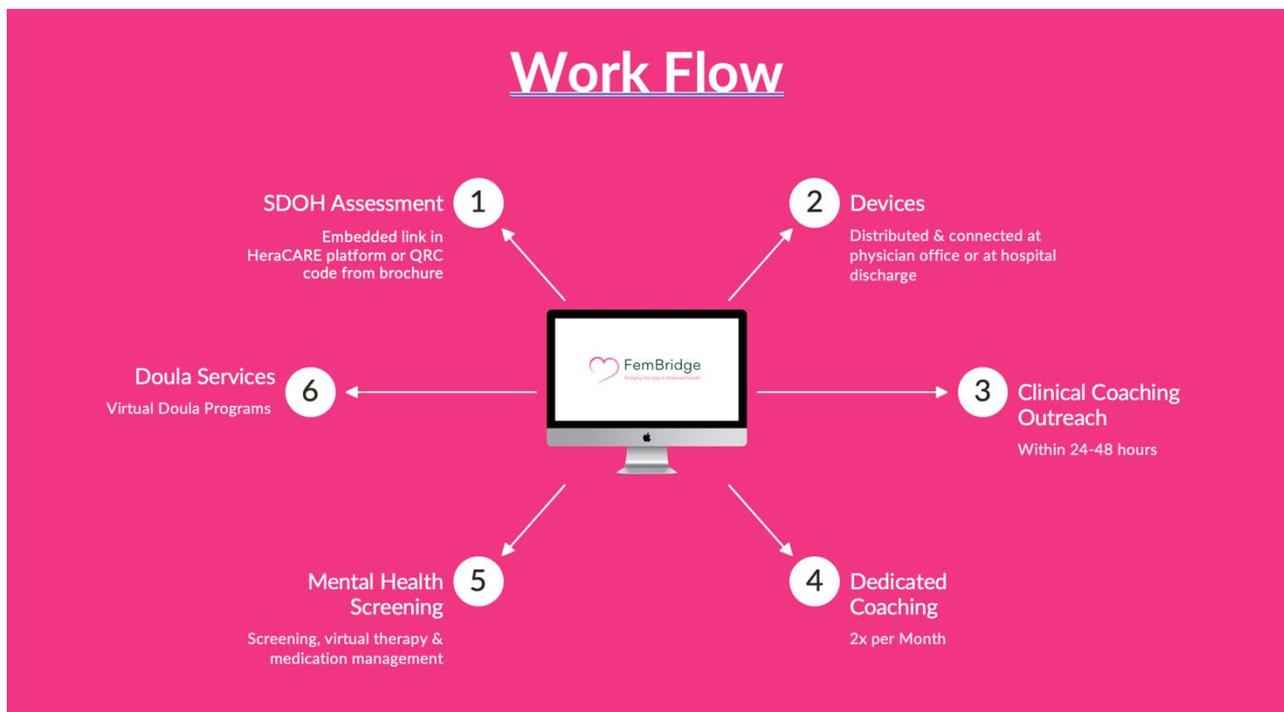
### **About FemBridge**

FemBridge, powered by HeraMED is a complete remote patient monitoring program designed for pregnancy and postpartum care, improving access to quality maternal healthcare and patient outcomes. Patients are provided with condition specific Bluetooth enabled devices for vitals capture from the comfort of their

home, enabling providers the ease of managing their patients remotely through the platform. Both maternal and fetal monitoring devices are available, providing earlier care interventions and decreasing hospital readmission rates:

- Social Determinants of Health Screening and Assessment – Resource coordination
- Home Vital Monitoring, Maternal and Fetal
- Personalised care plans and triage escalation
- FemBridge clinical coaching for SDOH and pregnancy related conditions, preconception through postpartum utilising HeraCARE integrated telehealth platform
- Virtual Doula Services
- Behavioural health screening, assessment, and referral
- Chat and text
- Reminders and notifications
- Education library

FemBridge was founded from a vision and collective passion advocating that healthcare should be a fundamental right, not a privilege. FemBridge believes that birthing individuals deserve access to comprehensive maternal care, irrespective of their socio-economic standing. The core mission centres on delivering scalable solutions crafted to fortify exceptional maternal care. Their strategies are designed to enrich the availability of high-quality maternal healthcare for preconception through postpartum related health issues and nurturing maternal mental wellbeing. Additionally, FemBridge is steadfast in its commitment to addressing Social Determinants of Health, striving to dismantle barriers to care and rectify disparities.



### About the US Maternity Crisis

Healthcare providers are facing challenges due to shortages in staffing and excessive demands on their time. The expectation to accomplish more with fewer resources has become a significant burden. Maternal mortality rates have increased significantly during the past few years with 80% of maternity deaths

considered preventable. The maternal mortality rate in USA has increased from 20.1 deaths per 100,000 in 2019 to 32.9 in 2021. Equity and access are key drivers of poor outcomes.

-ENDS-

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

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**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.

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.